



## FEATURES OVERVIEW

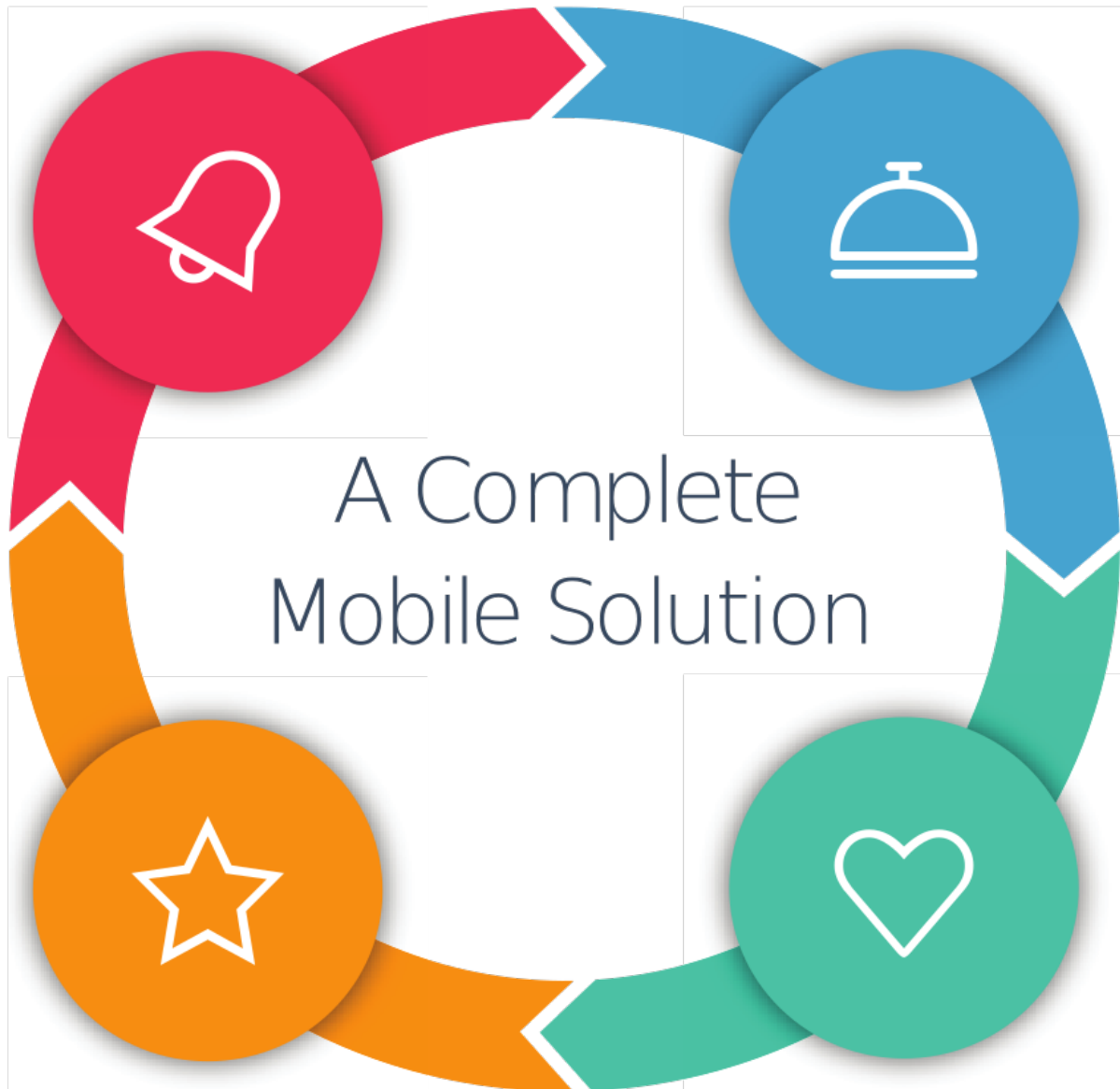
Features That Help  
Small Business Grow

## ENGAGE

Successful brands engage with their customers as they understand that consumers want to interact and learn something of value.

