

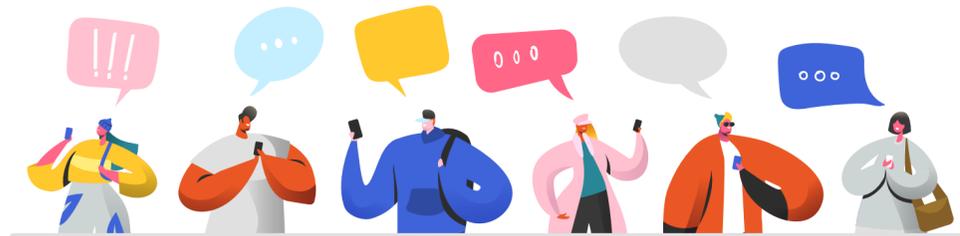
1. Know your users

Profile mobile users by **combining relevant data** like age, gender, last purchase date, tastes and interests **with their geographical location**, to plan even more effective marketing campaigns according to different targets.



4. Listen to your users

Collect data on the experience of your users in the most relevant moment using the feedback feature. The insights gained can be used to **improve your offer and promote your products and services in a more memorable, functional and personalized way**.



2. Enter the future of retail

The digital transformation has changed the shopping experience, giving brands the opportunity to redefine the relationship with their customers, **making each purchase, online and in store, a unique and personal event**.

Moreover, mobile technologies enable companies to adapt their developing processes, business models and shop equipment in a new phygital perspective, **improving performance** from both an organizational and a commercial point of view.



5. Your world, in one Platform

Optimize the management of all your campaigns by planning different strategies for different markets, **diversifying contents and languages** of each campaign **in a simple way directly through a single platform**.



3. A new shopping experience

Build a memorable experience for each client when they come in contact with your brand for the first time. Send an invitation to visit your store when users are nearby, offer a discount coupon on their favorite product or even, request feedback following a purchase made at the store. Planning these actions in an integrated way allows you to involve customers **directly to their smartphone when it is most relevant**.



6. Track your campaign results

Analyze the effectiveness of your strategies by **monitoring your campaigns performance considering the characteristics of your users and their location**. Check how many users have been reached through the app, visualize the results through user-friendly and powerful analytics tools and export the information with the added benefit of gaining geo behavioural data to plot further initiatives.

