

Surprise and  
delight your  
target market.

**skoop!**<sup>TM</sup>

*Patron Engagement  
Platform*





# A Culture of Connectivity

*Skoop! will empower your business to reward loyal customers, gain new ones, speed transactions, and delight patrons in new ways.*

*We look forward to sharing our deep marketing experience, technical expertise, and future vision with you.*

*Our Patron Engagement platform offers all the tools and dedicated support your business needs to continuously impress patrons and grow its market share every day.*





# A Culture of Connectivity



**1993**

Dan brings mobile communications to underdeveloped nations with his third startup company, Telular

**1994**

IPO of Telular



**2007**

Dan leaves Telular and founds Skoop! Inc. to bring mobile marketing to the franchise business vertical

**2009**

Skoop! develops one of the first commercial-scale text marketing and mobile website platforms



SynergyWorld™

**2011**

Skoop! Introduces Loyalty & Rewards to franchise and multi-location retailers

**2013**

Mobile Payment Platform is introduced



**2015**

David Giacomelli joins Skoop! as Director of Client Services

**2015**

Online Ordering Platform is introduced



**2016**

Uniwell selects Skoop! as exclusive Loyalty & Rewards, Mobile Payment, and Online Ordering partner



**2017**

Melissa Giacomelli joins Skoop! as Director of Operations



*Patron Engagement is in our DNA at Skoop!*





# Thousands of retail locations grow their market with Skoop!

*Skoop! serves a large number of multi-location brands worldwide, with deep experience in Restaurants, Franchises, Retail, and Travel.*





*The Skoop! Platform uses a full suite of consumer touchpoints to engage patrons:*

- *Loyalty & Rewards*
- *Online Ordering*
- *Integrated Email, SMS, MMS, and Push campaigns*
- *Self-Service Kiosk App*
- *Mobile App*
- *Mobile Payment*
- *Gift Cards & eGift Cards*
- *POS Integrations*
- *Geolocation / Beacon Services*
- *Terminal App for Tablets*
- *Payment Gateways*

# A single, seamlessly integrated platform.





# Major Benefits of Skoop!'s Services

Drive repeat business

Increase average transaction amount

Stay “top-of-mind” with customers

Lower marketing costs while improving results

Reinforce brand message and value proposition

Increase customer interaction and engagement

Enhance traditional marketing and social media initiatives

***Drive more transactions and revenue!***





# LOYALTY & REWARDS



Gain an army of brand advocates—with Loyalty & Rewards.



#### LOYALTY & REWARDS

East Coast Wings  
nineteen locations

YEAR ONE

net profit  
**\$1.14M**  
**ROI**  
**595%**

# Build relationships... that build revenue.

*Gain an army of brand advocates—  
with **LOYALTY & REWARDS**.*

Drive profitable business from your best customers.

Increase average ticket size.

Boost repeat visits.

Build detailed behavioral and transactional profiles of  
your customers.

Create big-data models of your patron interactions.

Gain brand advocates/ambassadors.

***Skoop! serves more than 8 million  
Loyalty & Rewards members and processes  
millions of loyalty transactions every week.***





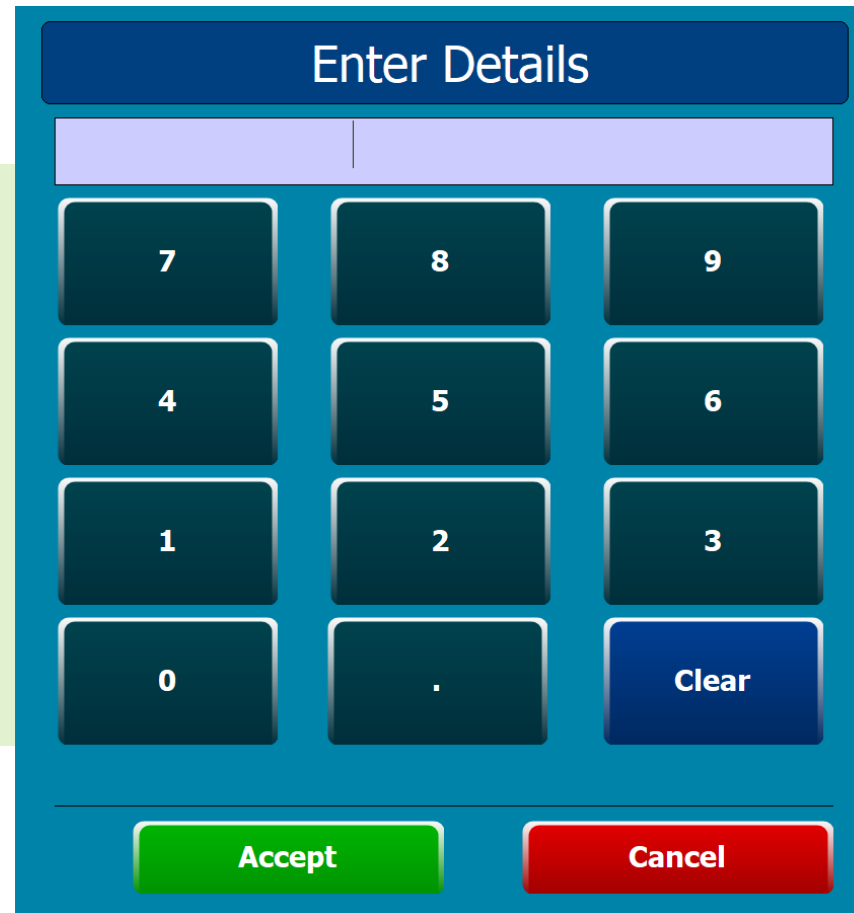
# Build relationships... that build revenue.

Gain an army of brand advocates—  
with **LOYALTY & REWARDS**.

Easy two-step process to  
join the Rewards program:

**1** Patron makes a  
purchase at CES POS  
and provides a mobile  
number to clerk.

CES POS sends mobile  
number to Skoop! via API.



