

# ZENREACH



## Custom Portal

### Your Brand Experience

Customize the look-and-feel of your login portal.

### Multiple Methods for Collection

Guests can log in using their e-mail, social media account or mobile number.

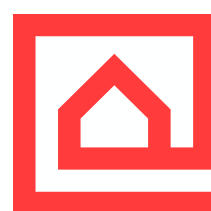
### Custom Announcements

Share promotions and events on your portal screen.

### Redirect After Login

Redirect logged-in customers to your website or other webpages.





# Dashboard

## Realtime Analytics

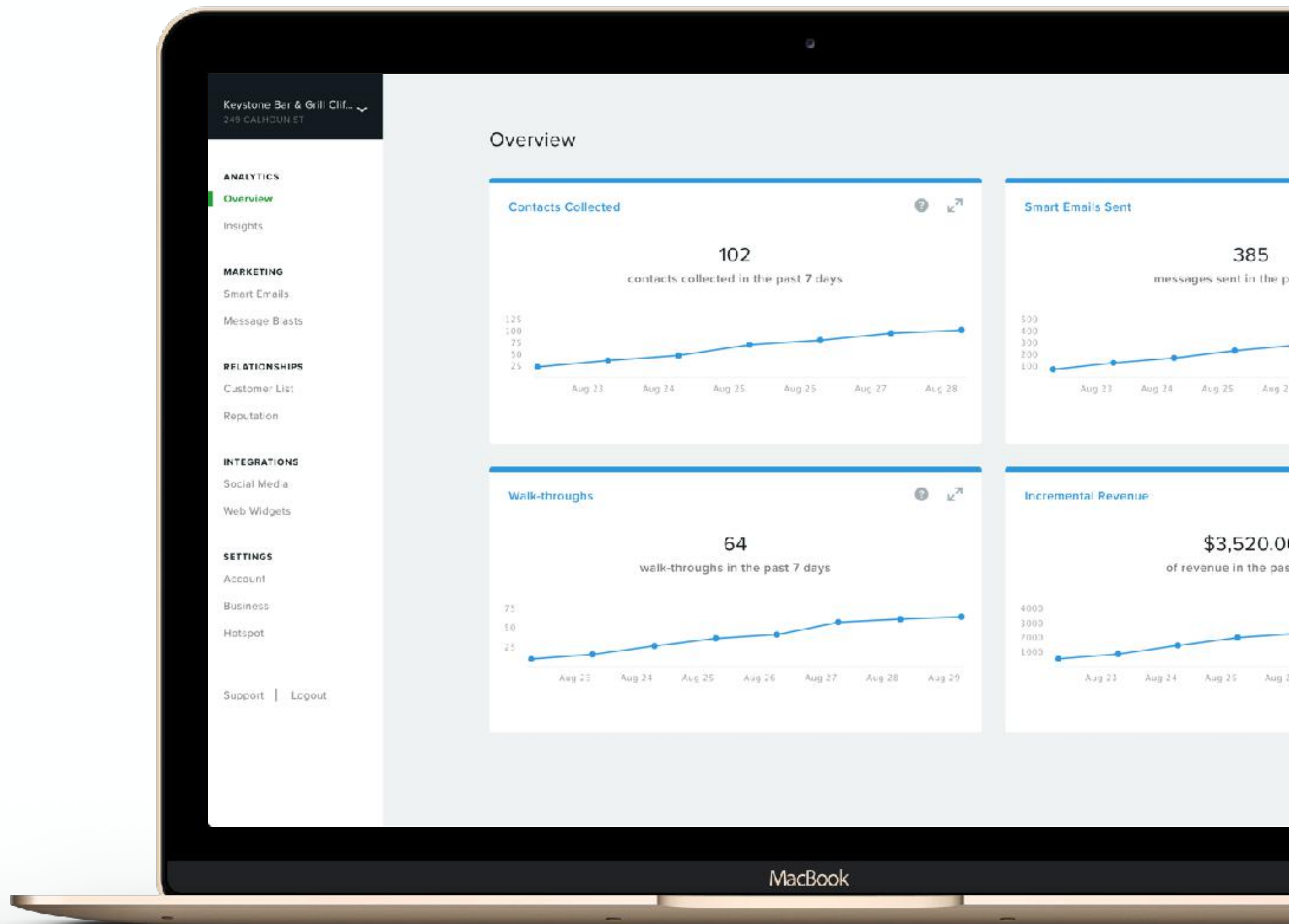
Monitor up-to-the-minute information about customer logins, email & social campaigns and your Walk-Through Rate™

## Automated Marketing

Use Walk-Through Rate™ to see you true ROI for marketing campaigns.

