



Real-time customer context means DELIVERING MORE TARGETED MOBILE CONTENT... EASILY

Take advantage of new contextual mobile capabilities to drive bookings and ancillary revenue, every day, at scale. Mobile notifications for flight status have proven valuable to airline brands like yours with the ability to deliver more customized operational messages to passengers than ever before. But what if you could tailor the content of your own mobile app, in real-time, targeting your customers throughout their trip funnel based on combinations of real-time audience segments and changing environmental data?

Drive new bookings and ancillary revenue with scalable yet surgical precision reaching out to audience segments with the right offers at a moments notice.

Move away from impersonal generic content and instead tailor content to your customers with advanced automation before, during and after their flights.

Turn flight delays into customer experience mobile moments by automatically providing rich, serviceable content in your app to only those affected passengers.

Sell more perishable seat upgrade inventory all the way to flight time, push offers first to loyalty members already in the gate area

Convert your mobile user base that use your app for operational purposes into brand fans.

With **MobileRQ's Contextual Mobile Marketing Platform**, you can craft dynamic and personalized in-app experiences, based on changing context of each customer like their profile, intent, behavior, weather, flight status, reservation, time and location. You can even add in dynamic pricing for ancillary product offers such as last-minute flight upgrades. MobileRQ removes a huge mobile marketing burden so you can concentrate on the core operational aspects of growing the business.

Airlines are in the business of selling perishable inventory, and you now have a unique marketing advantage and opportunity because after booking their flight, you know where each of your customers are going to be, and when. MobileRQ let's you take advantage of this by pre-scheduling revenue generating programs to scale, targeting different customers within your own mobile app...quickly and efficiently.

MobileRQ GIVES YOU THE TOOLS TO TAKE YOUR MARKETING AND PROMOTIONAL EVENTS TO A WHOLE NEW LEVEL.

MobileRQ helps you immediately leverage mobile as the key customer channel for the next decade by reaching customers at key **moments of impact**. Use our platform to refresh your app content continuously with relevant live content related to everything from individual route promotions to cross-channel loyalty marketing and partner initiatives.

Using your own app to deliver relevant in-app offers for up-sells and upgrades is a great first step. But MobileRQ's next generation mobile marketing platform is about making your airline mobile app dynamic –

it should live and breathe with content tailored to each relevant individual customer audience giving them reasons to go back into the app. You already have heavy operational usage of your app during trip days. How about extending that same usage rates throughout the trip funnel from research, to flight days, to waiting at the gate, to memory making moments upon return.

This drives app usage rates, which increases revenue and strengthens loyalty. So use MobileRQ for mobile-only marketing efforts or fully leverage it by aligning your at-airport marketing strategies and with your overall digital strategies to drive increased bookings and ancillary revenue.

It's no longer enough to keep a permanent "Upgrade Now" offer in your app. Customers become desensitized to this and it takes up valuable screen real estate. In fact, the opportunity cost for this content space is exceedingly high! Just think of all the other targeted, actionable content offers that the individual audience segment should act on instead.

You have audience data, media content, and mobile campaign plans. MobileRQ helps you put all of this to work through our easy to use SaaS. The platform gives you the tools to segment audiences, choose the proper content, then schedule the content delivery as a mobile campaign into your app with simplicity. We give you numerous trigger events out of the box. Then we deliver the content into your app and remove it when the audience no longer matches. It's all automated. We even monitor performance and then report in a real-time dashboard for you.

\$26B

U.S. BASED MOBILE TRAVEL PURCHASES IN 2014

Forrester, July 2014

\$18.7B

APAC BASED MOBILE TRAVEL PURCHASES EXPECTED IN 2015.

PhoCusWright Global and Asia Pacific Edition Report, 2014

76%

OF TRAVELERS USE SMARTPHONES.

SITA, Passenger IT Trends Survey 2013, December 2013.

73%

OF SMARTPHONE USERS WANT TO INTERACT WITH LOYALTY PROGRAMS THROUGH THEIR SMARTPHONES.

Maritz, The 2013 Maritz Loyalty Report™ US Edition, May 2013.

REACH ANY CUSTOMER

USING VIRTUALLY ANY DATA SOURCE

MobileRQ's platform lets you target and trigger content delivery and campaigns on almost any data source—including any data resident in your mobile app, powerful data feeds from your own customers databases through our Customer Data API, partner data, and a rich set of our own out-of-the-box datasets such as global flight status and airport locations. With a simple mobile SDK integration you can use this platform to supercharge real-time geofence triggers that are segmented across different audience types, giving each individual audience a unique geo-triggered app experience.

Or remove the geofence and run advanced mobile app campaigns based on the combination of spend history, optimized pricing, time of day, inventory levels, and loyalty data. And it's all automated.

We help you achieve one-on-one engagement with your customers, improve the efficiency of your mobile marketing programs, and, in the process, promote loyalty and increase revenue by enhancing and extending the customer experience of your airline. Use this insightful and simple platform to:

- Increase ancillary revenue through actionable and targeted, real-time upgrade offers that you control
- Enhance the overall passenger experience
- Enhance the in-airport shopping, dining and travel experiences using beacons
- Improve customer loyalty and brand engagement
- Drive mobile app usage even in off-travel times
- Open your app to trusted partners for cross-sell
- Add immediate value when every customer lands, driving daily app usage.

GIVE YOUR CUSTOMERS THE MOBILE CONTENT THAT MATTERS MOST, RIGHT NOW

As a leading mobile marketing platform for highly contextual in-app content and messaging, MobileRQ makes it easy to put your existing assets to work—combine your CRM and loyalty data, creative assets, and seat inventory with our data sources and platform to reach your customers more directly and effectively.

LEARN MORE

Find out more about MobileRQ's Contextual Mobile Marketing Platform—or how your airline can benefit from data-driven, context-based mobile communications.

Contact us today at hello@mobilerrq.com. You can also learn more by visiting www.mobilerrq.com.

REACH MORE USERS WITH THEIR CONTEXT

Our solution features a long list of advanced campaigns and targeting features, including:

DYNAMIC, CUSTOMIZED CAMPAIGNS

Upload your own creative content, pre-scheduling messages and app content to target segments in real-time based on triggers like inventory availability and flight changes. Use the power of our Push Now© feature and immediately push notifications to segmented audiences on demand.

ADVANCED DATA AGGREGATION

Deliver timely, relevant in-app communications or push notifications, leveraging rich data sets, such as flight status, itineraries, weather, points-of-interest, traffic, time-of-day, and customer data.

REAL-TIME REPORTING

Monitor the progress of your campaigns in real-time by analyzing taps, views, and conversions in real time.

FLEXIBLE AND SIMPLE INTEGRATION

Reduce time to market by integrating MobileRQ's native Apple iOS and Google Android SDKs into your mobile apps.

STRONG SECURITY AND PRIVACY

Offer secure, privacy-controlled end-user outreach and messaging through our secure and encrypted SaaS.