

Print2Mobile

Print2Mobile at a Glance



Experience in
20
Countries

Solutions in
3
*of Top 10 global
banks*

16+
Years of Experience

Global
Presence and Capabilities



Print2Mobile

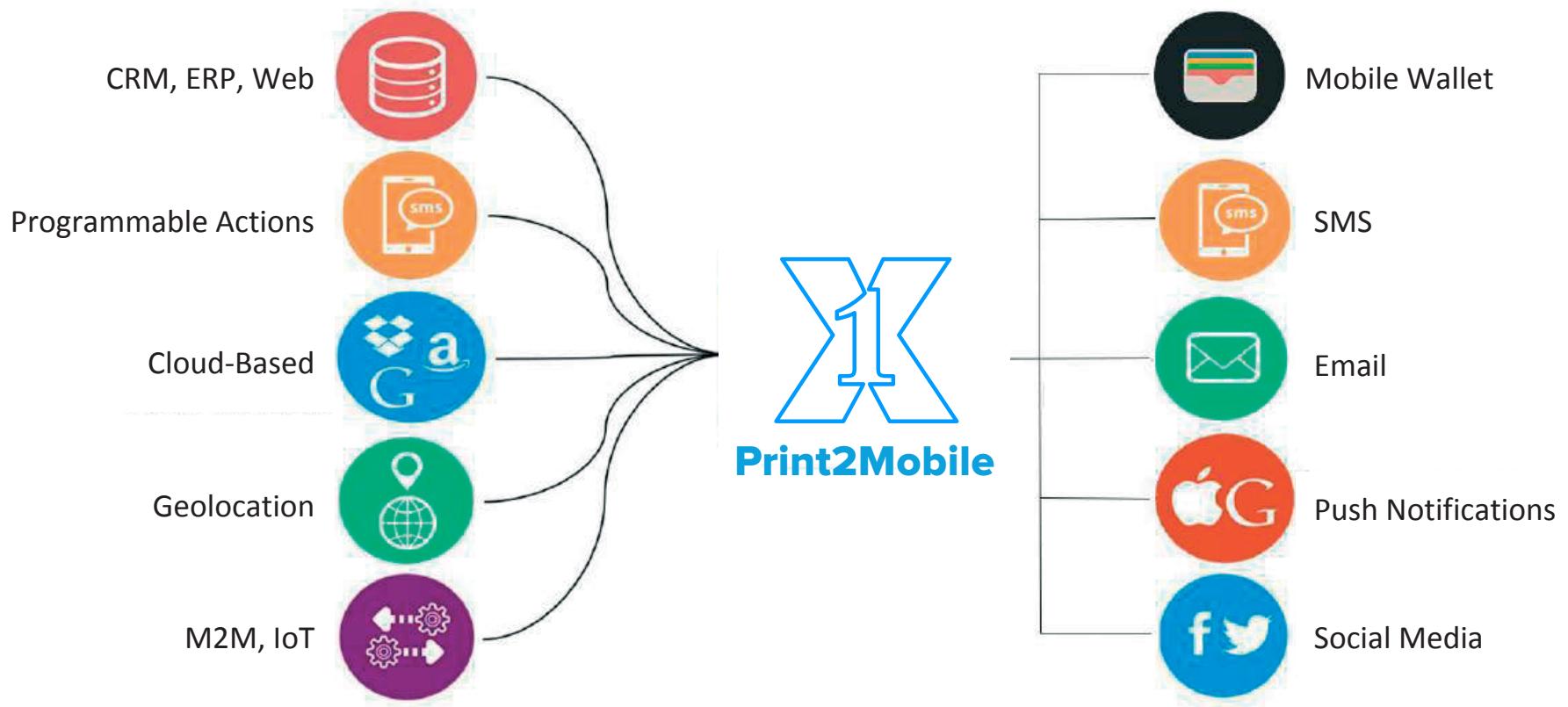
Relations with
Top
Global Carriers

~1B
Transactions per Year

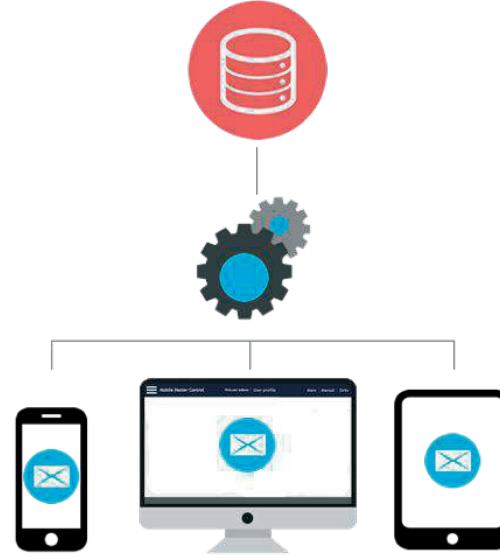
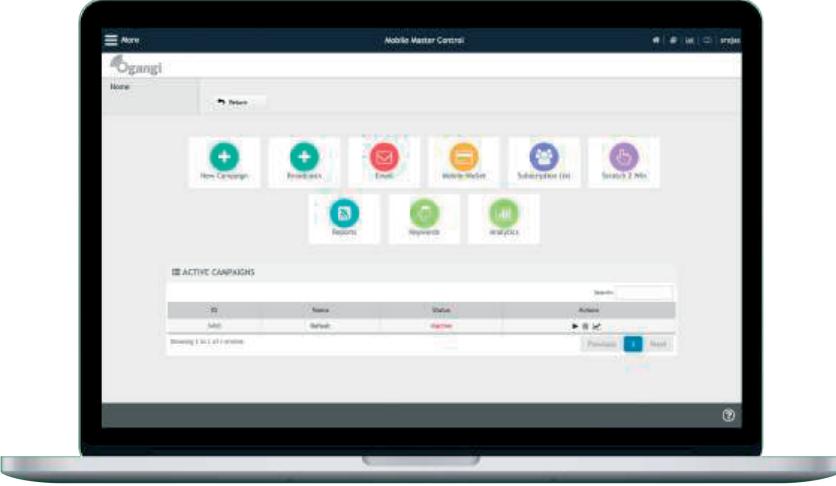
“Five Nines”
*Quality of Service and
Performance*

Team members in
6
Countries

Mobile Engagement Platform



Platform Components



Campaign Manager

Browser based portal that allows you to upload subscriptions lists and create campaigns

System Integrations

API / Web Services

Batch Processes (FTP/SFTP)
Message Driven (Websphere MQ)
Other (SMPP, TCP)...

SDK for Apps

Leverage Push Notifications, Geolocation, iBeacons and Mobile Wallet in apps

Capabilities



Programmable Messaging

Create inbound/Outbound Conversations, Automated Responses, Opt In/Out and Two Step Verification.



Digital Coupons