## CONVERT

Engagement with your app and website alone does not equate to a successful business - you've got to convert as many visitors as you can.



## ADVOCATE

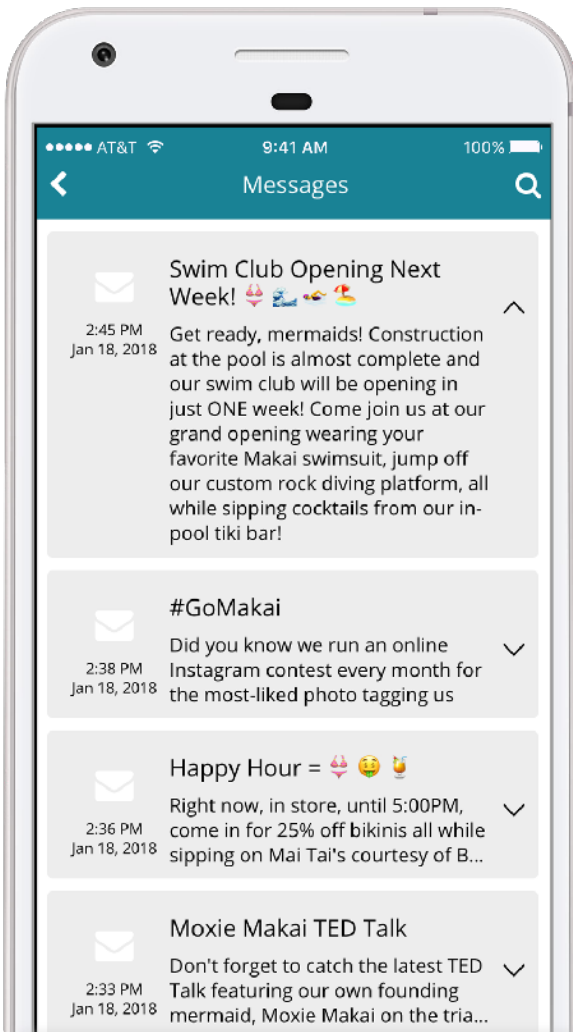
It costs more money to generate a new customer than it does to market to an existing one, so turn your loyal customers into brand advocates.

## REWARD

Customers want to be rewarded for their loyalty, and those rewards in turn make them more loyal to the business.

