

ZenReach Presentation

Purpose

- Turn your WiFi into a email marketing platform.
- Helps better understand your guests, their actions, and reactions to specific targeted email campaigns.
- To increase revenue and customer loyalty.

How It Works

- In order to access free Wifi, guests must login with their email address or Facebook account.
- Once a guest has successfully logged in, a Webscrape is performed using the guests email address.
- This software matches the guests email to accounts on major social media platforms.
- The gathered information builds a customer demographic by acquiring age, gender, and location.

Portal Preview

Portal

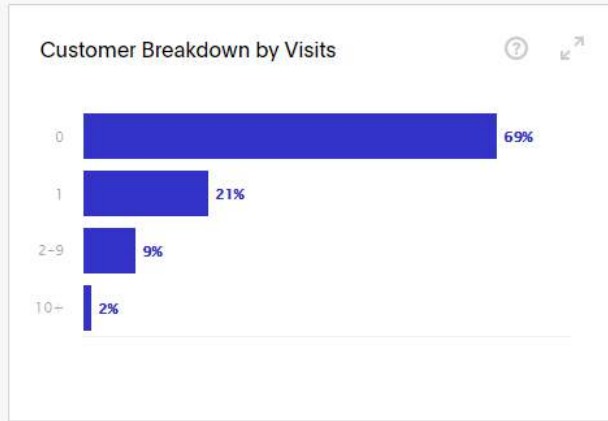
Business Name DEVICE PREVIEW EDIT

Splash Page: New Customer < > Login Selection < > Login: Email < > Online Page

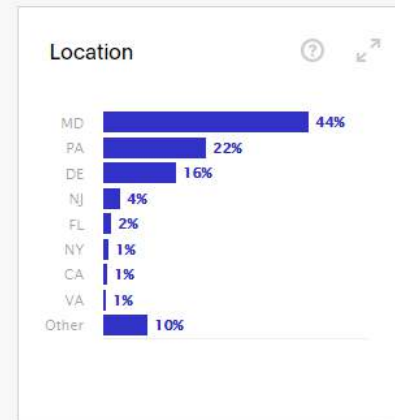
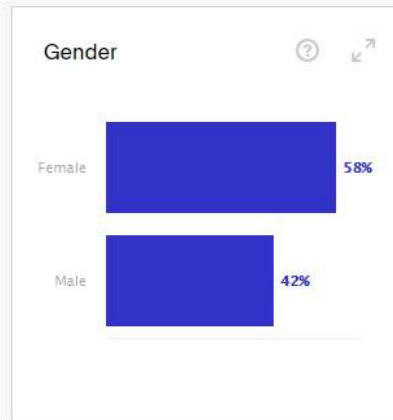
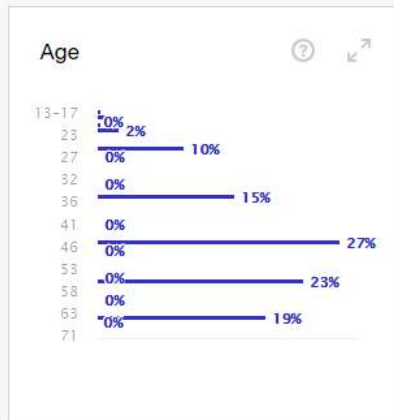
The image displays four mobile app screens in a row, each showing a different stage of the user experience. All screens feature a background image of a fried chicken sandwich. The first screen, 'Splash Page: New Customer', shows a 'LOGO' placeholder, a 'Welcome!' message, and a 'Go Online' button. The second screen, 'Login Selection', asks 'How would you like to connect?' and offers 'Connect with Email' and 'Connect with Facebook' options. The third screen, 'Login: Email', prompts the user to 'Please enter your email address to continue' and includes an 'Email Address' input field and a 'Connect' button. The fourth screen, 'Online Page', shows a 'LOGO' placeholder, a 'You're online!' message, and a 'Submit' button. Each screen also includes a 'Log In' button at the top and a 'ZENREACH' watermark at the bottom.

Demographic Breakdown

Segmentation



Demographics



How It Works

- When a guest returns, they immediately will be reconnected to the Wifi.
- The system logs this information and creates a graph detailing how often guests return.
- Your walkthrough rate measures the number of guests who return to your location within 7 days after receiving a message.
- The average check of a guest can be applied, which is used to generate a graphical revenue stream over a specified time period.
- Generate targeted emails based on your guests behavior.

