



# From First Visit to Forever Loyal.

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An end-to-end martech stack to  
optimize your buyer journey.

# Unlock the fastest path to purchase & beyond.

We've built 40+ martech tools that streamline marketing operations, optimize revenue generation, and enhance customer engagement.

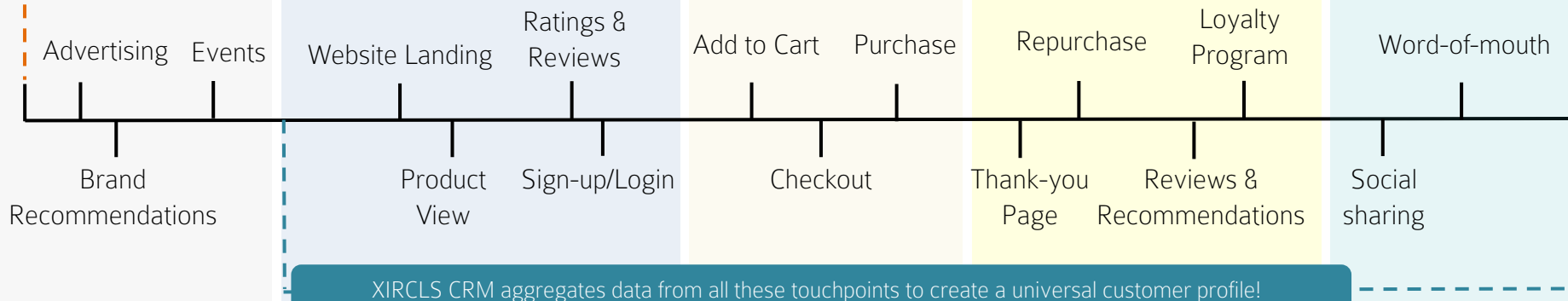
Inbound Traffic

Path to Purchase

Post-Purchase

## MARKETING INFRASTRUCTURE

All Email, WhatsApp and SMS communication management from a single dashboard



## OPERATIONAL INFRASTRUCTURE

AWARENESS →

CONSIDERATION →

DECISION →

RETENTION →

ADVOCACY

Advertising   Events

Brand  
Recommendations

4 products

# Awareness

Automated brand collaborations for precision marketing.  
100% genuine customer reach. No marketing wastage.

- Partner companies – businesses & publications – personally recommend you to their customers and drive high-quality traffic to your store.
- Product sampling automation with audience engagement tracking in real time

Website Landing   Ratings & Reviews

Product View   Sign-up/Login

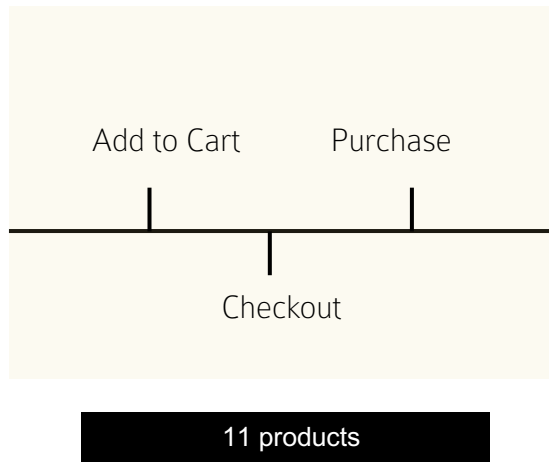
7 products

# Consideration

Anonymous visitors swiftly convert to prospective buyers.

- 100% self-verified lead generation
- Rewards tailored to match visit frequency and engagement
- One-click offer redemptions for a frictionless purchase journey
- Zero-party, demographic data collection
- Social proof: customer reviews, live showcase of real-time purchases

# Decision



Cart & purchase journey optimization for increased sales.

- Purchase Enablement: One-click checkouts, abandoned cart recovery, chatbot,, shopping cart
- Revenue Optimization: Product recommendations, upsell & cross-sell, cashbacks
- Post-Purchase Engagement: QR Code-enabled offers, instant sign-ups

# Retention



Perpetual value additions for increased sales & brand loyalty.

- Loyalty Program: Points, Referrals, Gift Cards, Store Credit, Cashback, VIP Tiers
- Customer Engagement: Quizzes, contests & giveaways, gamification
- Repurchase Activation: Subscriptions & Memberships, Repurchase Reminders
- Privilege XIRCLS: Sponsored reward experiences with partner brands
- Customer Support: Chatbots (website, WhatsApp), Support Ticket System