Enter Details

7 8 9

4 5 6

1 2 3

0 . Clear

Accept Cancel

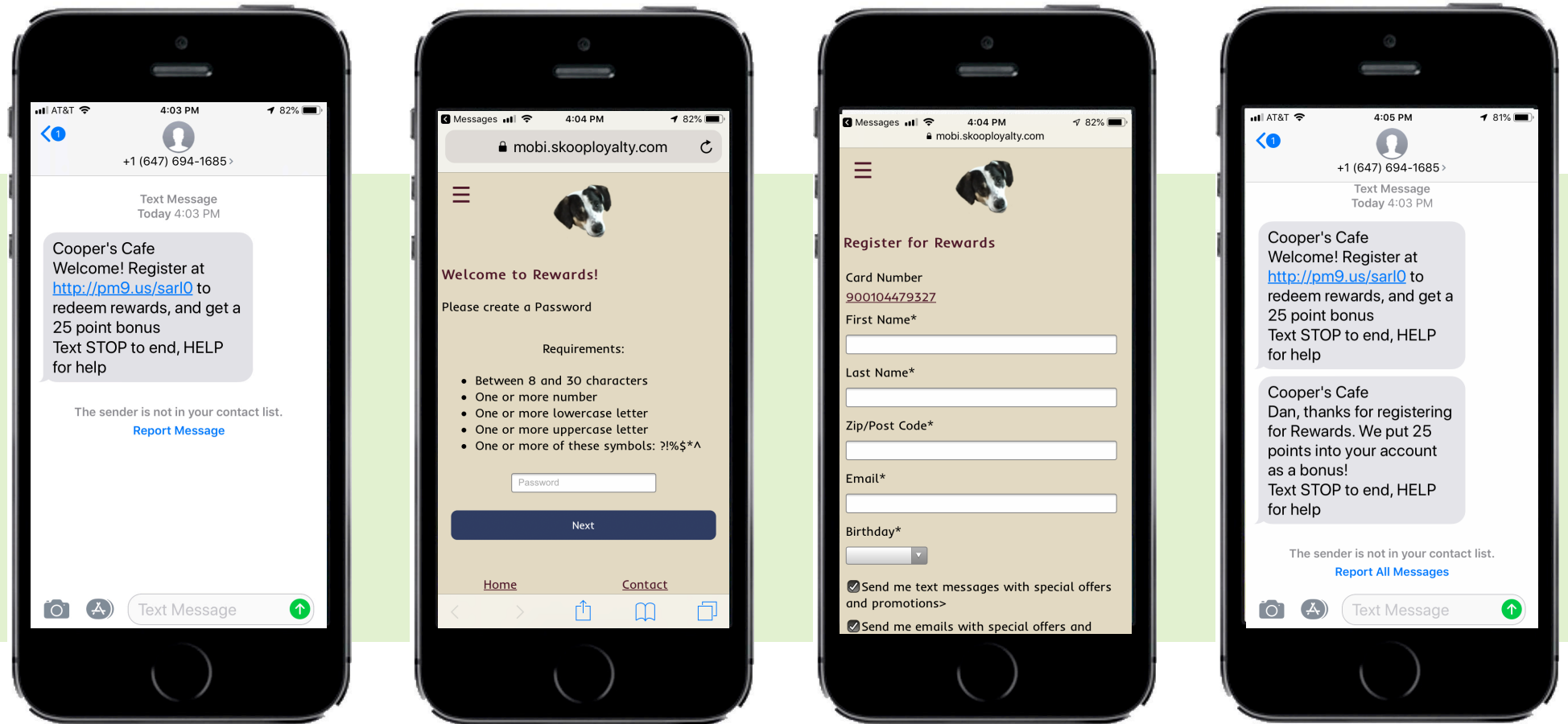


# Build relationships... that build revenue.

**2** Skoop! sends "welcome" SMS with a link to mobile website or links to download mobile app on Google Play Store & iOS App Store.

*Patron registers on mobile website or app.*

Patron receives "registration confirmation" SMS and gets bonus points.



*Skoop! has registered millions of customers into rewards programs using this method!*



# Build relationships... that build revenue.

## LOYALTY & REWARDS - HOW IT WORKS

Members earn one Loyalty Point for every unit of currency they spend.

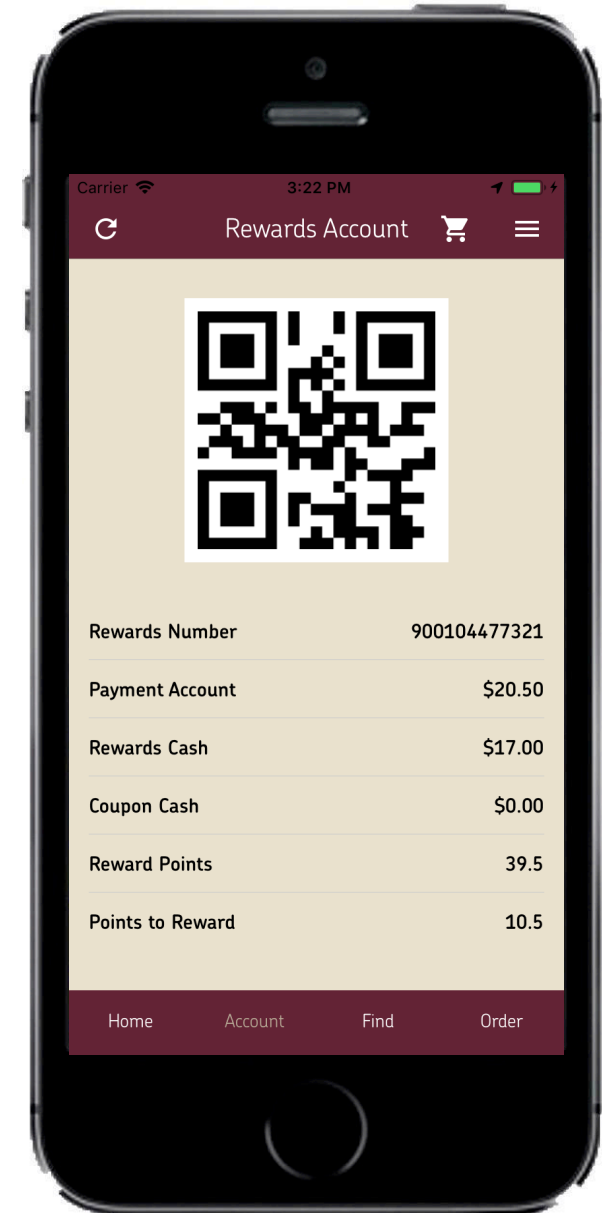
- Ex: \$1 spent = 1 Loyalty Point

When the member reaches the Points threshold you set, they get a cash Reward loaded into their account.

- Ex: 50 Loyalty Points = \$5 Reward

The Reward may be redeemed when the member makes a purchase at participating locations or via the Skoop! Online Ordering service or Kiosk

- In-store redemption at CES POS is via scanner



# PRECISION MARKETING



Make relevant offers instantly—with Skoop! Precision Marketing.



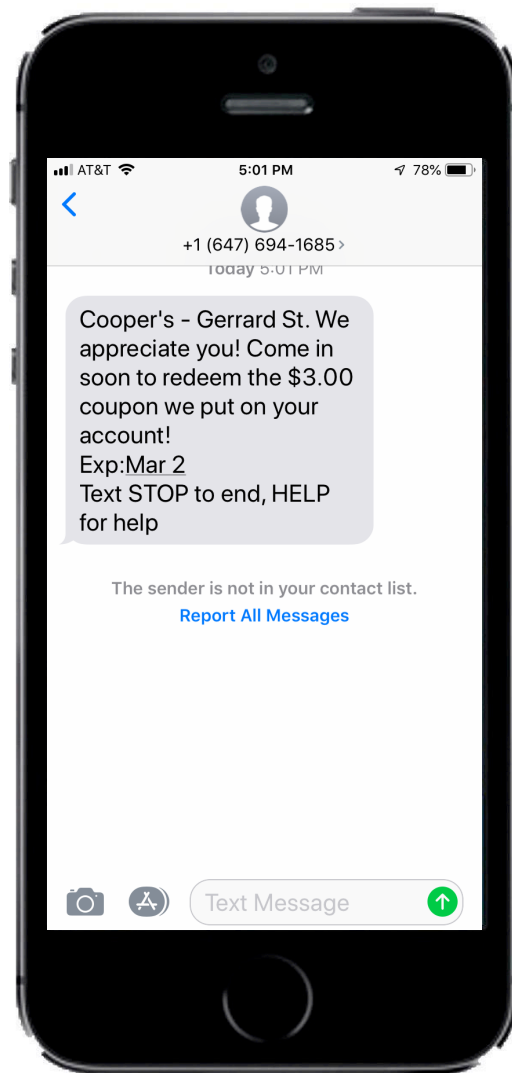


PRECISION MARKETING  
single location  
free topping  
investment  
**\$155.70**  
revenue  
**\$4,330**  
**ROI**  
**2.7K%**

**skoop!**

# Build relationships... that build revenue.

*Make highly targeted, relevant offers instantly—  
with our killer app, the **PRECISION MARKETING PLATFORM**.*



Mine big-data sets and send campaign messages to your opted-in members based on their individual preferences, profiles, purchasing behavior and real-time location.

Glean insights for new campaigns from your patrons' interactions with the Skoop! platform

Boost revenue and profit margins by instantly exploiting real-time opportunities as they arise.

***Skoop! sends millions of targeted SMS, MMS, email and Push messages every month.***

# Build relationships... that build revenue.

*Make highly targeted, relevant offers instantly—  
with our killer app, the **PRECISION MARKETING PLATFORM**.*

*Send your messages/offers to customers based on any or all of these parameters:*

- Last purchase transaction date
- Whether they have an unexpired coupon
- When you last sent them a coupon
- Zip code (or real-time location, if they are using our iOS/Android app)
- Favorite Location (i.e., for franchises)
- Birthday
- Top/Bottom % of Visitors/Revenue
- Missing X days
- Amount of Loyalty Points on hand
- Amount of Reward Cash on hand
- Lifetime Loyalty Points
- Lifetime Visits
- Days of week they typically visit
- Opt-in keyword
- Five custom fields you create (i.e., Favorite menu item, etc.)





