



RETAIL / ECOMMERCE

Generate More Business via Apps and in Physical Stores



1 INCREASE MOBILE APP AND WEB SALES

According to recent data, **50% of all time spent online is now spent on a mobile device. Mobile marketing campaigns** work best whenever there is the need to send short messages **that reach their target audience instantly** even if they are currently online or not. This platform is perfect for sending all kinds of reminders for example planned meetings, visits, acknowledgement, special offers, competitions and other important marketing information.

Integrated mobile marketing campaigns are an essential component for supporting sales. **PUSHTech™ gives users the option to run stand-alone SMS campaigns or integrate them with other advertising campaigns.**

Using Intelligent Multichannel communications PUSHTech™ generates more efficient, effective and cost - reduced communications between businesses and their mobile databases and/or mobile app users.



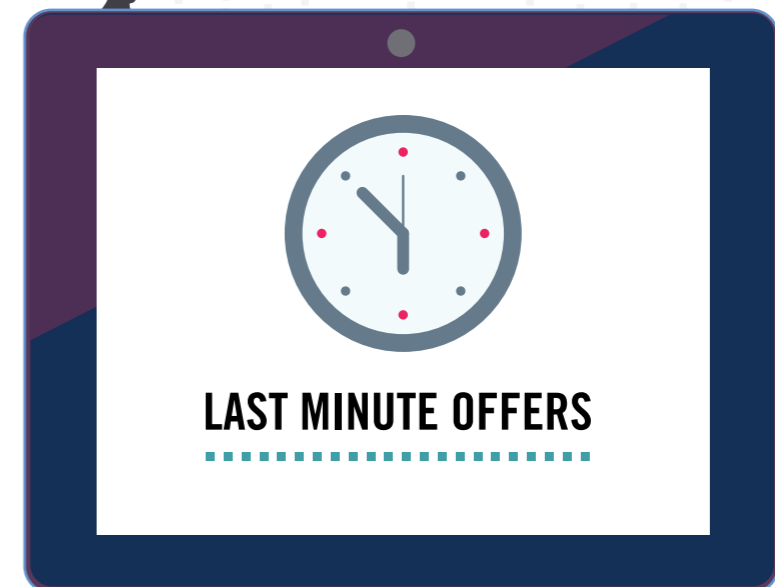
2 SEND OUT LAST MINUTE OFFERS VIA TIMELY MESSAGES

Text messages and push messages are a great way to connect with your existing customers. Not only are they are cheap and easy to send but they are also a great way to get messages immediately into the hands of your customers.

Perfect for last minute messaging, when you need to inform customers about something within a short time frame nothing beats a text message.

User case scenario: you manage a store and know the end of each month is a very low sales period (due to salaries generally issued at the beginning of the month).

Instead of settling for a slow shift send out a last minute text message with a mobile voucher offering a discount on any purchase to lure in the customers. These messages can be scheduled to be sent for a designated time and date.



3 Alert customers of events based on their interests

Refine your database of customers and keep them interested in your business. A great way to do that is by regularly notifying them about promotions, sales, new products and events.

By using PUSHTech™'s multichannel platform, your business can **keep customers up to date and connected** by sending them specific information/alerts defined by their preferred interests.



4 CONFIRM CUSTOMER ORDERS AND SHIPPING VIA YOUR APP

The PUSHTech™ platform enables companies to save money and improve customer service by confirming their orders/shipping times via in app Push messages.

- **Save money** by **reducing** the number of **missed** or **inaccurate customer deliveries**.
- **Save time** by centralizing and automating much of the delivery management process
- **Save time** and improve customer service by giving your customers their **specific delivery schedule**.



5 GET USERS TO VISIT NEAREST STORES BY USING GEO-FENCES

Make sure your customers feel connected by personalising your messages, such as refining them to a **specific area or location**.

With PUSHTech™'s capabilities retailers can **easily target and broaden their chosen demographic**. By creating targets based on their given location retailers can inform existing and new clients of activities going on in the stores/services in their local area.

PUSHTECH gives the retailers the opportunity to **minimise the focus of their promotions/campaigns** to local celebrations, **events** and **activities** or broaden them to **target national activities**.



6 USE CRM DATA TO SEND CUSTOMER-SPECIFIC OFFERS

Mobile adoption is constantly expanding, it is vital for businesses to focus their attention on their **digital strategies** in order to **stay competitive**. Everyday, the number rises of consumers who are using their mobile devices to access and retrieve information via mobile browsers, connect to social networking sites and even make retail transactions.

Customer relationship management (CRM) is not only the application of technology, but also an important strategy to **learn more about customers' interests, needs** and **behaviours**. This information leads to developing stronger relationships with them.

A good knowledge of your customers enables you to develop marketing strategies that target their specific needs resulting in increased sales.

By documenting your customer's product likes and dislikes, spending habits, location, age and gender, a CRM enables you to develop a detailed profile. Using this data together with the **PUSHTech™ platform** enables you to segment your customer base into a target groups of buyers with different tastes of budgets.



7 TURN KNOWLEDGE OF CUSTOMER APP BEHAVIOR INTO HIGHLY-TARGETED MESSAGES

The **mobile environment** is constantly **evolving as technologies advance**, user behavior shifts and adoption rates continue to rise.

PUSHTech™ allows for **distinguishing customer characteristics** to be categorized into **marketable targets**, through the **analysis** of their **common in-app behavior**, the devices being used and the operating systems.

For any marketing strategy regardless of the channels implemented it is essential to understand your customers' needs, habits and engagement levels to create a sustainable mobile relationship.

Thanks to the possibilities offered by PUSHTech™ each **message can be personalized using the personal data recorded in your database**, such as **full name, age, date of birth, location** etc... There are many customization functions available for the system allowing you to personalize your messages and use is only limited to your imagination and specific data held on their target client.





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