

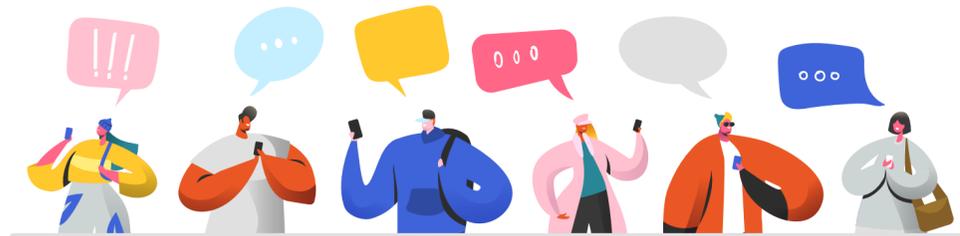
1. Know your users

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. A new shopping experience

Technology allows local businesses to communicate in new dynamic ways, **diversifying the shopping experiences of citizens and visitors** based on their interests and behaviours, and reshaping this way the urban space through a shared digital showcase. **Offering the right information at the right time**, in the most appropriate context by aggregating city wide offers, facilitates to provide higher-quality services and promote products and services at a lower cost.



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. From “my” customer to “our” customer

Each business can share its client user database thereby **increasing the drive to store rate and encouraging the next purchase within the network**, where the "My" customer becomes "our" customer. By providing useful information to the right users based on their preferences, you may effectively engage them with the content of their interest, thus simplifying and enriching the shopping 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.