*The Skoop! Precision Marketing Platform provides a single, integrated place to send, track, measure, report on, and analyze a campaign's performance, regardless of whether the message was delivered as text message, picture message, push notification, or email.*

# Build relationships... that build revenue.

*Make highly targeted, relevant offers instantly—  
with our killer app, the **PRECISION MARKETING PLATFORM**.*

## ***Text Message***

Instantaneous and precise, with a 90%+ open rate

## ***Picture Message***

Worth 1000 words... but you also get a 300 character text message to go along with it.

## ***Email***

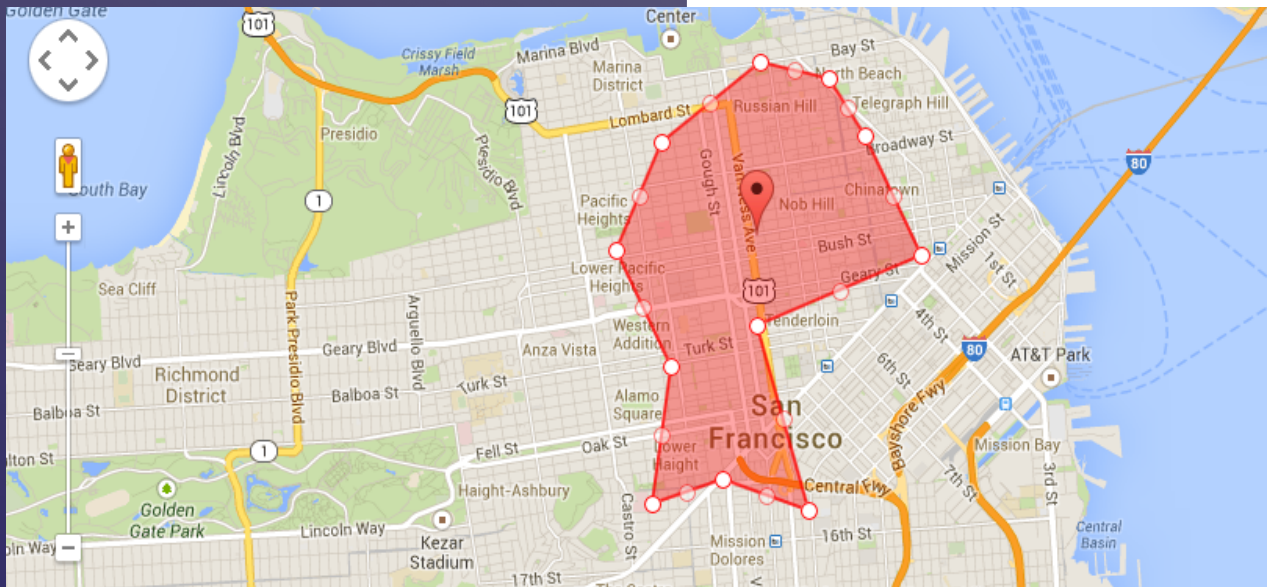
Say more, show more, and communicate with customers who are less inclined to use mobile devices.

## ***Push Notification***

Location-based, real-time, rich media messages to your app-carrying customers.

# Geo-Location Marketing

*Send notifications and collect valuable location data—  
with **GEO-LOCATION MARKETING**.*



Geo-fences enable sending push notifications to app users in the vicinity of your store (or a competitor's store), even if the app is closed.

It can also be used to collect valuable location data about app users, such as behavioral and travel patterns, to aid in the positioning of new restaurant sites.

Geo-fences can be Macro-radius, Micro-radius, or Polygonal shapes.



# Beacon Marketing

*Beacons are small, low-power Bluetooth devices that transmit a code that is unique to each Beacon. The range of a Beacon is typically 10 - 30 meters.*

*When a patron's app detects a Beacon, it reports back to the Skoop! platform.*

*The Skoop! platform can then take an action that drives the patron's behavior.*

**BEACON MARKETING** is perfect for driving mall traffic to food court locations via highly targeted and relevant push notifications.

*The app doesn't have to be open to detect the beacon!*



# Build relationships... that build revenue.

*Increase repeat visits, revenue and profit —  
with **WHITE GLOVE** campaign management  
provided by Skoop!*

“The Skoop! White Glove team has been a critical part of the program’s success, as they have taken all of the burden off our Store Managers and HQ staff. It has provided us an incredible ROI.”

—Brian Marver, President





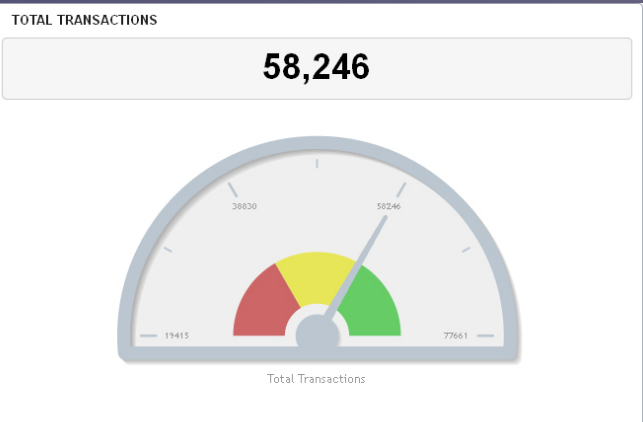
# Build relationships... that build revenue.

Monitor and adjust your Precision Marketing campaigns based on real-time performance—with the Skoop! **MARKETING DASHBOARD.**

Built-In ROI Calculators

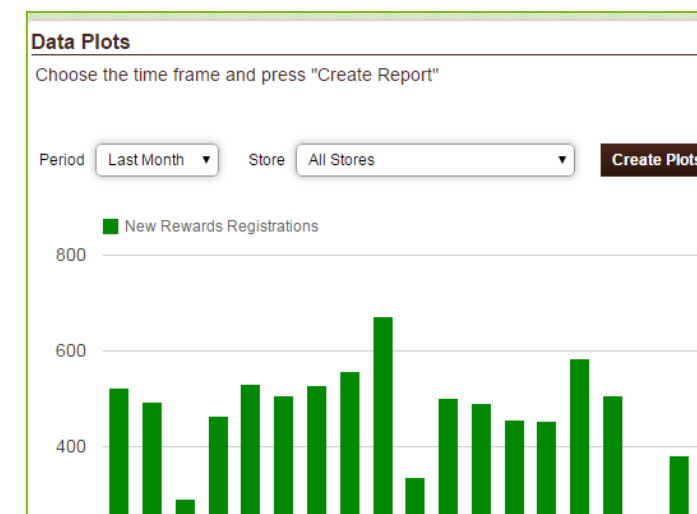
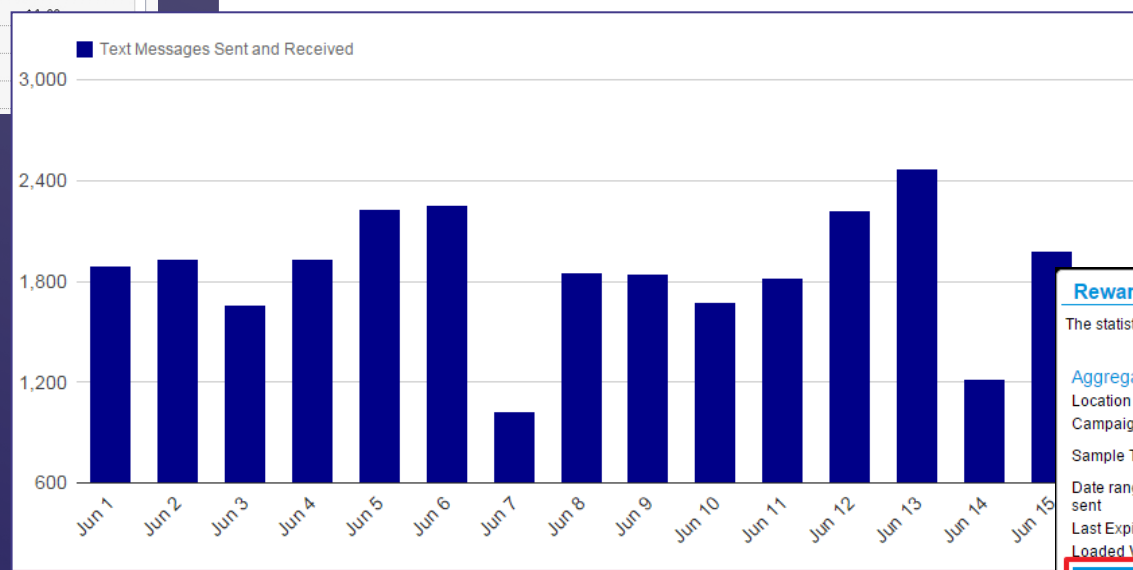
Admin portals for Corporate and Location levels