## CRM Database

Build in-depth profiles for your customers who log in to your WiFi.







# Walk-Through Rate™

## What's a Walk-Through?

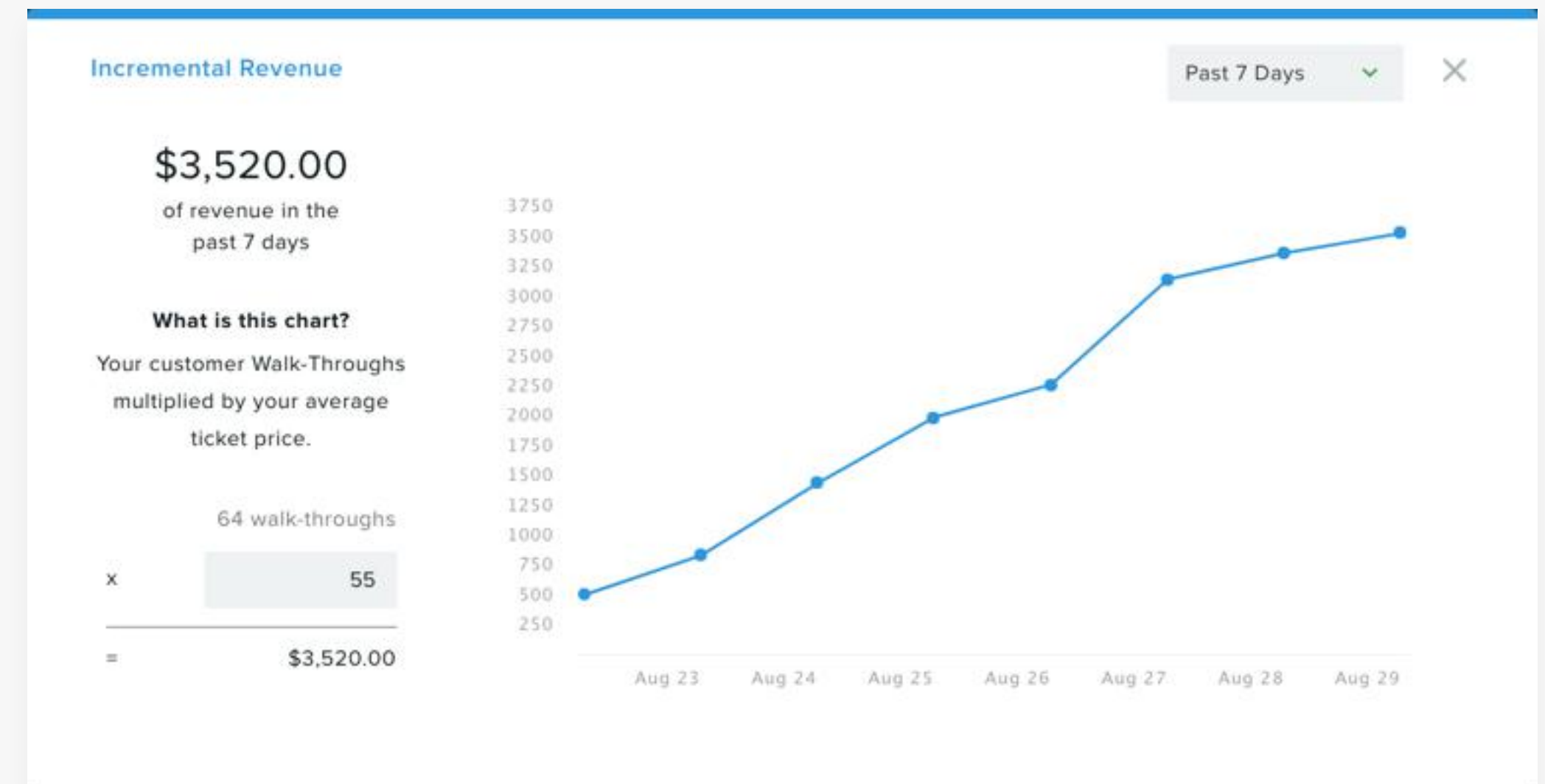
Walk-Through Rate™ shows you exactly which customers return after receiving a message from your business.