# Advocacy

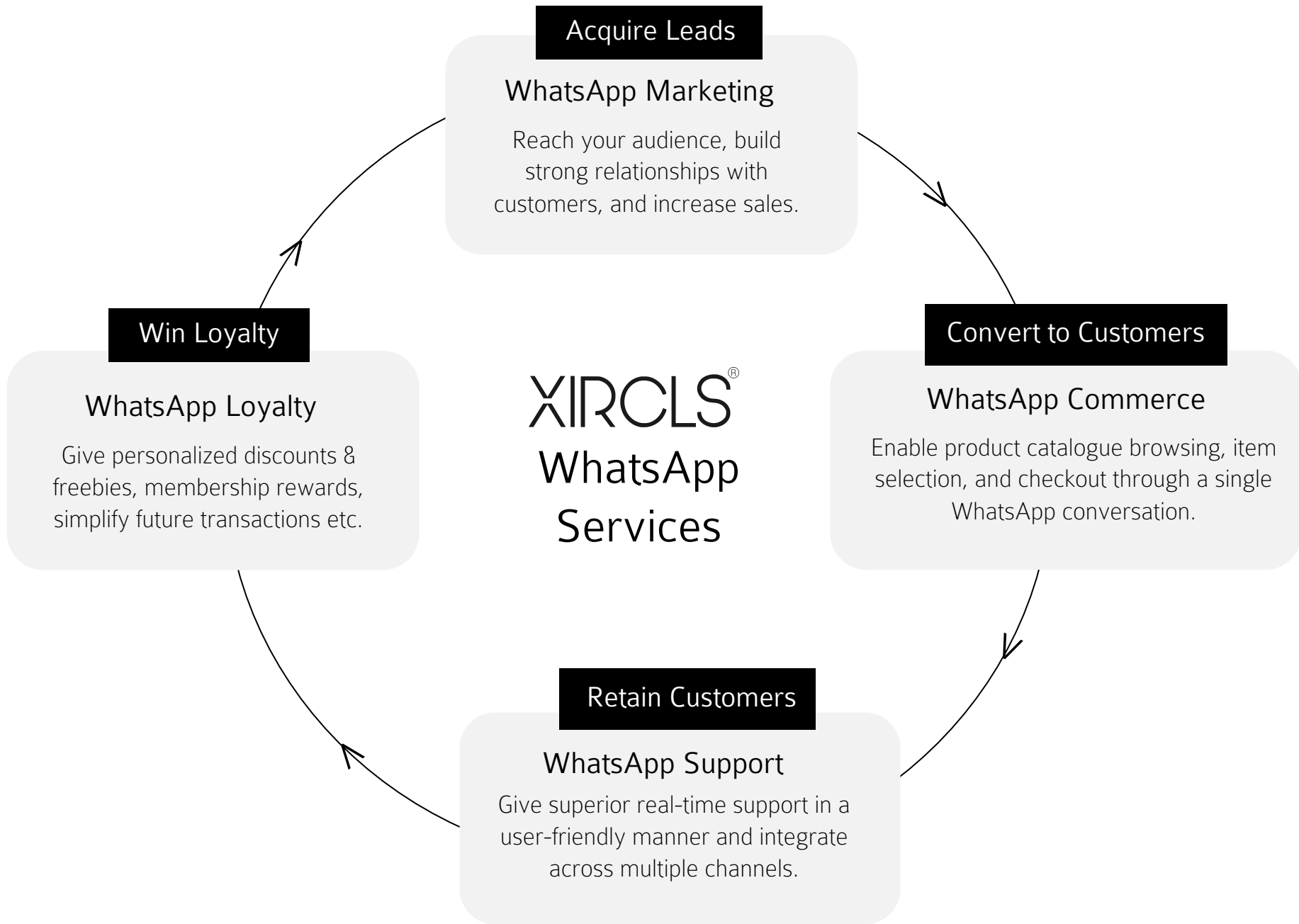
Word-of-mouth

Social  
sharing

3 products

Customers become brand ambassadors.

- Referrals: Customers refer your brand via referral links.
- Customer Support: Chatbots (website, WhatsApp), Support Ticket System
- Group discounts unlocked when customers & their group members surpass a certain amount of sales.
- Family billing – one credit card for all group members
- Shared wishlists and cart information
- A full-fledged affiliate program for your customers and partners



# ERP Stack

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Business process management for small businesses on a budget. Affordable, customizable and easy to use & implement.

Customer Relationship  
Management (CRM)

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Bookings & Appointments

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Inventory Management

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Omnichannel  
Communication

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(Email, SMS, WhatsApp)

Quotations

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Invoicing

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Delivery  
Notes

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Debit & Credit Notes

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Cross-Functional  
Data Collaboration

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# Why XIRCLS® ?

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We are a fully integrated martech stack of **50+ modular products** that cover the entire buyer journey from a single dashboard.

vs.

Multiple service providers.  
Multiple integrations.  
Multiple dashboards.



# We are solution providers.

We create marketing products from the ground up and adapt them to your business' specific needs.

**VS.**

Service providers connect to readily available APIs. They have no expertise in creating solutions from scratch.

# Our solutions are modular yet unified.

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Play around with modules to see what works best for you. Opt out of those that don't. Cost & time-efficient. Seamless.

**VS.**

Shop for a new solution provider every time you identify a new business need. Work in operational silos.

# We give you personalized attention.

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Product  
customization.  
24/7 tech support.  
Marketing strategy.  
Campaign analysis.  
We're there for you  
through it all.

**vs.**

Large-scale  
service providers  
are limited in their  
ability to adapt to  
your specific tech  
& business needs,  
and be there 24/7.

# We are communication specialists.

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We have decades of experience in the field of language, media, marketing & communications. And it shows in everything we do.

**VS.**

Service providers are focused on functionality, not communication & branding.

# XIRCLS<sup>®</sup>

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