Fine tune your campaigns with real-time data visualization



LAST 10 TRANSACTIONS

Date	Name	Check Number	Total Spent
2012-12-16 12:58	Nicolosis, Rewards	8695	\$4.99
2012-12-16 12:58	Nicolosis, Rewards	8695	\$13.25
2012-12-16 12:54		8682	\$16.00
2012-12-16 12:48		8684	\$32.40
2012-12-16 12:27		8683	\$10.50
2012-12-16 12:15		8677	\$63.95
2012-12-16 12:06		8686	
2012-12-16 11:57	Nicolosis, Rewards	8681	
2012-12-16 11:45		8676	
2012-12-16 19:47	and Michelle	8778	



## Rewards Campaign Performance

The statistics below reflect all purchases that occur between the campaign send date and the expiration date of the coupon, by all customers who received the coupon.

### Aggregate Campaign Performance

Location Name	
Campaign Name	Miss You - 60 Day Drip
Sample Text Message	help Robin we put \$10.00 on your account because we miss you! Redeem today! Exp:Nov 24 Text STOP to end, HELP for help
Date range that coupons were sent	2015-09-01 through 2015-11-20
Last Expiration Date	Nov-28-2015
Loaded Value	May vary with each location

Messages	Sent	Opened	Bounced	Unsubscribed	Redemptions	Purchases	Total Revenue	Net Revenue ?
SMS	297	n/a	n/a	n/a	18	18	\$1,843.39	\$1,663.39
MMS	0	n/a	n/a	n/a	0	0	\$0.00	\$0.00
Email	0	0	0	0	0	0	\$0.00	\$0.00
Total	297	0	0	0	18	18	\$1,843.39	\$1,663.39



# Build relationships... that build revenue.

***TRAINING AND SUPPORT*** are the keys to success of your Skoop! programs. We have you covered.

*Skoop! provides extensive training and support services to all of our clients at both the corporate and location level.*

Onboarding of new stores

Training of HQ staff on all Skoop! platforms

Training manuals and videos for all Skoop! platforms

Embedded pop-up help in our web portals

FAQ Reference Guides for store staff

Optional White Glove Service for store managers

Service Level Agreement (SLA) with a defined issue escalation process and guaranteed resolution times





# ONLINE ORDERING



Increase repeat visits, revenue and profit — with Online Ordering.



#### ONLINE ORDERING

**East Coast Wings**  
thirty-three locations

**TWO YEARS**

**23%**  
**HIGHER**  
**CHECK**  
**AVERAGE**

**PER YEAR**  
new revenue stream

**260K**  
**per location**



# Build relationships... that build revenue.

*Increase repeat visits, revenue and profit —  
with **ONLINE ORDERING**.*

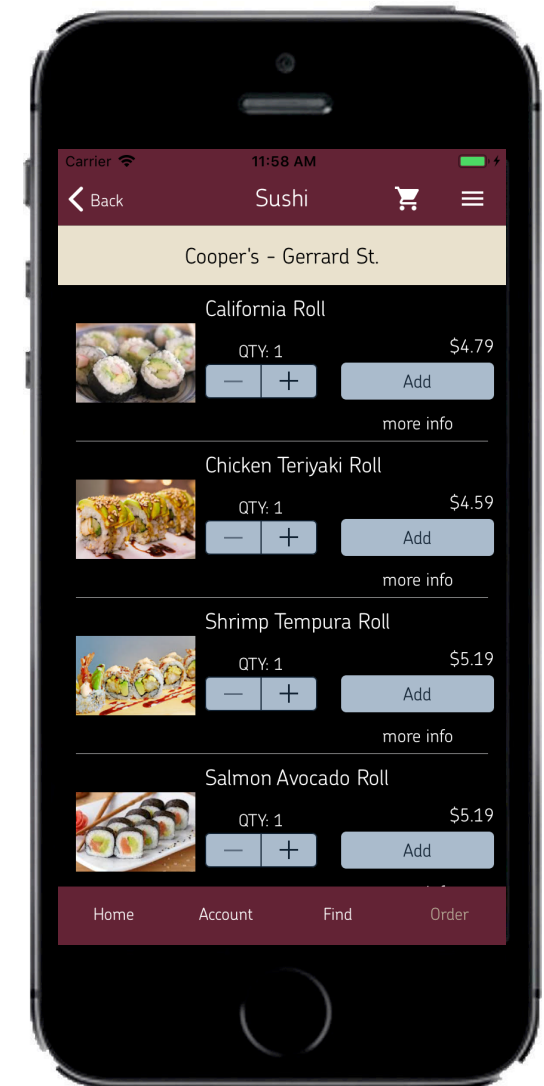
Drive repeat visits by making it easy for patrons to order “on the go”.

Significantly boost average ticket amounts and profit margins via upselling, easy reordering of “favorites”, and integration with the Skoop! Precision Marketing platform.

Automatically learn and exploit customer buying patterns.

Drive purchasing behavior through personalized messaging.

Automate order-taking to increase operational efficiency and reduce errors.





# Online Ordering - How It Works

Step 1: CES POS downloads its menu to the Skoop! Servers



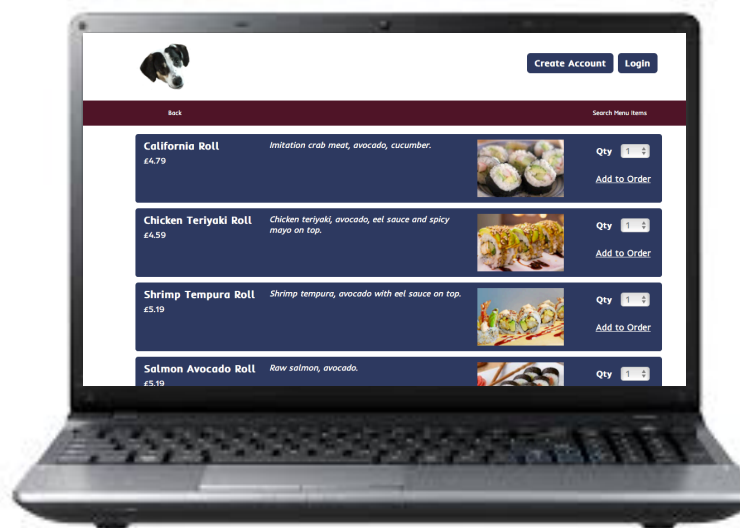
Elements of the menu can be manually edited via the Skoop! OLO Admin Portal