## Inarguable ROI

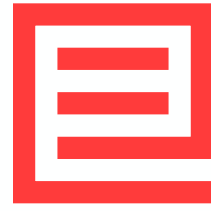
Set your average ticket price to determine your incremental revenue and track your success over time.



New Walk-Through







# Customer List

## Customer List

Automatically gain valuable demographic insights about your customers.

## Always Current

Zenreach provides a “living-breathing,” customer list that remains up-to-date.

## Send the Right Message

Segment your customer lists to send relevant content to specific groups of your customers!

The screenshot shows the Zenreach interface for a business named 'Keystone Bar & Grill Clif...' located at '249 CALHOUN ST'. The interface is divided into a left sidebar and a main content area. The sidebar contains a navigation menu with the following categories: ANALYTICS (Overview, Insights), MARKETING (Smart Emails, Message Blasts), RELATIONSHIPS (Customer List, Reputation), and INTEGRATIONS (Social Media, Web Widgets). The 'Customer List' item is highlighted with a green bar. The main content area shows a search bar with the placeholder text 'Search by email address...'. Below the search bar, there are two tabs: 'EMAIL (16,864)' and 'FACEBOOK (1)'. The 'EMAIL' tab is active, and it displays a list of email addresses, each with a small grey square icon to its left. The email addresses listed are: rlchoates@yahoo.com, elvisjackson21@yahoo.com, austin\_storie@yahoo.com, kesslerj92@gmail.com, jones4js@mail.uc.edu, caitlyn.hanson@aol.com, and ryanminser@keystonebar.com.



# Message Blasts

## Easy-to-use Composer

With a library of pre-designed templates and a simple drag-and-drop format, you can create professional looking emails and SMS blasts in minutes.

## Custom Targeting

Send the right message, to the right customer by targeting groups based on age, gender, location and more.

The screenshot shows the Zenreach email composer interface. At the top, there are buttons for 'EXIT' and 'SAVE', and a progress bar with three steps: '1. Email', '2. Target', and '3. Confirm'. The main header displays 'Keystone Bar & Grill Clifton'. Below this is a 'Drag to Design' section with a grid of icons for different content types: Text, Image, Button, Offer, Rating, Social, Reservation, and Divider. To the right of the design grid is a form for email details: 'Email Subject: Enter an email subject', 'Sender's Name: Keystone Bar & Grill Clifton', and 'Text Preview: Use this text to offer a short preview of your email content'. Below the form is a preview of the email content, which includes a placeholder for 'YOUR LOGO' and a photo of a restaurant building.





# Smart Messages

## Marketing on Autopilot

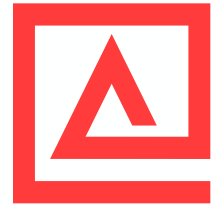
Automatically send personalized, behavior-based messages to first-timers, repeat customers, "lost" customers and more.



New Message

Smart Email Type	Sent	Open Rate	WTR	Status
First time customer	12789	32%	10%	On
Repeat customer	7251	34%	22%	On
Lost customer	7081	35%	8%	On
Loyal customer	2699	34%	53%	On
Birthday	2252	35%	3%	On
Anniversary	—	—	—	Off
Web Widgets Signup	—	—	—	Set Up





