

WHAT IF?

Brick/mortar merchants could convert 30% of customers into card-linked loyalty members?

In doing so, their Email or SMS marketing response would significantly increase!

The improved customer experience resulted in higher top line sales

Enroll & Pay

Enrollment Opportunities	Conversion Ratio	Total Members	Member Ave. Trans.	Non-Member Ave. Trans	Increased Spend Per Transaction	Participation Rate
15,322	34%	5,209	\$34.68	\$26.10	33%	24%

CARD-LINKED OFFER RESULTS

Email Campaign	Group Size	Response Rate	Actual Sales	Average Transaction	Non-Offer Spend	Increased Spend Per Offer	Total Increase
10% Off M-TH (4 days only)	1,272	5%	\$2,312	\$36.12	\$25.85	\$10.27	\$657
\$5 of \$25 (1 month)	2,344	17%	\$14,105	\$35.44	\$24.02	\$11.42	\$4,545
5% Off (1 Week)	4,691	8%	\$11,092	\$29.58	\$22.17	\$7.41	\$2,778
Buy Any Combo Get Free Quac (2 weeks)	1,653	23%	\$13,337	\$35.08	\$26.33	\$8.75	\$3,325

MERCHANT CENTRIC APPROACH - LEGACY PROGRAMS

“As Guest Experience Improves – Top Line Sales Increase”

- 2,000 locations, 20 million Loyalty Members, 200M Transactions

**Payment Card
Becomes Loyalty ID**

Streamline the Loyalty ID exchange
Reduce Existing Members Trx – 20 seconds
Improved Customer Conversion
Fraud Reduction
Access to New Customers

ENROLL AND EMAIL CAPTURE



BILL SUMMARY

GUACAMOLE LIVE	6.00
CHICKEN TORTILLA SOUP	6.00
SHAKEN MARGARITA	12.00
ULTIMATE FAJITA	14.00
<hr/>	
SUBTOTAL	38.00
TAX	2.85
TOTAL	40.85

PRESS HERE TO
Begin




★ ★ ★

GET 20% OFF NOW

by enrolling into OTB Rewards!

EMAIL: customer@gmail.com
ZIP: 92008
DOB: Aug 29

MOBILE 7609676806 **CODE**



Privacy and Terms/Conditions
 Enroll into Club Cantina

SKIP
& GO TO CHECKOUT

ENROLL
& CHECKOUT

★

.Inhr, you just earned
\$7.60 on this transaction!

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CHICKEN TORTILLA SOUP	6.00
SHAKEN MARGARITA	12.00
ULTIMATE FAJITA	14.00
<hr/>	
SUBTOTAL	38.00
TAX	2.85
TOTAL	40.85

INSTANT REWARDS -7.60

AMOUNT	30.40
TAX	2.85
TOTAL	33.25

Touch
TO GO BACK

ALL THAT FOOD...
for such little dinerct!

MEMBER DETAIL

MEMBER DETAIL

Laura Palmer
Customer ID: 2,000,000 Location: OTC - MV
[View transaction history](#)

REVENUE
GROSS REVENUE \$100.00
NET \$90.00

ACCOUNT NO / UNIT	DESCRIPTION	AMOUNT
10000000000000000000	10000000000000000000	100.00
10000000000000000000	10000000000000000000	10.00

LOYALTY

REWARDS PROGRAM	STARS EARNED
REWARDS PROGRAM	100 STARS
REWARDS BALANCE	100 STARS

MEMBER CONTEXTUAL DATA - SKU

MEMBER CONTEXTUAL DATA - SKU

PRODUCT

NAME: MACH DOH
DESCRIPTION
PRICE
REG. CATEGORY: SA

SALES PERFORMANCE

SKU	SALES PERCENTAGE	REVENUE
10000000000000000000	48.26%	\$100.00
10000000000000000000	8.87%	\$10.00
10000000000000000000	8.87%	\$10.00
10000000000000000000	8.74%	\$10.00
10000000000000000000	8.45%	\$10.00

3,000 Data records per day, per rooftop
Currently Planning for 20M daily records

AI OFFER SUGGESTION - MERCHANT

ABC Loyalty
512 Via De La Valle
Solana Beach, Ca. 92075

Hi Brett, here's our suggested offer to send!