- Item Name
- Item Description
- Images

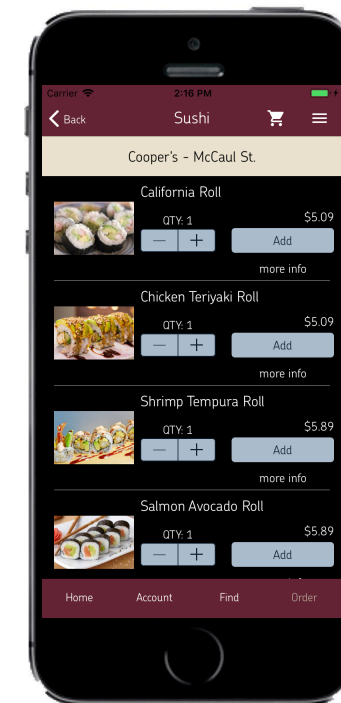
# Online Ordering - How It Works

Step 2: Patron places an order via one of these channels

Desktop site



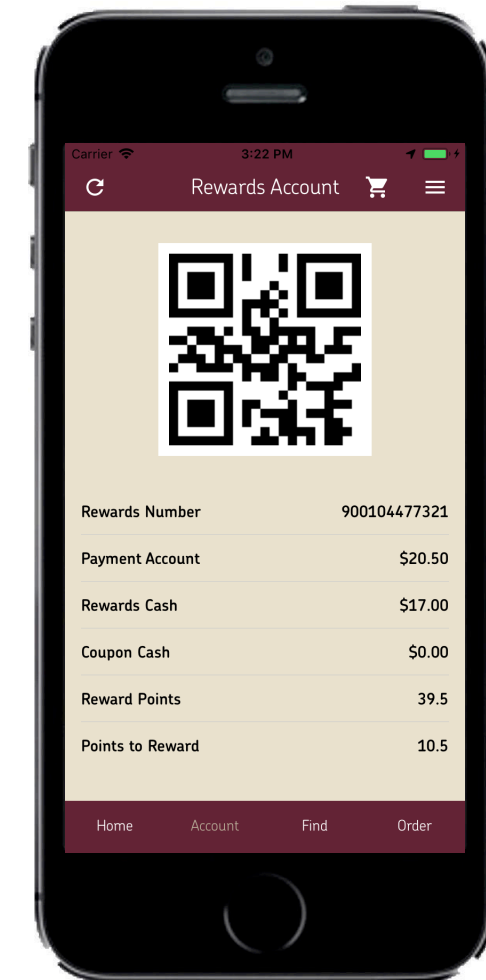
iOS or Android App



# Online Ordering - How It Works

## Step 3: the order is processed

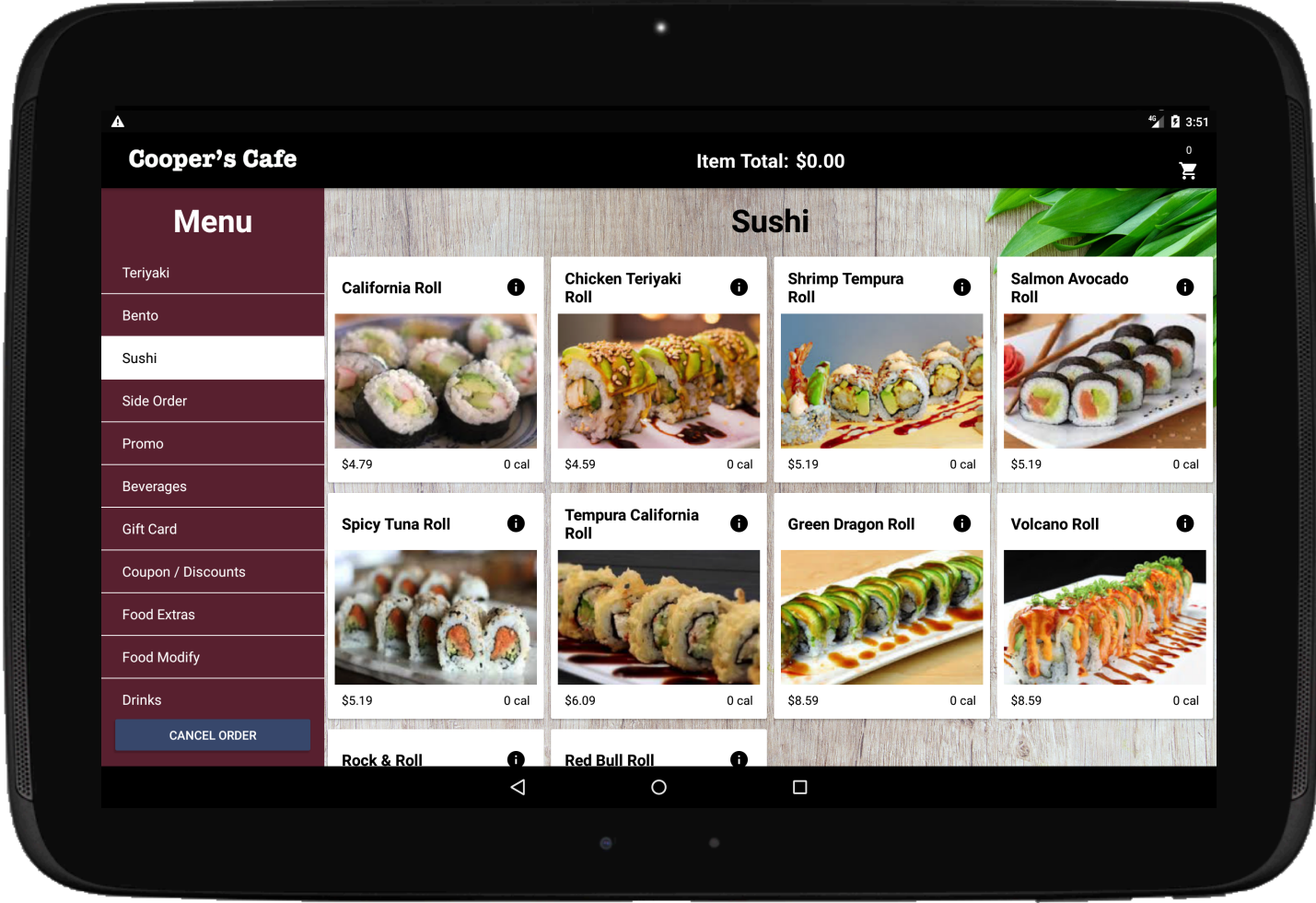
- Order is received at the store via CES Web Ordering Protocol
- The store can also receive an SMS and/or email and/or voice call to alert them to the new order.
- Patron receives an SMS confirmation and an email with order details.
- Pickup and/or delivery are options.
- Final payment is made by the member's mobile payment account and/or credit card.





# skoop!™

## Kiosk App



# Build relationships... that build revenue.

*Lower labor costs and increase in-store efficiency—  
with the Skoop! **SELF-SERVICE KIOSK** Application*

- Integration with credit card processors.
- QR code readers scan the Skoop! App.
- Patrons can use mobile payment and Precision Marketing coupons, and earn rewards from their purchases.
- Sends patron orders directly to the in-store CES POS.
- Real-time menu management via automatic synchronization with in-store CES POS.





# Build relationships... that build revenue.

*Lower labor costs and increase in-store efficiency—  
with the Skoop! **SELF-SERVICE KIOSK** Application*

Android App compatible with Android tablets

CES POS downloads its menu to Skoop!  
servers

Kiosk App uploads the menu from the Skoop!  
servers.

Patron places an order, which is then sent back  
to CES POS.

Patron receives a printed ticket with their order  
number and details.

- Menu Categories listed on the side
- Ability to add subcategories
- Item Total clearly displayed at top of screen
- Cart icon to view and modify added items
- Cancel Order Button
- Prices and calories listed for each item
- Info icon for item description

# Build relationships... that build revenue.

## SELF-SERVICE KIOSK – Customization & Features





# Build relationships... that build revenue.

## *SELF-SERVICE KIOSK – Customize an Item*

- Modifiers can be added for each menu item
  - Toppings, salad dressings, choice of side item, etc.
- Modifiers can be required or optional
- Modifiers can be single choice or multiple choice
- Calories are listed for each modifier and added to the calorie count for the item
- An “upcharge” price can be included for a modifier
  - Example: +\$0.50 for brown rice

# Build relationships... that build revenue.

## *SELF-SERVICE KIOSK – Combo Meals*

- Category: Combo Meals
- Item: Type of Meal
  - Meal #1: Chicken Sandwich Meal
  - Meal #2: Cheeseburger Meal
- “Calorie Disclaimer” can be added to each item.
  - Example: “Calories based on sandwich & fries only,” or “Calories based on sandwich only”.
- Side item(s) and/or drinks can be added as modifiers





