

Rancard Solutions

Digital Engagement Platform

Kwabinya, Accra, Ghana

Founded 2001

Confidential

1 Company Overview

Rancard Solutions is a leading technology company specializing in mobile and digital engagement platforms in Africa. Founded in **2001** and headquartered in **Kwabenya, Accra, Ghana**, we aim to be the mobile platform of choice for the world's leading brands. Our mission is to connect these brands to relevant mobile audiences through innovative solutions.

2 Clients and Partners

We partner with a diverse range of leading international brands and agencies, including:

- Google
- SENERGY
- Gelda
- PAGGO
- DAGGO
- CMN
- MN
- And many others across FMCG, Financial Services, Media, Telecoms, Retail, and more

3 Brand Challenges

Brands today face critical obstacles impacting growth:

- **Declining customer loyalty** and difficulty maintaining lasting relationships
- **Challenges in converting leads** into paying customers and driving sales growth
- **Diminished brand recognition** and shrinking market presence
- **Insufficient customer insights** to guide decision-making

Rancard Solutions addresses these through its innovative campaigns platform.

4 Campaigns Platform

We offer an **omni-channel, personalized rewards and engagement management platform** designed to improve customer loyalty, gain insights, and boost sales.

4.1 How it Works

1. **Customer Takes Action:** Customers interact by completing actions like purchases or referrals.
2. **Interaction on Channels:** Actions are recorded via channels such as USSD or social media.
3. **Reward Achievement:** Participation earns points, entries, or direct rewards.
4. **Reward Fulfillment:** Rewards are delivered seamlessly, enhancing satisfaction and loyalty.

4.2 Key Features

- **Actions/Triggers:** Purchases, Registrations, Social Media Shares, Recharge, Referrals, Surveys
- **Channels:** WhatsApp, Messenger, X, USSD (*1000#, *844*22#), QR Code/Website
- **Campaign Types:** Draws, Random win, Sure win, Milestone win
- **Rewards:** Airtime, Data, Mobile Money, Tokens/Discounts, Loyalty Points, Physical Prizes

5 Dashboard

Our platform includes a powerful dashboard with:

- Automated real-time responses
- Real-time campaign analysis on multiple devices
- Customizable insights
- Feedback and modification capabilities

6 Campaign Scope

The platform supports a wide range of campaigns:

- **National Consumer Promos (NCP):** Accessible nationwide
- **BTL/In-bar Activations:** Agent-based at specific locations
- **Intradel On-Route Activations:** In moving vehicles for wholesalers, etc.
- **Insight Harvesting:** Demographics, Product Sampling, Polling, Motivation & Needs, Media Consumption
- **Modern Trade:** Partners like ShopRite, Melcom; mechanism: text receipt ID to win

7 Value Proposition

We guarantee:

- **Conversion efficiency** of $\geq 24.5\%$
- **ROI** of $\geq 25\%$

Demonstrated through use cases with clients like Fido Microcredit, Guinness/ABC/Orijin, and Unilever.

8 Campaign Planning

Our process involves:

1. Determining client goals
2. Developing a tailored strategy
3. Executing and measuring the campaign
4. Continuously refining based on insights

9 Marketing Approach

To maximize reach:

- SMS blasts
- Referral links (Rendezvous Advantage)
- Social amplification

10 Case Studies

10.1 Diageo LinkUP

- **Objectives:** New leads, brand visibility, loyalty, market share, big bang launch
- **Results:** 5,000 new leads, 4.8 million bottles sold, 1.3 million customers rewarded

10.2 Vivo Energy Yenko Nkoa

- **Objectives:** Boost low-footfall sales, loyalty, market share, lead generation
- **Results:** 5,200 new leads, 250,000 customers rewarded

10.3 FanIce Y33kor Dubai

- **Objectives:** Nationwide sales, lead generation, rewards
- **Results:** 5,200 new leads, 100,000 customers rewarded

10.4 Shell Fill Happy

- **Period:** Q4 2022 (10 weeks)
- **Results:** 178 valid purchases, 35.9 million GHS processed, 21,900 drivers reached

10.5 Indomie Pack of Fortune

- **Duration:** 4 months
- **Results:** 10 million entries, 9 million customers rewarded, 17 draws

11 System Architecture and Security

Our platform ensures:

- High availability and redundancy
- 99.97% system uptime
- Secure hosting in a top-tier US data center
- Audited by leading firms like Deloitte
- Secure MNO connections
- 24/7/365 technical support

12 Contact Information

For inquiries:

- **Phone:** +233302782665
- **Emails:** info@rancard.com, campaigns@rancard.com, abigail.mensah@rancard.com