MobileRQ

The Contextual Mobile
Marketing Platform

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

Mobile location-based targeting has given retail brands like yours the ability to deliver more customized, relevant offers to customers than ever before. But what if you could automate and tailor the content of your own mobile app, in real-time to audience segments based on combinations of customer profiles, event triggers and store data?

With MobileRQ's Contextual Mobile Marketing Platform, you can craft dynamic and personalized in-app content based on changing context like profiles, intent, behavior, environment, purchase history, events, time, and location. You can even add data like store performance to tailor specific mobile campaigns to buyers around focus stores to increase bricks and mortar sales lift. Whether you have five stores or five thousand, we help you reach out to customers in a personalized way, at scale.

We help you reach customers at moments of impact, using your own mobile app with constantly refreshed content related to everything from local events to cross-channel corporate marketing programs. Our solution helps drive users into your app, which drives them into your store or ecomm site driving revenue lift. MobileRQ gives you the tools to take your 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 user audiences giving constant reason to go back into the app. This drives app usage rates, which increases conversions

and strengthens loyalty. So use MobileRQ for unique mobile-only marketing programs or fully leverage it by aligning your offline and omni-channel marketing strategies with your overall mobile strategy to drive foot traffic into your stores.

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. Our platform gives you the tools to segment audiences, choose the proper content, then schedule the content delivery as a triggered mobile campaign directly into your app with simplicity.

We deliver the content into your app and remove it when that audience no longer matches. It's all automated. You can even monitor performance and then report results from our real-time dashboard.

REACH ANY CUSTOMER VIRTUALLY WITH ANY DATA SOURCE

MobileRQ's platform lets you target and trigger campaigns based on data from almost any data source— including rich usage data from your mobile app, powerful data feeds from your own customer databases, all through our Customer Data API and can include partner data, and a rich set of our own out-of-the-box datasets.

Increase revenue through mobile shopping cart lift

Increase store foot traffic both corporate and local with targeted mobile promotions

Create in-store "Instant Events" like exclusive trunk shows for those already in the store

Reach audience affinity groups already in the store vicinity for group buying promotions

Local store connections – create a deeper relationship with your local store

Create personal shopper connections with ease deepening the customer relationship

Extend the service to your local store staff via the same mobile app

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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.

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

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

$158B
THE AMOUNT OF RETAIL SALES INFLUENCED BY MOBILE IN 2013.
Deloitte, The Dawn of Mobile Influence: Discovering the Value of Mobile in Retail, 2012.

With a simple mobile SDK integration, you can supercharge real-time geofence triggers that are segmented across audience types, giving each individual audience a unique geo-triggered app experience. Or remove the geofence trigger and run advanced mobile app campaigns based on the combination of audience spend history, average spend, brand affinity, abandoned cart data, local events, and seasonal inventory that can be regionalized down to the individual store. 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 by enhancing and extending the customer experience of your business.

This insightful and simple platform will:
- Drive mobile app usage even in off-shopping times
- Increase mobile revenue from cross-sells and up-sells
- Enhance the overall customer experience
- Drive store foot traffic and increase the in-store shopping experience
- Improve customer loyalty and brand engagement

REACH MORE USERS
KNOWING THEIR CONTEXT
Our solution features a long list of advanced campaign 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 specific triggers.

ADVANCED DATA AGGREGATION
Deliver timely, relevant in-app communications or push notifications, leveraging rich data sets, such as weather, points-of-interest, time-of-day, and customer data. Leverage in-store beacons to augment these already powerful data sets.

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

FLEXIBLE, SIMPLE INTEGRATION
Reduce time to market by integrating MobileRQ's native Apple iOS and Google Android SDKs into your mobile apps. Then simply begin launching campaigns.

STRONG SECURITY AND PRIVACY
Offer secure, privacy-controlled (opt-in), end-user outreach and messaging through our secure and encrypted SaaS.

GIVE YOUR CUSTOMERS THE MOBILE 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 inventory with our data sources and platform to reach your more directly and effectively. Surprise and delight!

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

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