# Build relationships... that build revenue.

## *SELF-SERVICE KIOSK – Pick "X" Category*

- Pick "X" number of items for a set price
  - Example: "Pick 2 for \$5.00"
  - Price per item is not displayed on the Kiosk
- Enable or disable "Unique Item" Pick Mode
  - Patron must select a unique item for each of their choices
    - Example: "Pick 3 for \$10.00"
    - Patron can pick ½ sandwich, cup of chicken soup, and garden salad
    - Patron cannot choose 3 garden salads

# Build relationships... that build revenue.

## *SELF-SERVICE KIOSK – More Features*

- Promotions/Featured
  - Select items to be included in a “Promotions” or “Featured” category, which will be the first category listed on the left side of the Kiosk screen.
    - New Items
    - Items with a higher profit margin
    - Perishable items
- Table Number
  - Patron chooses an available table number (restaurant may have “tented” table numbers sitting near the Kiosk) and enters it after the checkout screen
  - Can be enabled or disabled during setup

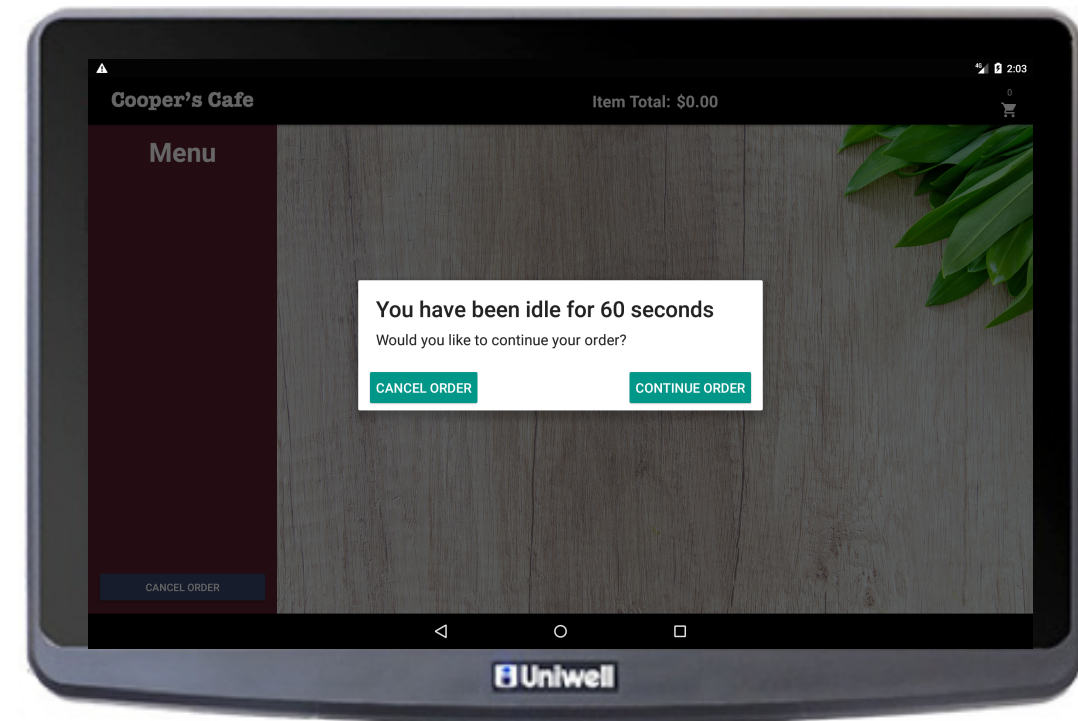


# Build relationships... that build revenue.

## *SELF-SERVICE KIOSK – More Features*

### Order Time-Out

- If a patron is idle for a set amount of time (Ex. 60 seconds), a pop-up will appear giving them the choice to cancel their order or continue.
- If no choice is made after another set period of time (Ex. 30 seconds), the order is cancelled and the app returns to the beginning screen.





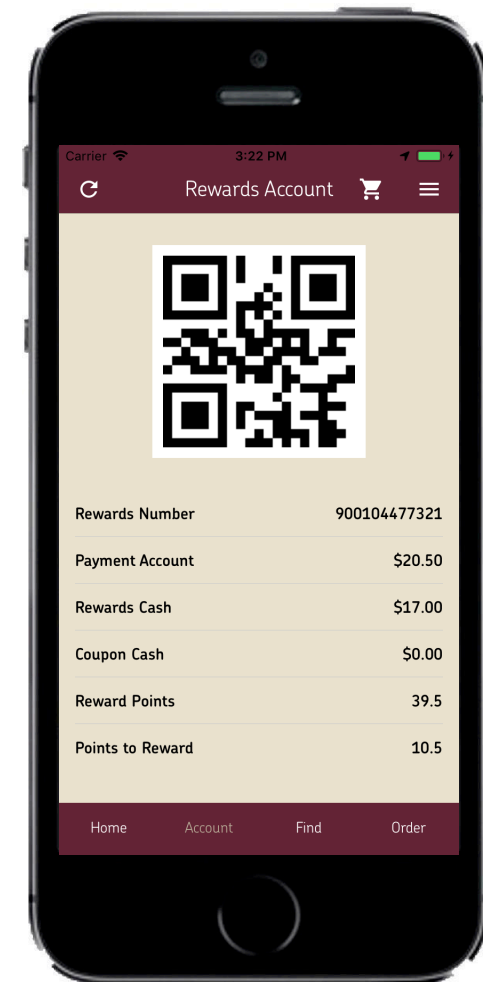
# Build relationships... that build revenue.

## EFT Integration with:

- DataCap TranCloud (United States)
- PaymentSense (UK)
- PC-EFTPoS (Australia)
- Chase Paymentech (Canada)

## SELF-SERVICE KIOSK – Payment Methods

- Credit Card or Mobile Payment checkout
- Integrated with credit card terminals
- Integrated with QR code scanners
- Integrated with Skoop! Loyalty & Rewards, Mobile Payment, Gift Card, and Precision Marketing services
  - Patrons can use rewards cash, coupons, and/or gift cards to pay for orders
- Kiosk uses built-in or external printer for patron receipt.



# MOBILE PAYMENTS



Lower costs & increase efficiency — with Mobile Payments.

# Build relationships... that build revenue.

*Lower costs & increase efficiency —  
with **MOBILE PAYMENTS, GIFT CARDS and eGIFT CARDS.***

- Mobile, traditional plastic and email versions
- Typically increases frequency of visits by 30%.
- Typically Increases average ticket by 15% or more.
- Easier, faster checkout for patrons.
- Lower credit card transaction fees.
  - One \$50 charge-up of a Mobile Payment account can replace ten \$5 credit card purchases and save 90% of the credit card transaction processing fees!
- Breakage creates a significant revenue stream.
- Patrons can send e-Gift cards right from their phone, expanding the Loyalty member database.