Weekly Data Collection Overview

Business Name
123 MAIN ST

ANALYTICS

Overview

Insights

MARKETING

Advertising new

Smart Emails

Message Blasts

RELATIONSHIPS

Customer List

Reputation

INTEGRATIONS

Social Media

Web Widgets

SETTINGS

Account

Business

Hotspot

Download App

Overview

Past 7 Days

Contacts Collected

47

contacts collected in the past 7 days



Smart Emails Sent

50

messages sent in the past 7 days



Walk-Throughs

19

walk-throughs in the past 7 days



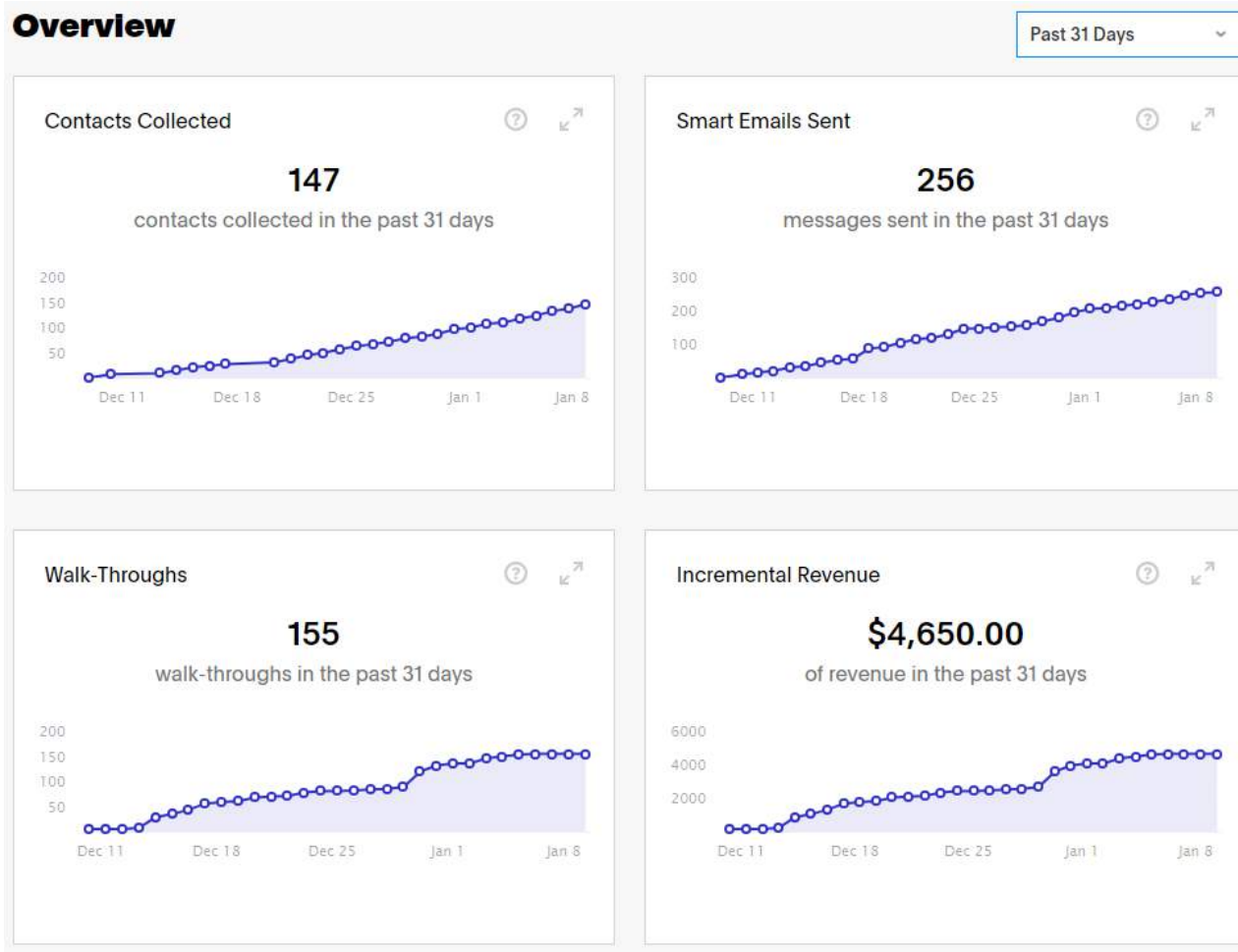
Incremental Revenue

\$570.00

of revenue in the past 7 days



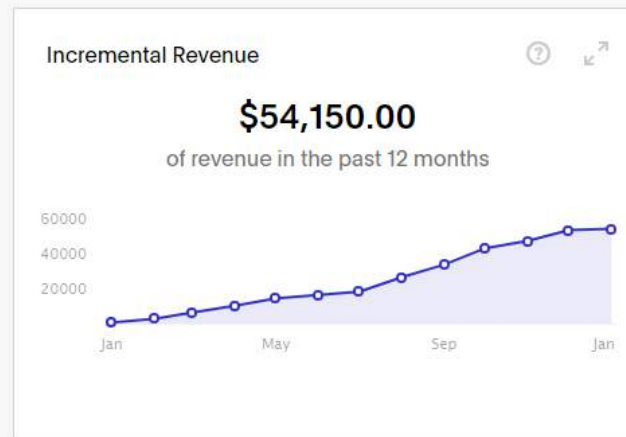
Monthly Data Collection Overview



Annual Data Collection Overview

Overview

Past 12 Months



Smart Emails

- Interact with customers based upon their visiting actions.
- Informs the establishment the percentage of targeted emails opened by guests.
- View the success of a specific email, with an easy to read walkthrough rate percentage.