\$5 OFF
WHEN YOU SPEND \$25

This Weekend

Expires: 03/12/18

Publish

Make Changes



Privacy Policy | Terms/Conditions | Not your Receipt
Manage Preferences for receipts

ABC Loyalty
512 Via De La Valle
Solana Beach, Ca. 92075

Hi Brett, here's our suggested offer to send!

10%
EXTRA OFF

This Weekend

Expires: 03/12/18

Publish

Make Changes



Privacy Policy | Terms/Conditions | Not your Receipt
Manage Preferences for receipts

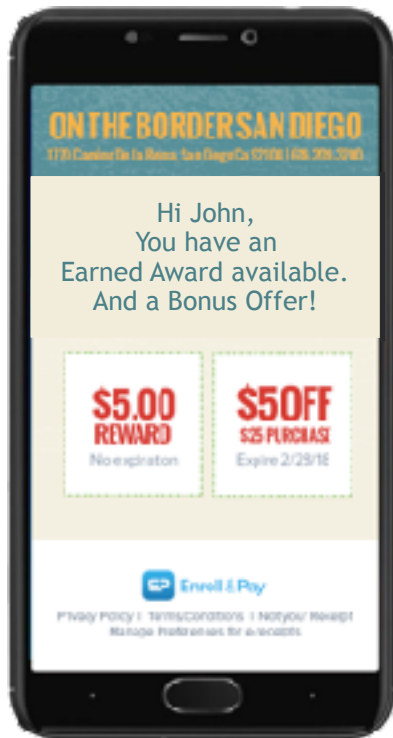
AI DATA DRIVEN COMMERCE PLATFORM



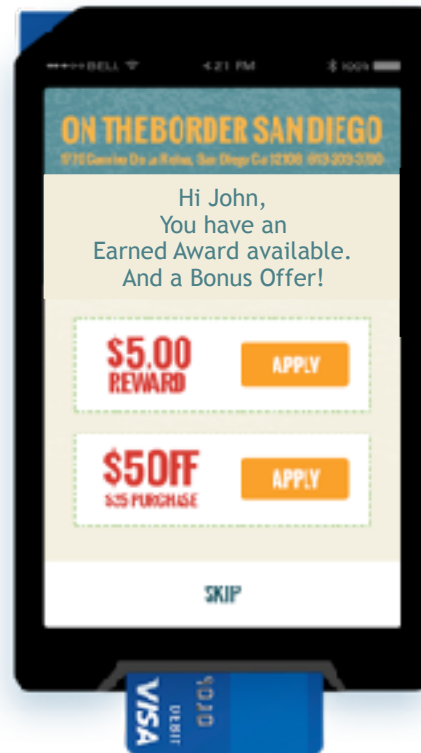
PERSONALIZED OFFER DELIVERY

FIRST NAME, PRODUCT SPECIFIC, TIME RELEVANT, CURRENT STATUS

EMAIL OR SMS



ON TERMINAL



HOW & WHY COMPANIES SHOULD WORK WITH ENROLL & PAY

Processors & Acquirer's	<ul style="list-style-type: none">• New Revenue Streams• Door Opener for new/lost business• “Churn Killer”
Payment Hardware	<ul style="list-style-type: none">• Revenue Share with ENP• Device Dependence
Brands & SMB's	<ul style="list-style-type: none">• Merge Legacy Loyalty Program• New Stand Alone Program
Strategic Partners	<ul style="list-style-type: none">• Card-Linked access to POS/Terminals• Data, Analytics, Engagement tools

VIDEO OVERVIEW

