MYFAVORITO™

THE B2C CRM PLATFORM

FOR BRANDS, RETAILERS AND THEIR MILLIONS OF CUSTOMERS

MyFavorito is CRM-tech, not Ad-tech.

1

MOBILIZE

products, marketing campaigns, stores and dealer networks

2

ENGAGE

a business-critical number of customers with irresistible engagement tools

5

GROW

MORE RELATIONSHIPS

MORE STORE VISITS

MORE LOYALTY

MORE REFERALS

MORE SALES

4

TARGET

individuals at a massive scale with AI-driven, automated sales teams that send the right message to the right customer at the right time

3

BUILD

a self-maintaining, 360° CRM customer database full with meaningful user profiles

#1 growth technology: Personal relationships with millions of customers
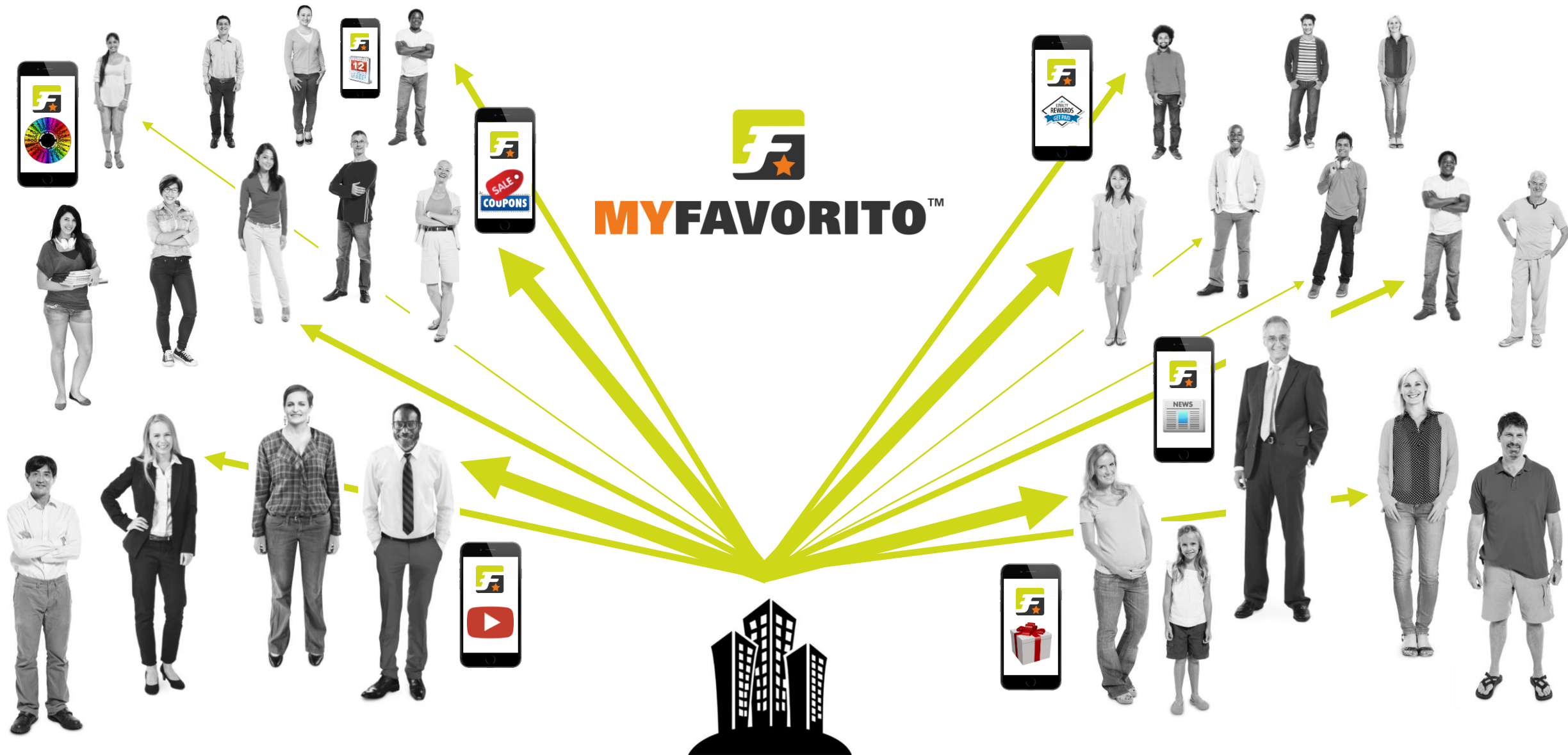
MYFAVORITO™