Smart Emails

Smart Emails

Connect to your customers at the right time with these personalized emails triggered by visit behavior.

[CREATE A SMART EMAIL](#)

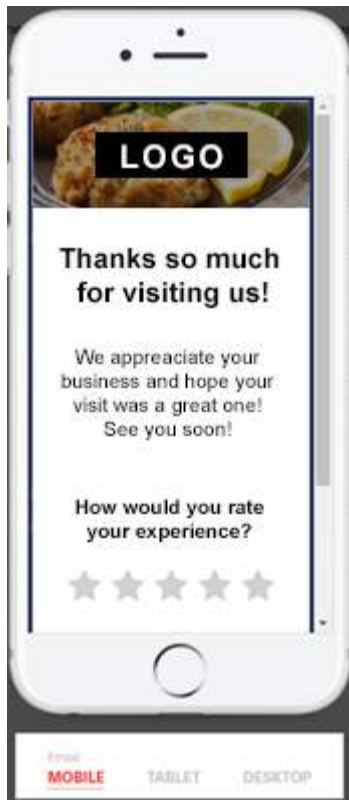
SMART EMAILS ACTIVITY

Default Smart Emails

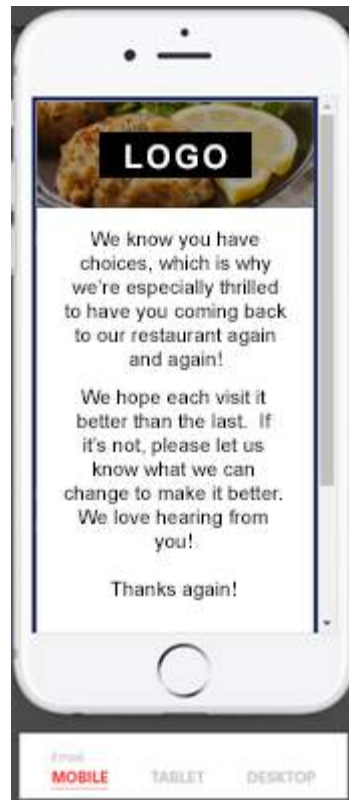
Smart Email Type		Sent	Open Rate	WTR	Status	
First time customer	?	2701	38%	9%	<input checked="" type="checkbox"/>	...
Repeat customer	?	786	32%	20%	<input checked="" type="checkbox"/>	...
Lost customer	?	892	30%	7%	<input checked="" type="checkbox"/>	...
Loyal customer	?	1099	16%	86%	<input checked="" type="checkbox"/>	...
Birthday	?	624	39%	6%	<input checked="" type="checkbox"/>	...
Anniversary	?	0	0%	—	<input checked="" type="checkbox"/>	...
Web Widgets Signup	?	0	0%	—	<input checked="" type="checkbox"/>	...

Default Smart Emails

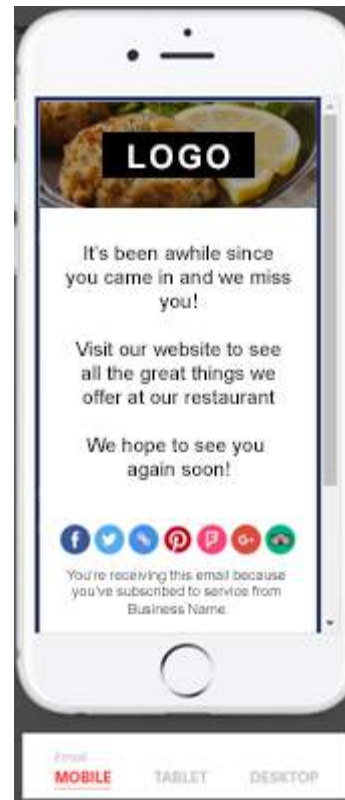
First Time Visitors



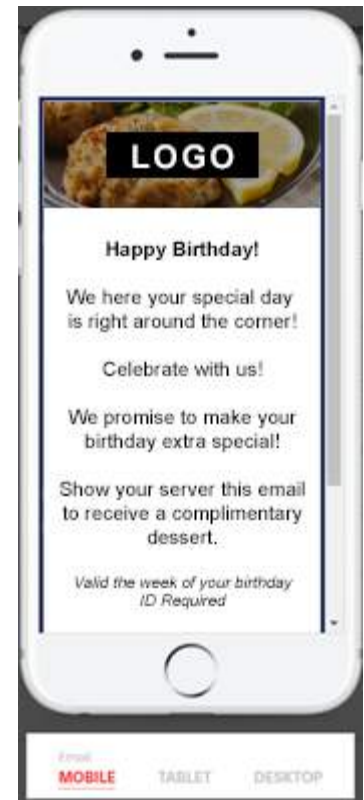
Loyal Customer



Lost Customer



Birthday



Message Blast

Message Blast

Engage a targeted audience with customizable message blasts and track their success in the tables below.