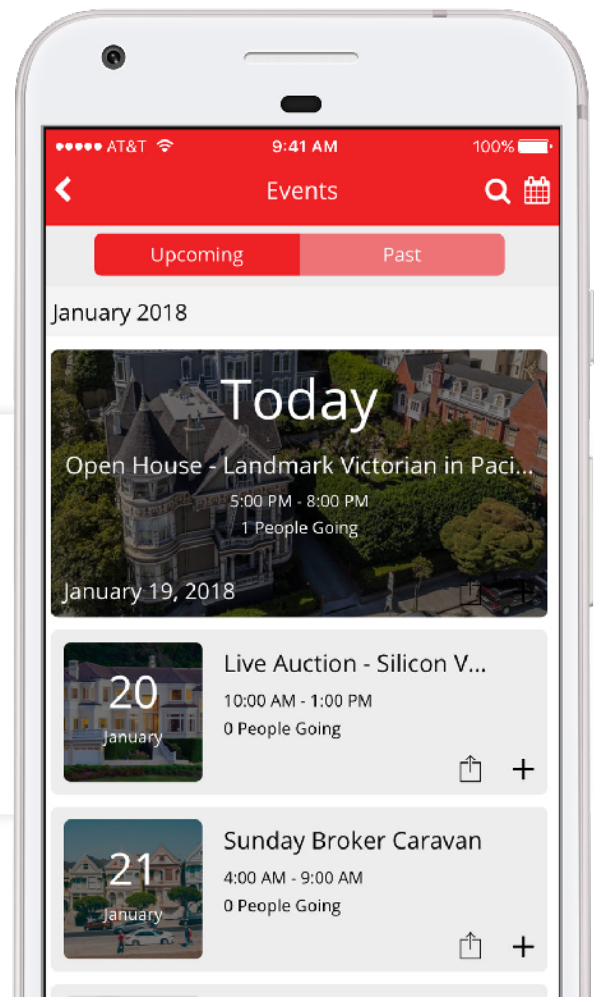


# Engage



## MESSAGES

Connect people to what they are looking for and provide relevant information when they need it. Providing valuable information will also ensure that people keep using the app.



## EVENTS

Keep customers engaged with your brand by showcasing popular events and promoting daily specials to keep them coming back to the business.