MyFavorito's first customer was McDonald's
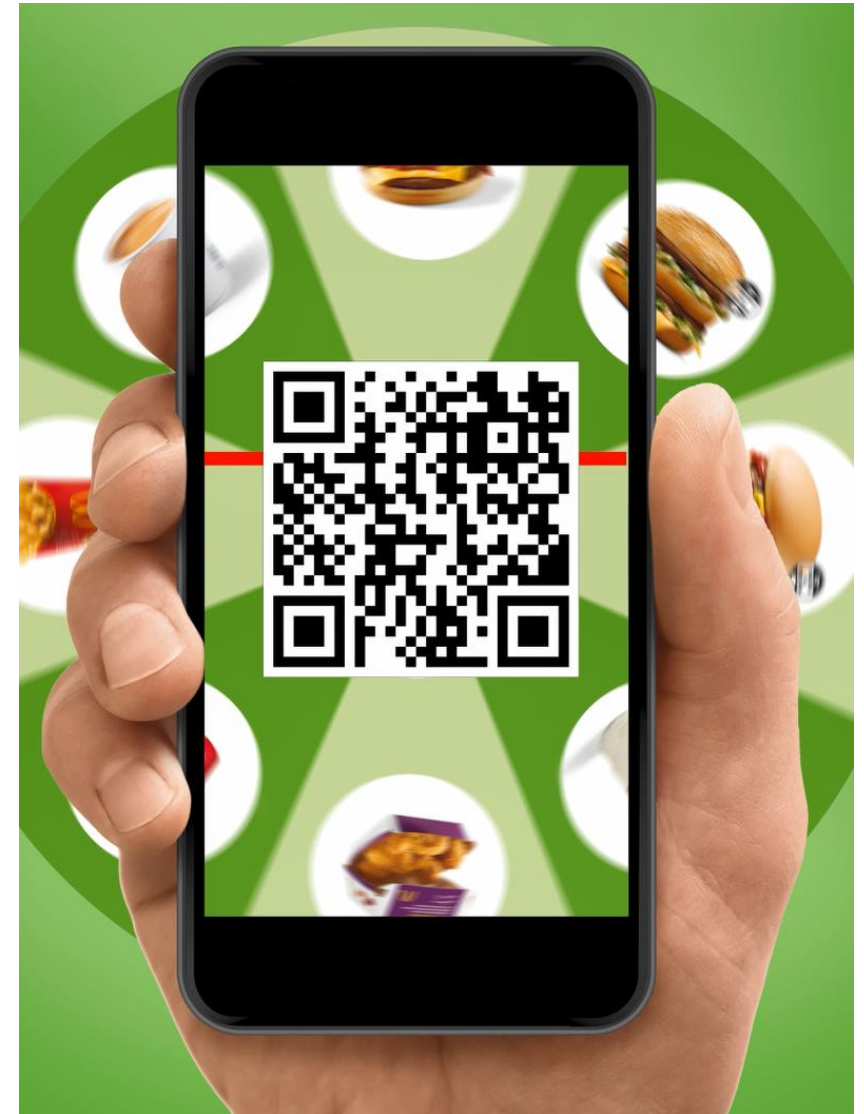
Results unmatched by other marketing channels

+6.3%
More store visits and sales

5X
Less marketing costs

20X
More customer relationships than

facebook

Key features and benefits for brands, retailers, hotels, restaurants and stores

1 STORE / BRAND MANAGER
To build a mobile (MyFavorito iOS / Android app) and online (myfavorito.com/[store_name]) presence for stores and brands along with images, address, access restrictions, opening times, descriptions, menu cards and much more.

2 WELCOME GIFT
To publish a collection of one-time welcome gifts to say „Thank you for being my customer". Gifts can be redeemed in store and also online.

3 COUPON MANAGER
To publish, schedule and manage coupons, daily deals, exclusive offers and all types of promotions that can be browsed by customers and redeemed in stores or online.

4 LOYALTY POINTS AND REWARDS
To reward customers with loyalty points for all valuable activities: Buying products in stores and online, visiting stores and events, reading and sharing social media news, paying attention to promotions, videos, advertising, uploading photos and cash receipts and many more.

5 VIRAL REFERRAL SYSTEM
To reward customers whenever they refer their friends, family and colleagues, keep their friends active and influence buying decisions to your favor

6 INSTANT PRIZE DRAW MANAGER
To setup and run fully automated, friction-less daily instant prize draws that can be placed on products, posters, TV campaigns and marketing materials to generate thousands of daily winners, store visits and incremental sales.

7 CONTENT MANAGER
To easily publish and manage content such as news, product information, job offerings, events, videos and more. Content can be restricted to certain target groups and customers can be rewarded for viewing content.

8 BUILT-IN QR CODE / LOGO SCANNER
Customers can scan QR codes to collect loyalty points or participate in prize draws. The integrated scanner can also recognize product logos to guide customers to promotions.

9 360° CRM CUSTOMER DATABASE
A fully self-maintained and always-up-to-date customer database that's full with meaningful profiles of all users, their activities and dynamic target group

10 AI-DRIVEN, AUTOMATED SALES TEAMS
To target individuals at a massive scale with AI-driven, automated sales teams and send the right message directly to the right customers' smartphone at the right time.

11 IBEACON AND GEOLOCATION
To welcome customers with special offers and automatically reward with loyalty points them as soon as they visit a store, event or pre-defined locations.

12 EASY POS INTEGRATION
MyFavorito can be connected to most POS systems to print loyalty points on every check, assign customers to their transactions, understand preferences and affinities and measure success and additional sales of your promotions.

{ OMNIVORE }
UNIVERSAL POS API

Because: The future of marketing is one-to-one.

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Built with passion … in California and Germany.