

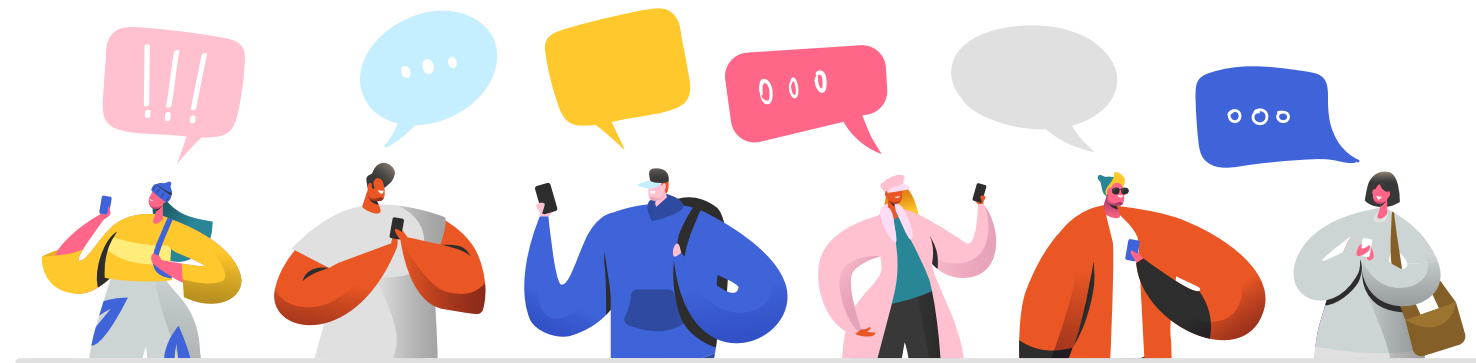
## 1. Know your users

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. An engaging experience

**Engage your attendees before, within and after your event**, giving the information they need, when they need it. Send text, multimedia or custom content triggered by users' own behaviour. Provide entertainment that allows users to interact with the world and things around them.



## 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. Make a difference

A personalized communication channel allows to manage all the relevant information timely and directly on the smartphone of the users, making a difference both in terms of engagement and organization. Improve your management activities and build an effective event journey for your attendees to **make the event become a more and more exciting experience**.



## 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.

