



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

Mobile location-based targeting has given hospitality brands like yours the ability to deliver more customized, relevant offers to customers than ever before. But what if you could reach guests through your own mobile app based not only on where they are—but who they are, where they're going, what time they'll get there, why they're going, and so much more?

With MobileRQ's Contextual Mobile Marketing Platform, you can craft dynamic and personalized in-app content based on dynamic contextual data including profiles, intent, behavior, app usage, environment, time, and location. Our solution then helps you reach guests and prospective guests at moments of impact with this mobile app content which can be related to everything from local events to cross-channel corporate loyalty and marketing initiatives.

MobileRQ gives you the tools to take your room upgrade, dining marketing and promotional events to a whole new level.

Using your own app to deliver highly relevant in-app offers is a great first step. But MobileRQ's next generation mobile marketing solution is more about making your mobile app dynamic – it should live and breathe with content tailored to individual guests (audiences) giving frequent incentives to go back into your app. This drives up app usage rates, which increases revenue and strengthens loyalty.

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 directly into your app all with simplicity. We deliver the content into your app and then remove it when the audience no longer matches. And it's all automated. We even monitor performance and then report in a real-time dashboard for you.

REACH ANY CUSTOMER USING VIRTUALLY ANY DATA SOURCE

MobileRQ's platform lets you target and trigger data on almost any data source— including any data resident in your mobile app, powerful data feeds from your own databases through our API, partner data, and a rich set of our own out-of-the-box datasets.

With a simple mobile SDK integration you can use any data from your app as targeting data and then augment that with customer data from any of these databases through our API. Leverage that data for real-time geofence triggers that are segmented across 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 audience spend history, average spend, on-property events, and upcoming reservations.

Drive new bookings and ancillary revenue dynamically:

- Real-time room upgrade offers
- Special event dining offers
- Food and beverage upsells
- On-property events
- Local partner events
- Extend-your-stay offers

Enhance the Guest Experience with targeted personalization:

- Early check-in offers
- Meet our chef
- Spa openings today
- Local dining and shopping assistance
- Welcome back and thanks messages from local general manager

\$15B

THE AMOUNT OF RETAIL SALES INFLUENCE BY MOBILE IN 2013

Deloitte, The Dawn of Mobile Influence: Discovering the Value of Mobile in Retail, 2012.

\$18.7B

APAC BASED MOBILE TRAVEL PURCHASES 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.

We help you achieve one-to-one engagement with your customers, improve the efficiency of your mobile marketing programs, and, in the process, promote loyalty by enhancing and extending the customer experience throughout the trip funnel.

This insightful access to user information helps you:

- Drive mobile app usage even in off-travel times
- Enhance the guest experience with new levels of automated mobile personalization
- Improve customer loyalty and brand engagement
- Increase mobile bookings and incremental revenue

REACH MORE USERS WITH MORE CONTEXT

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

DYNAMIC, CUSTOMIZED CAMPAIGNS

Upload your own creative, pre-scheduling messages and app content to target segments in real time based on specific triggers.

ADVANCED DATA AGGREGATION

Deliver timely, relevant in-app communications or push notifications, leveraging rich data sets, such as weather, POIs, airports, and flight status.

REAL-TIME REPORTING

Monitor the progress of your campaigns by analyzing clicks, 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

GIVE YOUR CUSTOMERS THE CONTENT THAT MATTERS

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 room 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 hotels and resorts 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.