Cross Promotional Partnerships in the Digital Ecosystem

PRESENTED BY: 4:00 AM

The Play:
Consumers Reliance on Smart Devices

How can new technologies provide solutions for the consumer experience (technical support, services, promotions etc.).

Businesses
Target the right audience at the right time in the right place to increase footfall/ digital traffic

Consumer
Targeted campaigns based on location, preferences, habits

The Solution:
Cross Promotional Partnership with the Business Customers

Implement a new marketplace within the Rogers digital ecosystem helping business customers reach residential customers leveraging existing data and customer relationships

This solution will not only bring **personalized consumer experience**, but also **increase app user engagement**, **enhance user experience (both business and individual)**, and **enabling a competitive advantage.**
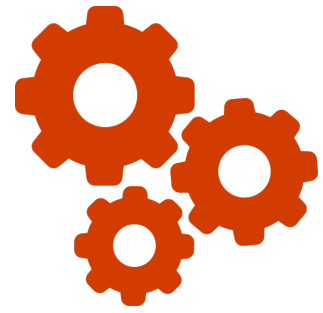
Demo:

https://github.com/aditya0110/TechJam4AM

https://sketch.cloud/s/ywKe8/a/lPOjGv/play

https://sketch.cloud/s/nwa5d/a/py7ggG/play
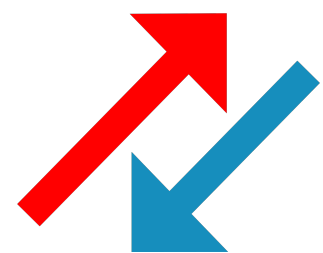
Scalability and Future-State

Scale - for other use cases and technologies

Target - push notification based on geo-location and search history

Gamification – reward system to incentivize users redeeming promos. Data suggests 33% lift in user engagement and 68% increase in content discovery

Cross sell – Cross sell business solutions to enterprises based on campaign KPIs

https://clevertap.com/blog/best-examples-of-app-gamification/

Thank You!
Questions?

4:00AM
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