SpotOn Core
Boost Revenue with Our Proven Customer Engagement Platform

Business owners have to wear a lot of hats. Too often that means spending hours at a time trying to attract customers, with no way of knowing what's working and what's not. Here at SpotOn, we take the guesswork out of the equation and make it easy for your business to connect with customers more effectively than ever before.

With SpotOn Core, you can manage **marketing** campaigns, customer **reviews**, and **loyalty** rewards all in one place—whatever makes sense for your business. Even better, all these tools are integrated with data and **analytics** from your business transactions so you have the information you need to reach customers with the right marketing campaign at exactly the right time.
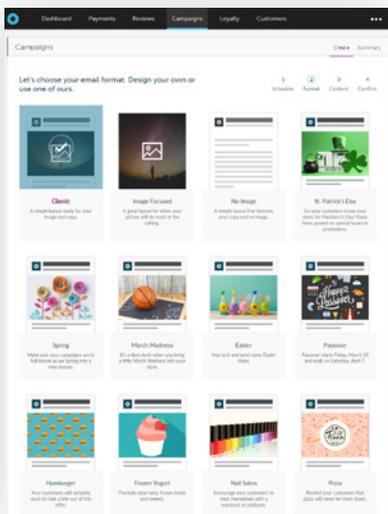
More Customers. Less Effort.

Marketing
Engage your customers quickly and effectively with targeted campaigns.

- Upload your existing customer list and continue to expand it as customer data is seamlessly collected during the checkout process

- Connect with customers where they hang out, through social media, email, and mobile alerts

- Send deals by email and through the SpotOn Consumer App, which has a built-in user base of hundreds of thousands of customers

- Save time by using eye-catching templates and intuitive wizards to send emails that are optimized for however your customers read them—online or on their phones

- Create automated email campaigns targeted at specific groups of customers, including new, existing, and lapsed customers
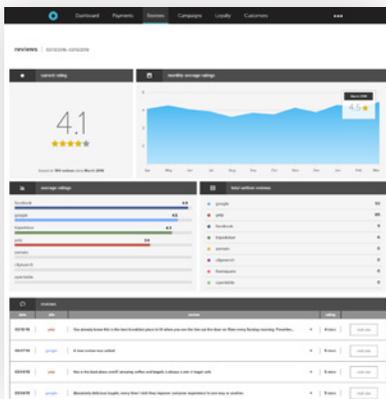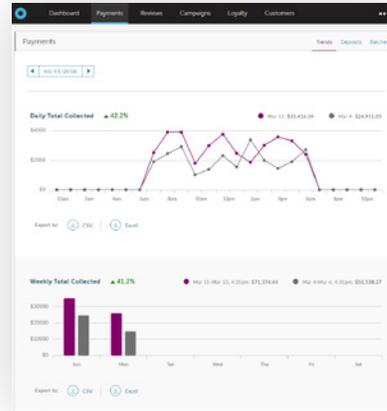
Analytics

View real-time sales data and analytics right from your SpotOn virtual dashboard.

- ✓ Review summaries and trends, as well as the number of daily customers to get a quick overview of your business

- ✓ Access and download detailed sales data

- ✓ Utilize easy-to-understand analytic tools to connect the dots between customers, their transactions, and marketing, showing you a clear ROI for your marketing efforts

Reviews

Monitor your online reputation and improve it by turning your best customers into your best marketers.

- ✓ View all of your online reviews in one place, along with your metascore (your average score from all review sites)

- ✓ Boost your overall ratings with our built-in algorithm that identifies your best customers and prompts them to leave reviews at just the right time

- ✓ Receive automated alerts when new reviews are posted

- ✓ Climb higher in the search rankings for your type of business as the number of your reviews grows

Loyalty

Keep your regulars coming and attract new customers by easily creating a loyalty rewards program.

- ✓ View all of your online reviews in one place, along with your metascore (your average score from all review sites)

- ✓ Create and send campaigns through email, social media, and the SpotOn consumer app

- ✓ Reward your customers based on how much they spend or how often they visit

- ✓ Streamline the the check-out process with the flexibility of having customers check-in via the SpotOn app, phone number, or email address

- ✓ Track your rewards to see which ones work best, so you can continually improve the effectiveness of your rewards program

- ✓ Take advantage of the massive user base of shoppers already using the SpotOn Consumer app in order to attract new customers