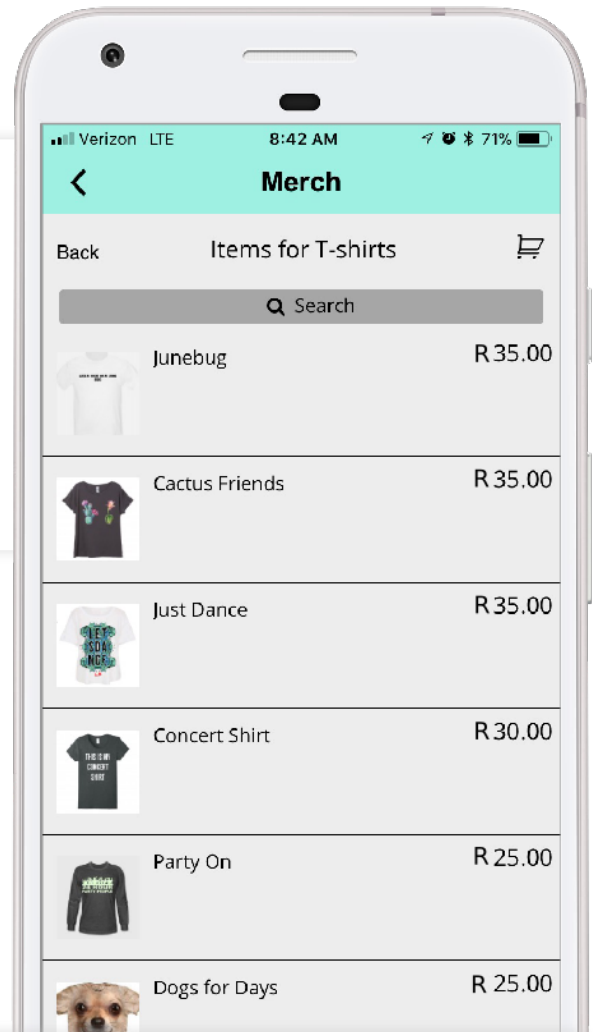


# Convert



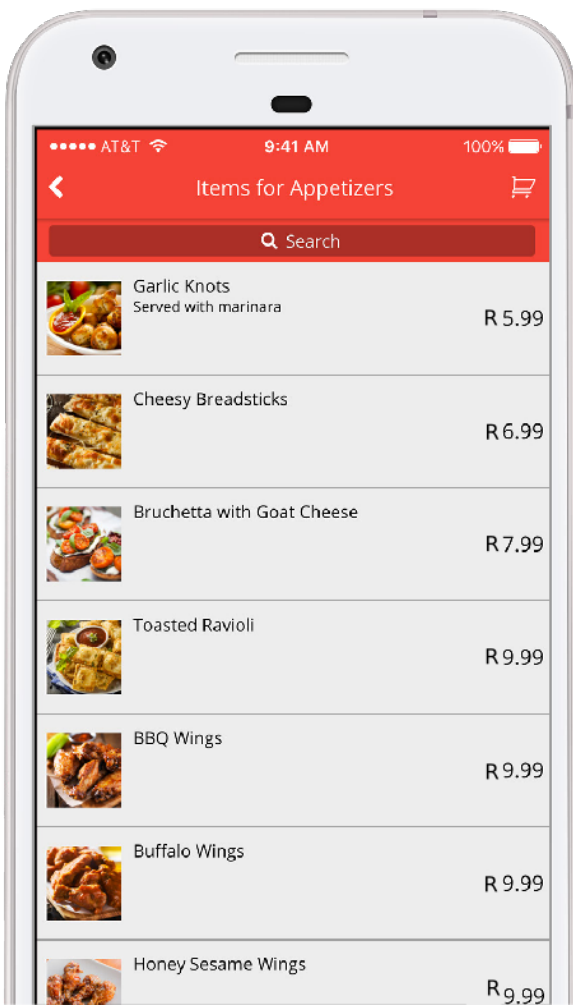
## MERCHANDISE

Mobile shopping trends are pointing to m-commerce as the future of shopping. Build your own in-app marketplace or integrate your online store to make sales through the app.



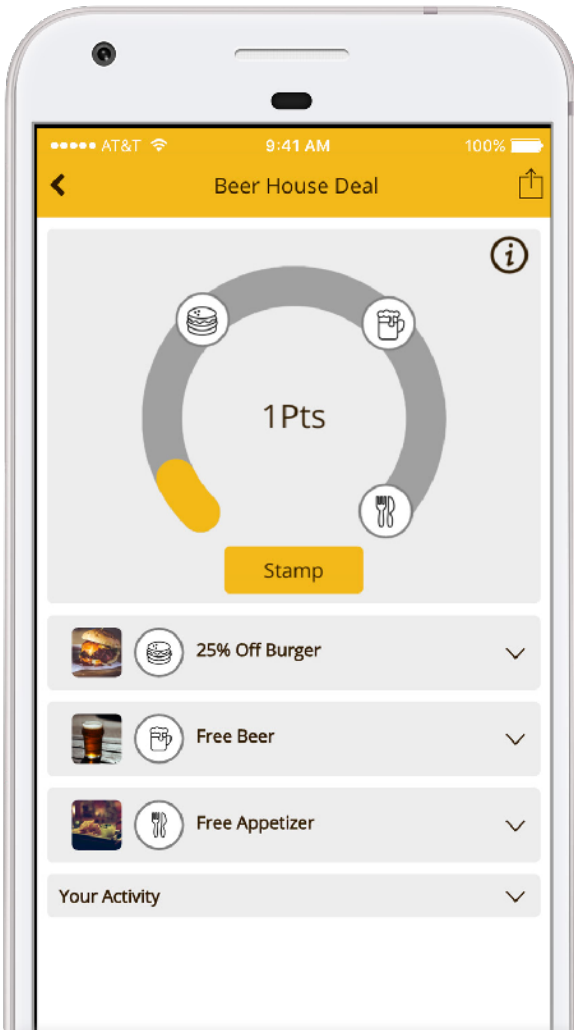
## FOOD ORDERING

A simple and effective way for restaurants to take orders and process payments. You have full control with customizable menu and pricing, delivery/take-out options, and in-app payment.