Create unique one per person vouchers for in-store, ecommerce, and in-game digital codes



Mobile Wallet

Get rid of plastic and bulky wallets by leveraging pre-installed digital wallet applications. Create coupons, loyalty cards, tickets, ID's etc...



Giveaways & Sweepstakes

Set up winning odds, assign random winners, and generate reports for auditing purposes.



Gamification

Create interactive content to further engage your customers such as Digital Menus, Trivias, Scratch Cards, Roulettes, Jackpots, and Arcade Games.



Loyalty Programs

Launch a digital point based loyalty program leveraging our communication tools and mobile wallet capabilities

Programmable Messaging



Two-Way



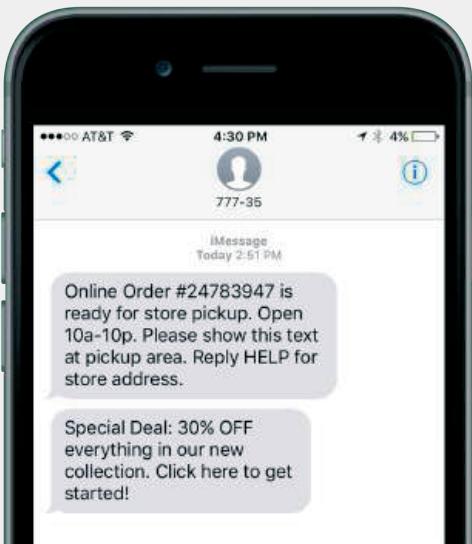
- ✓ Inbound/Outbound Conversations
- ✓ Automated Responses
- ✓ CRM Integration
- ✓ Opt-in/Opt-out



Transactions



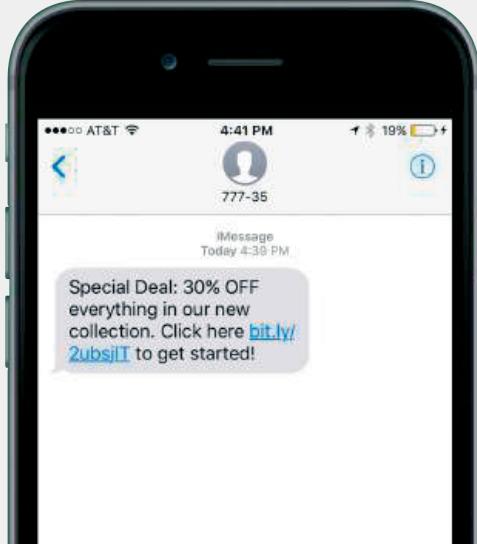
- ✓ Action driven Messages
- ✓ Purchase Confirmations
- ✓ Fraud Alerts
- ✓ Bill Reminders