CREATE A NEW MESSAGE BLAST

EXIT SAVE The Wellwood

1. Email 2. Target 3. Confirm

Select an Email Template

The template you choose will be the starting point for your email design.

Templates

- All
- Standard
- Holiday
- Special Occasions
- Smart Emails

Your Previous Emails

USE HTML

Alternating

Alternating Inverse

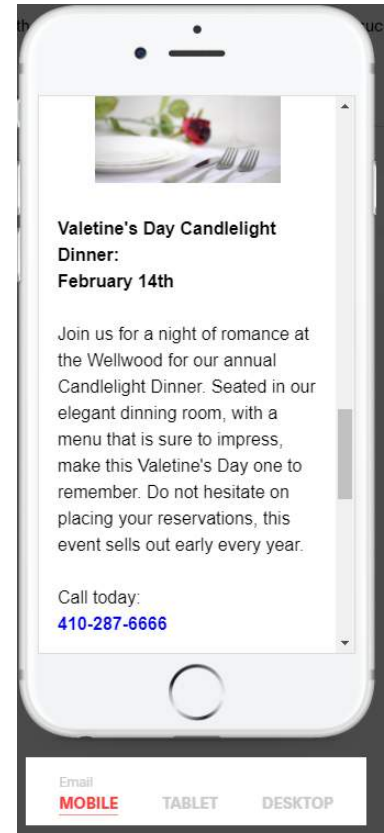
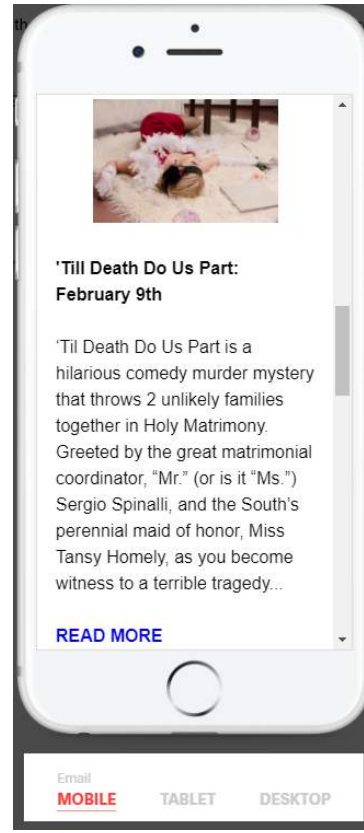
Left Menu

Left Sidebar

Menu

One

Message Blast Promoting Upcoming 2018 Events



Reputation Management

- Manage your guests reviews, by allowing guests to submit reviews directly to you.
- If a 4-5 star review is submitted, the guest will have an option to promote their review to Yelp.
- If a guest submits a 1-3 star review, they will not receive an option to promote their review to Yelp.
- Instead, their review will be sent to a designated manager for individual customer care, to inquire on what went wrong, and find out how their next visit can be more pleasurable.

Reputation Management

Reputation

SETTINGS

12

Total Reviews

4.9

Average Rating

6

Reviews Promoted

-

Reviews Intercepted

ALL REVIEWS

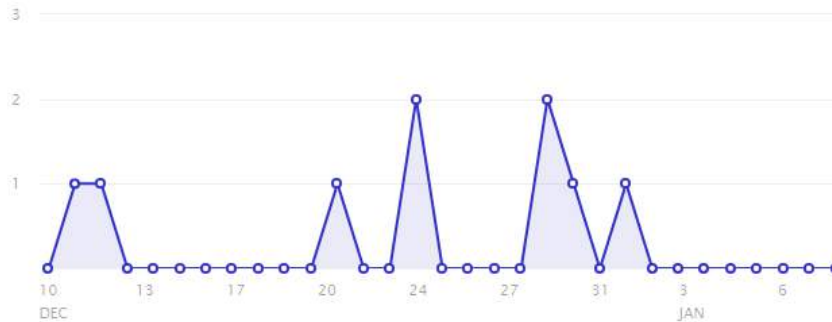
ALL RATINGS

Trend

9

REVIEWS SUBMITTED

● Positive (4-5 Stars) 9 100%





AiS
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Thank You!

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