MobileRQ

The Contextual Mobile
Marketing Platform

Real-time customer context means

DELIVERING MORE TARGETED MOBILE CONTENT... EASILY

LOYALTY PROGRAMS SHOULD BE BUILT AROUND PEOPLE, NOT JUST POINTS!
Mobile location-based targeting has given loyalty programs like yours the ability to deliver more customized, relevant offers to members than ever before. But what if you could automate and tailor the content of your own mobile app in real-time to different loyalty program audience segments based on combinations of automated member profiles levels, event triggers and environmental data?

With MobileRQ's Contextual Mobile Marketing Platform, you can craft dynamic and personalized in-app content based on point levels and changing context like profiles, intent, behavior, environment, program events, time, and location.

At the core of all loyalty programs are great products, outstanding service and a commitment from the company to meet or exceed the expectations of each customer or member. Let us help you achieve these key goals through enabling great mobile experiences on a constant basis to your members.

MobileRQ helps you reach members with your own mobile app at key moments of impact. Content can be related to everything from local events to cross-channel program marketing campaigns. All loyalty programs have a fundamental goal of making customers feel special so they come back often and tell all their friends about your products and services. Our solution helps you make your loyalty members feel special.

Another goal is to also make every member of your program feel they are **unique**; that their needs are individual and that you have enough information about them to provide them with a higher level of service.

Using your own app to deliver highly relevant in-app offers is a great first step in this effort. But MobileRQ's next generation mobile marketing platform is about making your mobile app dynamic – it should live and breathe with content tailored to individual member audiences giving them regular reasons to go back into the app.

This drives up app usage rates which increases revenue and strengthens loyalty. So use MobileRQ for mobile-only marketing efforts or fully leverage it by aligning your offline marketing strategies with your overall digital strategies to drive affinity for your brand. You have audience data, media content, and mobile campaign plans. Let's put them to work.

MobileRQ helps you put all of this to work through our easy to use SaaS platform-giving you the tools to segment audiences, develop the proper content, then schedule the content delivery as a mobile campaign, entering into your app with simplicity. We deliver the content into your app experiences 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.

$86B
IN MOBILE RETAIL PURCHASES IN THE U.S. THIS YEAR
Forrester, July 2014

37%
OF VISITS TO E-COMMERCE SITES IN THE U.S. COME THROUGH MOBILE
Custora, Custora E-Commerce Pulse Mobile Report, July 2014

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29%
OF CONSUMER
ONLINE PURCHASES
WILL COME
THROUGH MOBILE
IN 2014.
Forrester, July 2014

73%
OF SMARTPHONE
USERS WANT TO
INTERACT WITH
LOYALTY PROGRAMS
THROUGH THEIR
SMARTPHONES.
Maritz, The 2013 Maritz Loyalty ReportTM US
Edition, May 2013.

87%
HONG KONG
AND SINGAPORE
SMARTPHONE
PENETRATION
Nielsen, The Asian Mobile
Consumer Decoded, 2014

ANY CUSTOMER
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 customer databases. All through our Customer Data API, loyalty program data, partner data, and a rich set of our own out-of-the-box datasets.

With a simple mobile SDK integration you can use this service to supercharge real-time geofence triggers that are segmented across audience types giving each individual audience a unique geo-triggered app experience. Or take the geofence piece out of it. Run advanced mobile app campaigns based on the combination of audience spend history, average spend, brand affinity, local events, and seasonal inventory that can be regionalized down to the individual locations. And it's all automated.

We help you achieve one-on-one engagement with your members, improve the efficiency of your mobile marketing programs, and, in the process, promote loyalty by enhancing each customers' experience.

Use this insightful and simple platform to:
• Personalize content to each individual program member
• Automate tailored member campaigns
• Drive your mobile app usage even in off-peak times
• Enhance the overall experience for each memeber

• Schedule regular and relevant mobile messages and content to individualized member segments

REACH MORE MEMBERS IN
THE RIGHT CONTEXT
Our solution features a long list of advanced targeting features, including:

DYNAMIC, CUSTOMIZED CAMPAIGNS
Upload your own creative content, pre-scheduling messages and app content delivery 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 store locations, weather, points-of-interest, time-of-day, loyalty status and customer data.

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

FLEXIBLE 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

GIVE YOUR MEMBERS THE MOBILE CONTENT THEY REALLY NEED
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 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 business can benefit from data-driven, context-based communications.

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