***Skoop! processes hundreds of thousands of gift card transactions every month.***

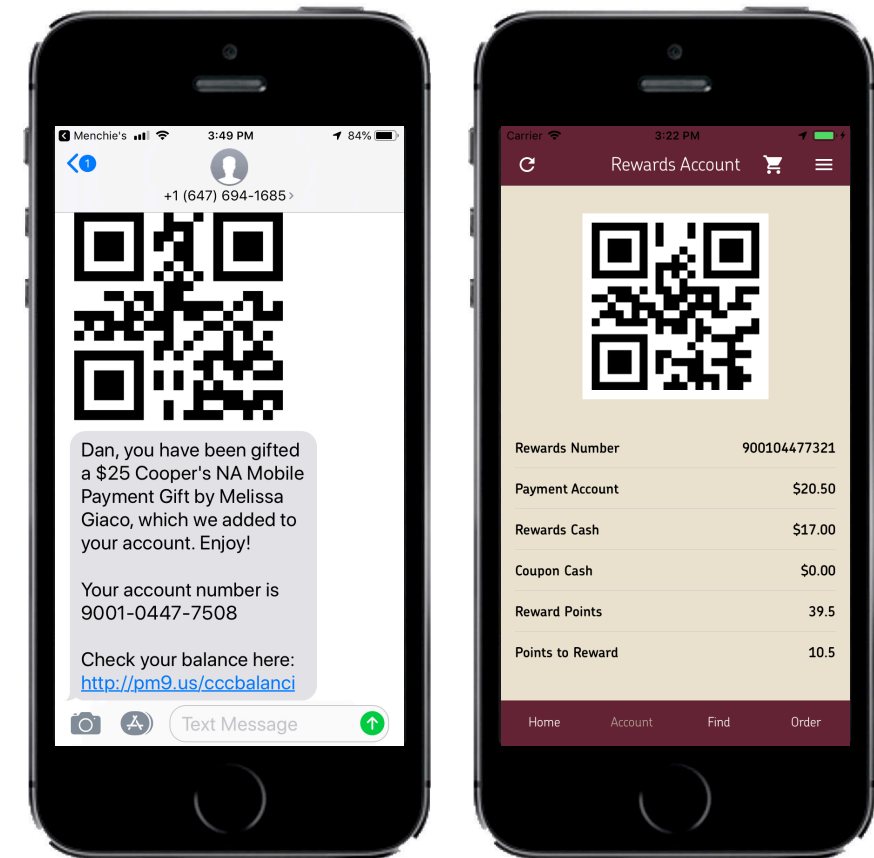




# Build relationships... that build revenue.

*Lower costs & increase efficiency —  
with **MOBILE PAYMENTS, GIFT CARDS and eGIFT CARDS.***

- Customers pay at your locations simply by scanning the QR code displayed on the Skoop! App
- More than 120 gateways supported via the Speedly platform
- Uses same back-end as Mobile Payment platform
- Mag stripe and/or QR code



# Branded iOS & Android Apps



# Build relationships... that build revenue.

*BRANDED iOS & ANDROID APPS integrate with all of the Skoop! Platforms.*

## Loyalty & Rewards

- View Points accumulated, Points to next Reward, Rewards earned, Coupon cash, previous transactions
- Earn Points with Online Ordering transactions and Mobile Payment

## Online Ordering

- Place an order via the App
- View previous order history
- Easy re-order of past orders and “Favorites”

## Precision Marketing

- Push notifications can be sent to app-carrying customers
- Gather location information via geo-fencing





# Build relationships... that build revenue.

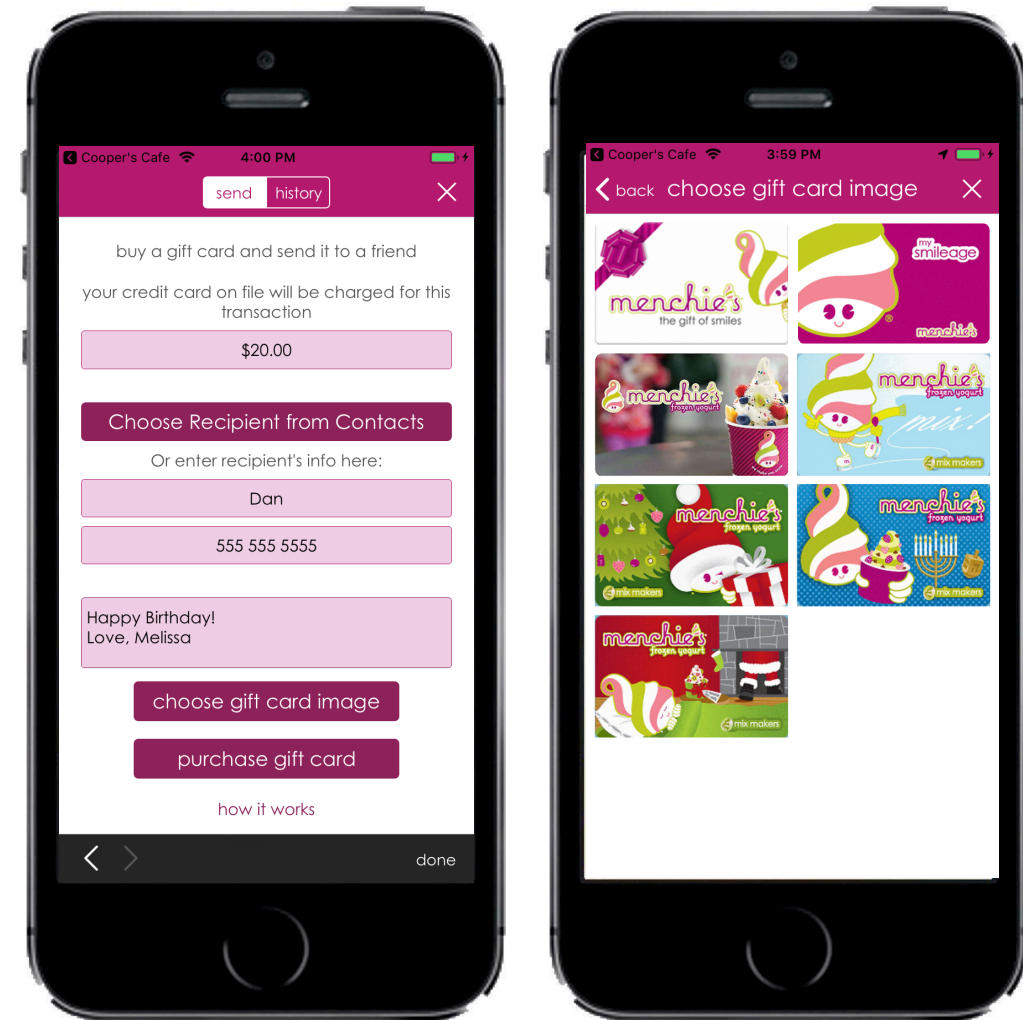
*BRANDED iOS & ANDROID APPS integrate with all of the Skoop! Platforms.*

## Mobile Payments

- Pay via QR code
- Easily add funds with stored credit card
- Set auto-reload threshold and amount

## Gift Cards & eGift Cards

- Send an e-gift card to a friend via email or MMS
- Transfer value to payment account from a plastic gift card