# Reward



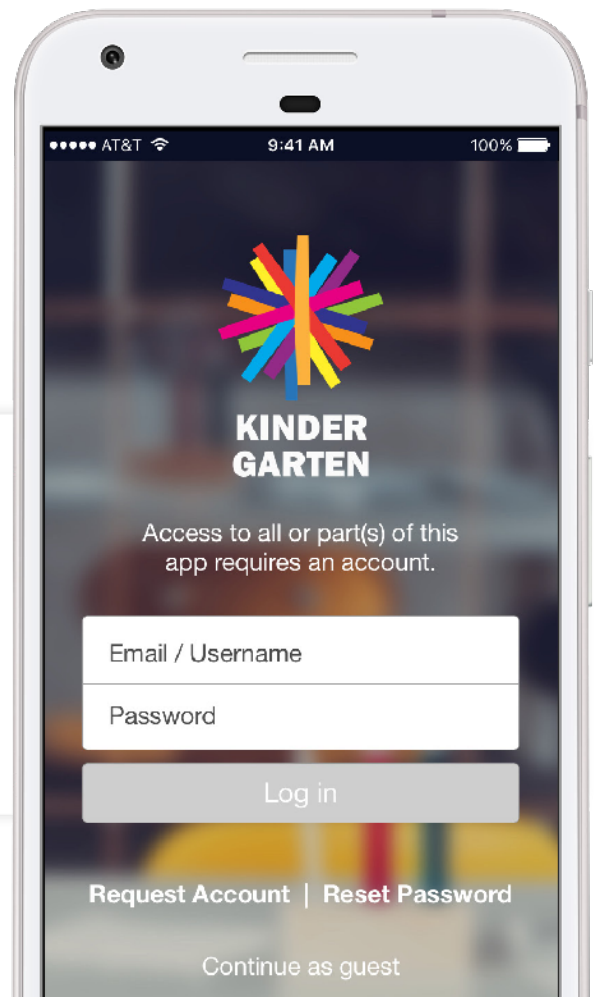
## LOYALTY PROGRAMS

By providing a mobile stamp card, you can offer discounts and benefits to build a loyal customer base. It allows users to have an in-app version of a traditional stamp card or a more advanced tiered loyalty program.



## GROUP MANAGEMENT

Take full control of who can see your app's content. Restrict access to certain features of your app or limit the use of the app to a specific group of people.



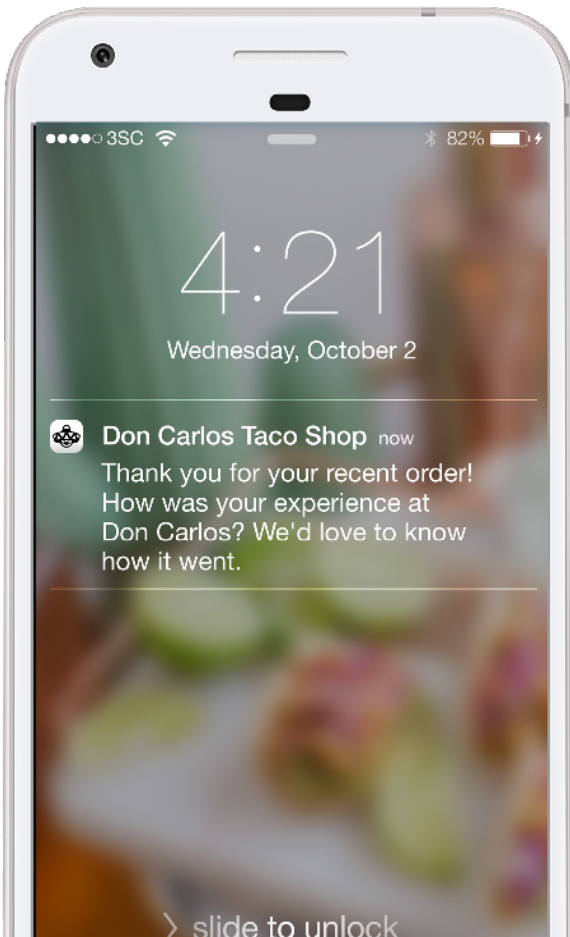
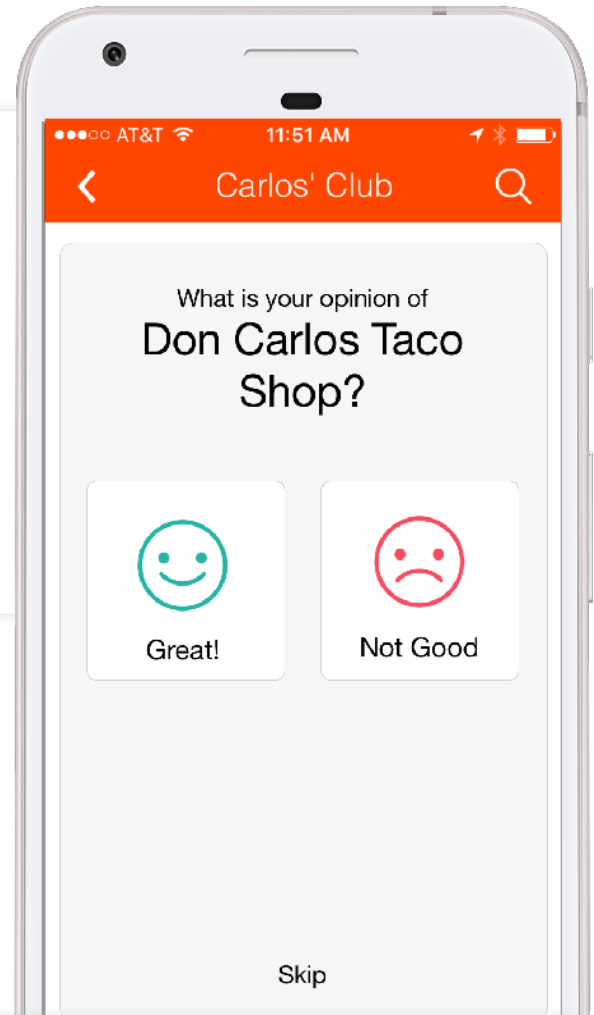