Notifications



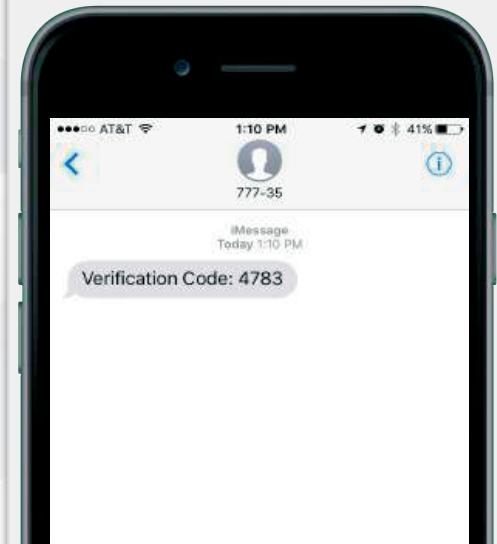
- ✓ Promotions
- ✓ Informational Messages
- ✓ Alert Communications
- ✓ Reminders



Two-Step Verification



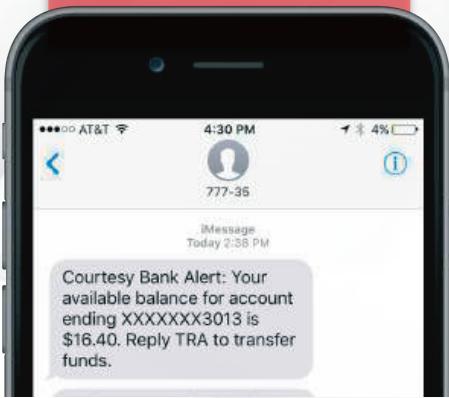
- ✓ One Time Password
- ✓ User Authentication
- ✓ New account verification



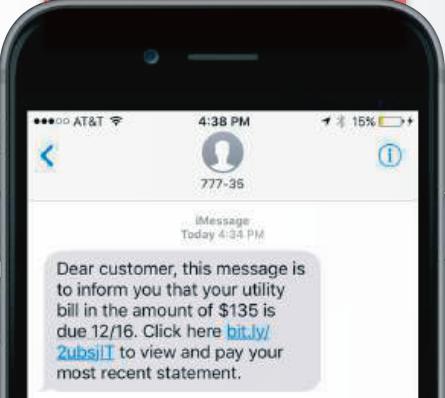
Programmable Messaging



Balance Alerts



Bill Reminders



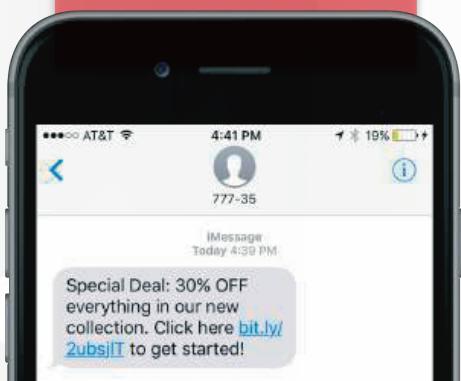
Appointment Reminders



Buy Online, Pickup In Store



Promotions



Relationship Building



Transaction Alerts



Add colour to your mobile campaigns



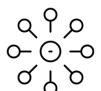
1 REACH



Segment campaigns by financial behaviour, market segment and demographics.



Contact customers at strategic moments **triggered** by unique events



Reach customers across **multiple channels**.

1. Message
2. Click
3. Scan

2 ENGAGE

Provide relevant and engaging content.