# Reputation Management

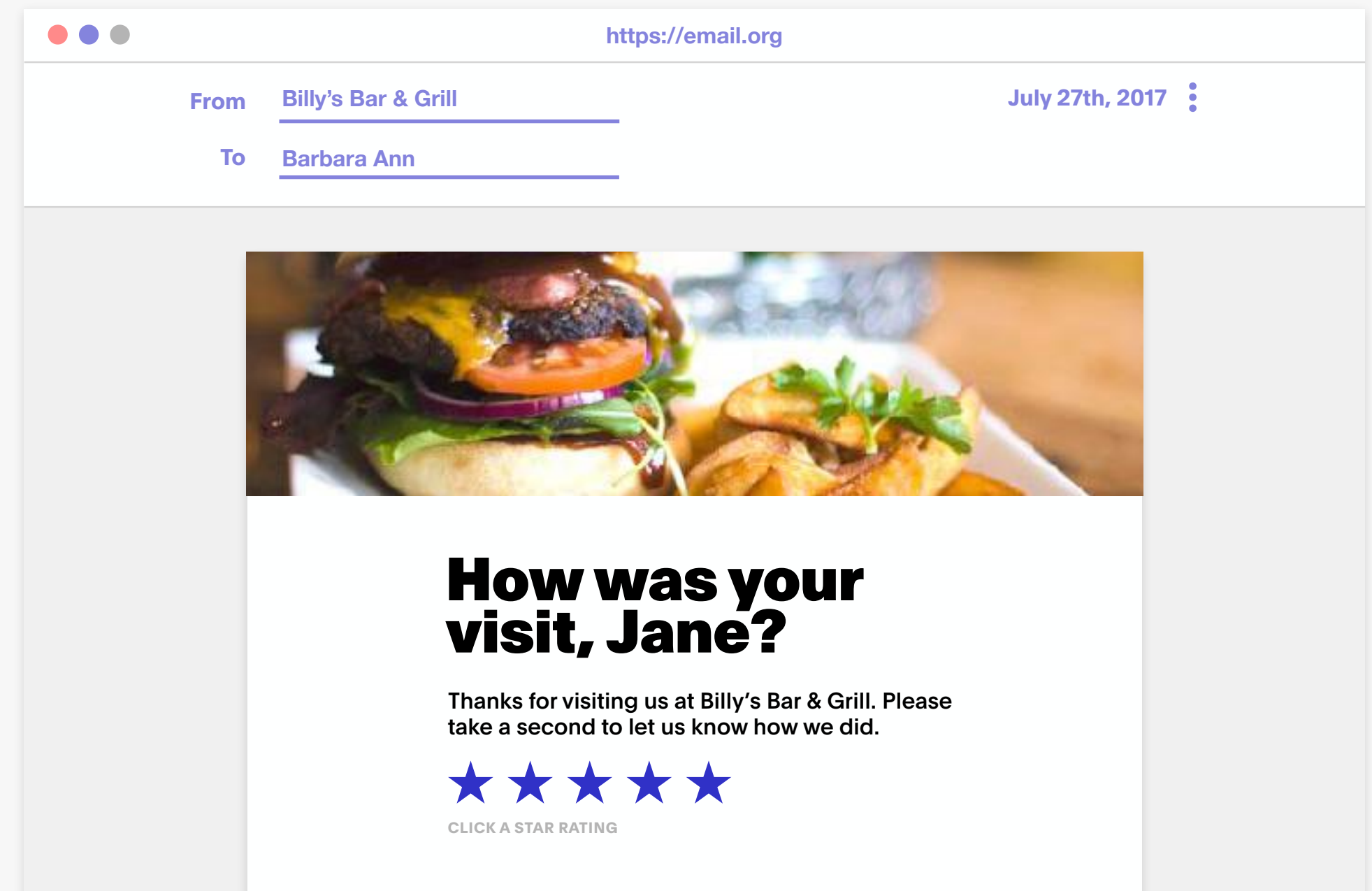
Build your reputation with good reviews.

## How it Works

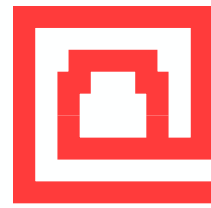
Zenreach gives you the power to manage your reputation in real-time, letting you point happy customers to some of the most popular review sites while interacting personally with any unhappy customers before they post bad reviews.



New Message







## Easy Installation

Getting up and running with Zenreach is nearly effortless. Simply connect your Zenreach AP to your existing modem.

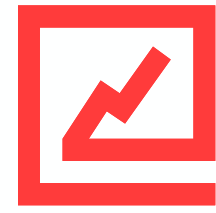
Your customers will instantly have access to free, fast WiFi. Watch it start working for you right away!

*Installing and integrating Zenreach was simple, and setting up email messages was easier than Constant Contact.*

—FOUR ENTERTAINMENT GROUP







## Boost Your Bottom Line

At Keystone Bar & Grill in Cincinnati, Zenreach drove \$3,360 of incremental revenue in the first 30 days.

We've seen results like this across the country—in neighborhood cafés, roadside diners, and downtown bars.





**The power to know your  
customers is the power  
to grow your business.**

**What are you  
waiting for?**

**Contact your Account Executive today!**