# Advocate



## REVIEWS

Take control of your online reputation and get your business to the top of search results by boosting reviews. We prompt app users to review your business and ensure the positive reviews get published online, while you get a chance to handle the negative ones.



## REVIEW TRIGGER

Review requests are sent as a push notification after the customer experiences a positive interaction with the business (i.e. the trigger). Prompts can be triggered after customers redeem a loyalty reward, make a purchase or engage with certain features in the app.



# More Features

## AROUND US

Draw attention to hot spots in the area within your app. Users can easily access contact information, addresses and GPS directions for each location.

## DIRECTION VIEW

This offers one-touch directions to multiple locations. It's quick and easy to set up and there is no limit to the number of addresses you can enter.

## CALL US

Allow users to instantly call you with the tap of a finger.

## EMAIL PHOTO

Allow users to email photos/videos directly from the app that businesses can use on their own social media platforms.

## CONTACT

Display important general information such as business location, website URL, contact info (phone & email), and hours of operation.

## EMAIL SIGNATURE

Don't rely on printers, scanners, or postal workers any longer. Paper forms are a thing of the past with our new Signature add-on. Let users quickly and securely sign documents within your app, saving time and money for your business and your customers.

## CUSTOM FORM

Generate customer feedback, take appointment/reservation requests, and gather info from users.

## RESERVATIONS

Use a built-in booking system that allows users to reserve time slots for various services. Implement commitment fees, manage appointments and receive notifications when appointments are scheduled all from within the app.

## RSS FEED

Display news and information through an RSS feed. It loads a web page that constantly updates within the app without any manual changes on your end.

## TIP CALCULATOR

Allow users to input the price of the bill, the percentage they wish to tip, and the number of people splitting the bill. Currency and format are adjusted based on the device's settings.

## WEBSITE

Easily integrate a web page into your app; all you need is a website URL.

## WUFOO FORM

Easily integrate with WuFoo, a 3rd party form-building site that provides a huge array of features and customization options.

## YOUTUBE CHANNEL

Display your business' YouTube channel in a clean, accessible format right within your app. All that is required is a custom URL for your YouTube channel.





