Promo Lite

Now with Track and Trace

An App that rewards and retains customers. Increases profits and controls promo spend.

What is Promo Lite?

Promo Lite is a very simple App that allows you to connect to your customers via text, allowing you to send them promotions and reward them for their continued custom.

How does it work?

Using an iPad, your customers sign up to receive rewards, which are sent to them via a text service. When they visit one of your venues, they can redeem their reward via the site iPad.

The system database is accessed via your PC, where your own login provides you with all the necessary tools to effectively and efficiently manage customers and campaigns, ensuring you target the right customers and better manage your promotional spend.

The Dashboard provides an insight to your headline information, including, Total Visits, Members Per Venue, Total Members, Redemption Times, etc. Inbuilt reports allow you to track spend per customer / machine.

The Scheduling Manager allows you to setup multiple offers and allows you to target by customer groups or individually. In other words you retain full control of your Promo budget and where it's targeted.

Features

◎≡ View your key metrics from dashboard

%◎ Create and text bespoke offers, with unique validity parameters

◎ Send out a digital scratchcard for customers to play and redeem via the venue iPad

◎ Send dynamic messages with custom fields such as First Name, Surname and Home Venue

«◎» Highly configurable member segmentation and searching

◎ Built in algorithms identify duplicate members in your database

◎ Automatically send out offers based on player behaviours

◎ Inbuilt custom reports including, spend by Machine, Customer, Most Visits, etc

◎ Control Goodwill promotions, utilising the Staff Limited Access control

◎ Quantum^{V6} integration, so redemptions are fully tracked

Benefits

· Proven ability to increase revenue

· Control your promo spend and direct to those customers you want to reward and retain

· SMS messages are faster and have a 99% open rate, compared to 33% for email

· Highly cost effective, when compared to other Promo solutions

*Now includes Visitor Logging. Features include:

· Logging of customers upon venue entry via the App

· Customer report detailing, Customer Entries between selectable dates and times periods

· Details will be kept for 21 days in line with government guidance

Contact us if you have any questions or would like further information on pricing and availability:

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