3 REACT



Redirect to websites or files



Provide prizes and **Digital Coupons**



Install **Mobile Wallet** items

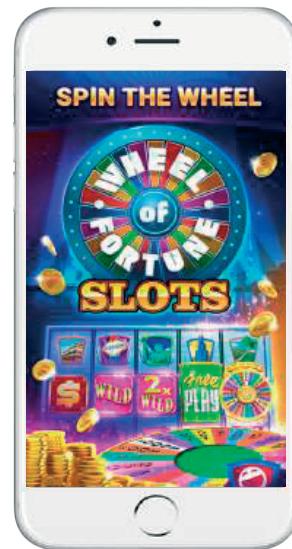
Interactive Content



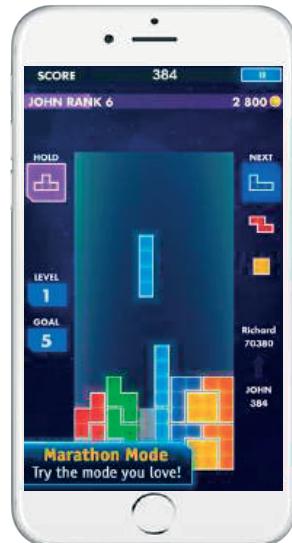
Scratch Card



Spin 2 Win



Slot Machine



Arcade Games



E-Catalog

Agile Mobile Marketing



Design automated campaigns across the customer lifecycle

Acquire

New Customers

New Customer Programs

Referral Program

Promotional Campaigns

Develop

Active Customers

Real-Time Marketing

Targeted Campaigns

Interactive Experiences

Maintain

Loyal Customers

Loyalty Program

Special Promotions

Customized Experiences

Retain

Inactive Customers

Inactivity Prevention

Winback Promotions

Omnichannel Engagement

Mobile Wallet



User Benefits



- Convenience & ease of use
- Updated offers, points, balances and content
- Timely reminders (expiring offers/location)

Business Benefits



- Easy distribution
- New communication channel
- Send messages via push notifications
- Geolocation based messaging



Promotions



Loyalty Cards



Digital IDs



Tickets



G Pay

Use Cases by Vertical

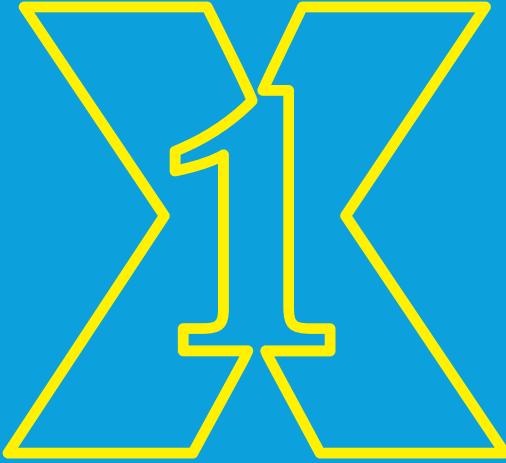


<u>FINANCIAL SERVICES</u>	<u>TELECOM</u>	<u>RETAIL</u>	<u>TRAVEL & HOSPITALITY</u>	<u>UTILITIES</u>	<u>EDUCATION</u>	<u>GOVERNMENT</u>
Transaction Alerts	Automated recharge promotions	Coupons	Digital Boarding Pass/Tickets	Bill Reminders	Digital ID's	Digital ID's
Bill Reminders	Value Added Services (VAS)	Loyalty Program	Flight Status Alert	Payment Confirmations	Alert Notifications	Digital Transportation Tickets
Security Codes	Loyalty Program	Purchase Confirmations	Reservation Status Alerts	Balance Information	Automated Info Desk	Alert Notifications
Fraud Alerts	Bill Reminders	Order Status	Reservation Confirmation	Local/Service Alerts	Event reminders	Weather Notifications
Automated Customer Service	Outage Notifications	Interactive Promotions	Automated Concierge	Start/Stop Service	Account Status	Incident Report
New Product Announcements	Automated Helpdesk	Automated Customer Service	Local/Service Alerts	Mobile Wallet Passes	Application Status	Citizen Surveys
Interactive Promotions					Internal Communications	

All You Can Blast



Communications	Promotions	Loyalty	Utility	Enterprise
Subscription Lists	Subscription Lists	Subscription Lists	Subscription Lists	Subscriptions Lists
Basic SMS	Basic SMS	Basic SMS	Basic SMS	Programmable SMS
Email	Email	Email	Email	Email
Social Media Posts	Social Media Posts	Social Media Posts	Social Media Posts	Social Media Posts
	Interactive Campaigns	Interactive Campaigns	Interactive Campaigns	Interactive Campaigns
	Digital Coupons	Digital Coupons	Digital Coupons	Digital Coupons
	Push Notifications	Push Notifications	Push Notifications	Push Notifications
	KIOSK Redemption	KIOSK Redemption	KIOSK Redemption	KIOSK Redemption
		Surveys	Surveys	Surveys
		Digital Loyalty Card	Digital Tickets & ID's	Digital Loyalty Card
			Digital Tickets & ID's	
			Variable Data Passes	
				API/SDK Integration



Print2Mobile supports our main
objective of helping our customers
achieve a positive return on
investment when they buy from us!

Visit us at x1.ltd.uk