## SUCCESS STORY

### Benedetto's



Powered by



## Mobile App

### Helped Local Italian Restaurant

### Grow 33% Every Year

#### THE CHALLENGE:

### Build Customer Loyalty & Engagement

Benedetto's was already successful, but they wanted to build loyalty and engage customers - also outside of the establishment. The owner previously used email campaigns; his forte was writing strong emails that gave rise to his list of 47,000 subscribers. Adding an app to his marketing repertoire would increase engagement even more and add to the restaurant's success.

#### THE SOLUTION:

### Exciting Loyalty Program & Push Notifications

The mobile strategy was simple: focus on the loyalty program and push notifications, and do these right. If a restaurant is more pricey than usual, a customer might think twice about dining there (even if it is their favorite place). Benedetto's created a loyalty program that overcame this initial barrier by providing customers with a generous reward - a completed mobile punch card can be redeemed for \$50. In addition, the owner uses his persuasive writing skills to send out push notifications to these loyal customers.

#### **Benedetto's Ristorante**

**Italiano**, a local and upscale Italian restaurant, needed a way to build customer loyalty and brand engagement. A mobile app provided a way to engage customers beyond the confines of the establishment through push notifications and a gratifying loyalty program. Now, the restaurant has dramatically increased customer retention, as well as revenue and year on year growth.

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The fishmonger brought fresh stone crab to the backdoor one evening, so Chef Ben sent out a push notification letting everyone know about his catch of the day. The message went out 5pm and he was sold out of crab by 7pm!

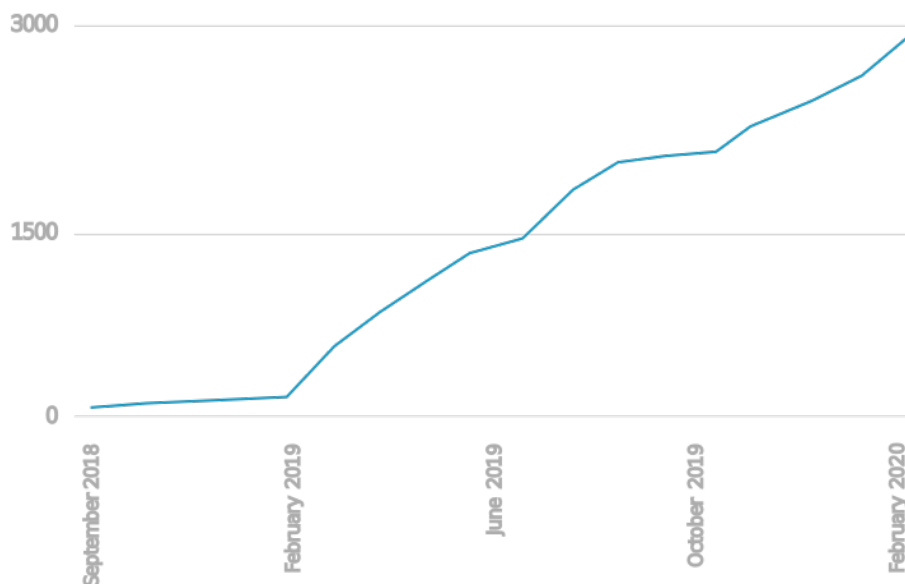
## THE RESULTS:

### Increase in ROI & Customers Retention

By adding a mobile app to the marketing portfolio, Benedetto's was able to grow the business with 33% every year, for the last 3 years.

The simultaneous marketing endeavors, including quality emails, powerful push notifications, and an exciting loyalty program, have allowed Benedetto's to dramatically increase customer retention and engagement. The restaurant also has over a 1000 loyal customers actively using the loyalty program on a regular basis.

### Installs Increased Steadily to 2,800+



**2,800+**  
Downloads

**1,000+**  
Loyalty Users

**33%**  
Growth Every Year

## KEY SUCCESS FACTORS:

**Zeroing in on the key value you can provide to customers and translating that into an app.**

**Using the KISS approach (= Keep it Simple, Stupid) to determine app features and executing them perfectly.**