# Build relationships... that build revenue.

## *BRANDED iOS & ANDROID APPS – More Features*

### Home screen options

- Slideshow featuring new products or locations
- Custom animation

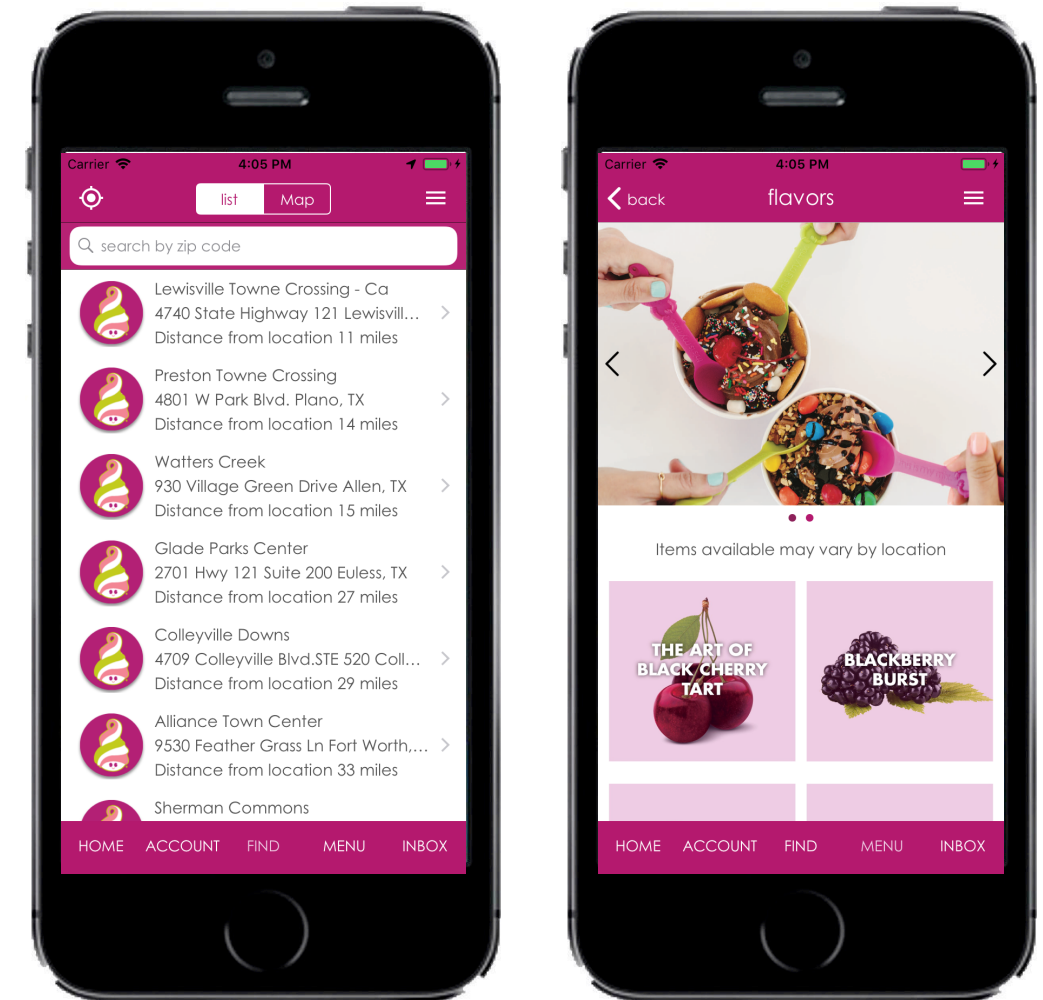
### Push notification inbox

### FAQs

### Patron survey

### List of locations/map

### Menu for non-OLO clients





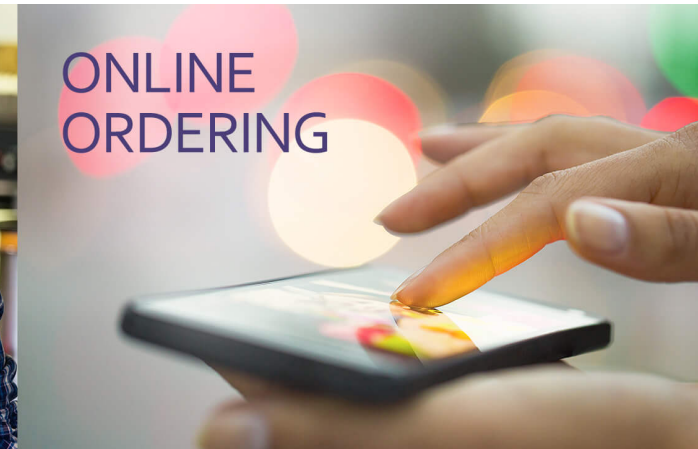
# A single, seamlessly integrated platform.

*Skoop! is your single source for everything you need to interact, influence and transact with your patrons.*

*Extensive training and onboarding support for both management and in-store staff.*

*White Glove Service provides telephone access to Skoop! marketing experts for corporate and store-level campaign management and guidance.*

*Enterprise grade cloud infrastructure with uptime guaranteed by a Service Level Agreement.*





# Looking Forward – 2019 Roadmap

*Customers have come to expect home delivery and other app-based conveniences. Skoop! is on top of it.*

*Integration with third-party services like Door Dash and Uber Eats will keep your Skoop! app current with the hottest consumer trends and expectations.*





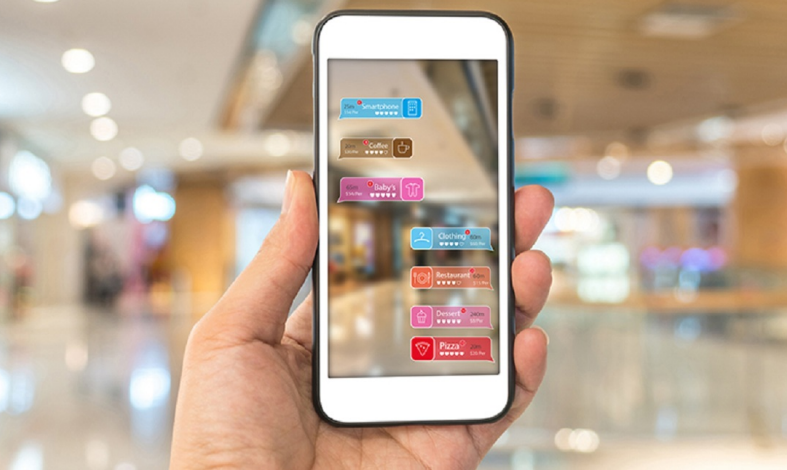
# Looking Forward – 2019 Roadmap

*New graphics, reports and analytics are coming in Q3 2019 with our new **MARKETING DASHBOARD**.*

*Providing more ways to view and analyze your data is on our Product & Technology Road Map.*







# Looking Forward – 2019 Roadmap

*Skoop! **AUGMENTED REALITY** will present exciting opportunities to engage patrons in new and fun ways.*

*Our R&D and Marketing teams are engaged in the development of the most exciting new trends in consumer marketing, such as Augmented Reality and Gamification.*







“The Skoop! Rewards and Precision Marketing programs have added a completely new dimension to the BCD Travel business model. We have significantly increased booking revenue from our corporate travelers and created a brand new revenue stream from upselling travelers on geolocation specific services.”

—Scott Graves  
Director of Digital Marketing  
BCD Travel Corporation

# BCD Travel Case Study

GOAL: BUILD A LOYALTY DATABASE OF CORPORATE TRAVELERS

**Result:** **1.2 million** TripSource App users signed up for the BCD Travel Loyalty & Rewards program. (340 Corporate Clients - 24 Month Time Frame)

GOAL: INCREASE CUSTOMER FREQUENCY

**Result:** Travel bookings by corporate travelers **increase 27%** in 24 months.

GOAL: CREATE A NEW “UPSELLING” REVENUE STREAM

**Result:** **\$37 million in revenue** is generated over 24 months by upselling geolocation-specific services (black car, hotel, rail, dining, entertainment)

# Patient Innovations Case Study

“ Dan and the Skoop! team have been our messaging and mobile website partners since our founding in 2009. They have always performed above and beyond the call of duty as my company has grown from a startup to presently providing its On-Time-Care services to hundreds of medical practices and hospitals.”

—Ken Greenberg  
Founder & CEO  
Patient Innovations



## GOAL: COMMUNICATE WITH PATIENTS AND THEIR FAMILIES

***Result:** Millions on targeted SMS and Push notifications have been sent with custom links to patient-specific mobile web and app pages.*

## GOAL: DECREASE WAITING ROOM TIME

***Result:** Patient wait times decreased an average of **17 minutes** due to targeted, real-time messaging about the provider's schedule.*

## GOAL: INCREASE PROVIDER EFFICIENCY

***Result:** Provider efficiency **increased by 18%** due to Push notification messaging about their next patient and task*



# Wings Franchise Case Study

GOAL: BUILD A CUSTOMER LOYALTY DATABASE

***Result:** 182,000 signed up for the loyalty program, averaging **5,515 members per location.** (33 Locations - 24 Month Time Frame)*

GOAL: INCREASE CUSTOMER FREQUENCY

***Result:** Loyalty members' average visits per month **increase 45%** over a 24 month period.*

GOAL: BOOST CHECK AVERAGE

***Result:** Loyalty members' average ticket was **24% higher** than non-loyalty customers, creating all-time record unit sales for the brand.*

“Not only did our Skoop! rewards program dramatically surpass the financial goals we set, but it also tracks our customers' behavioral patterns, allowing us to create the right menu items and provide an excellent dining experience”

—CEO, Wings Franchise



# Wings Franchise Case Study

## ONLINE ORDERING



### GOAL: BOOST CHECK AVERAGE

*Online ordering patrons' average ticket was **23% higher** than non-online ordering patrons.*

### GOAL: INCREASE REVENUE PER LOCATION

***Result:** The Online Ordering program generated a new revenue stream of more than **\$260K per year per Location** at the end of the first 24 months.*

# We invite you to partner with Skoop! and leverage Patron Engagement.

*Let our marketing experience, technical expertise, trusted alliances, and future vision help your business grow forward.*

