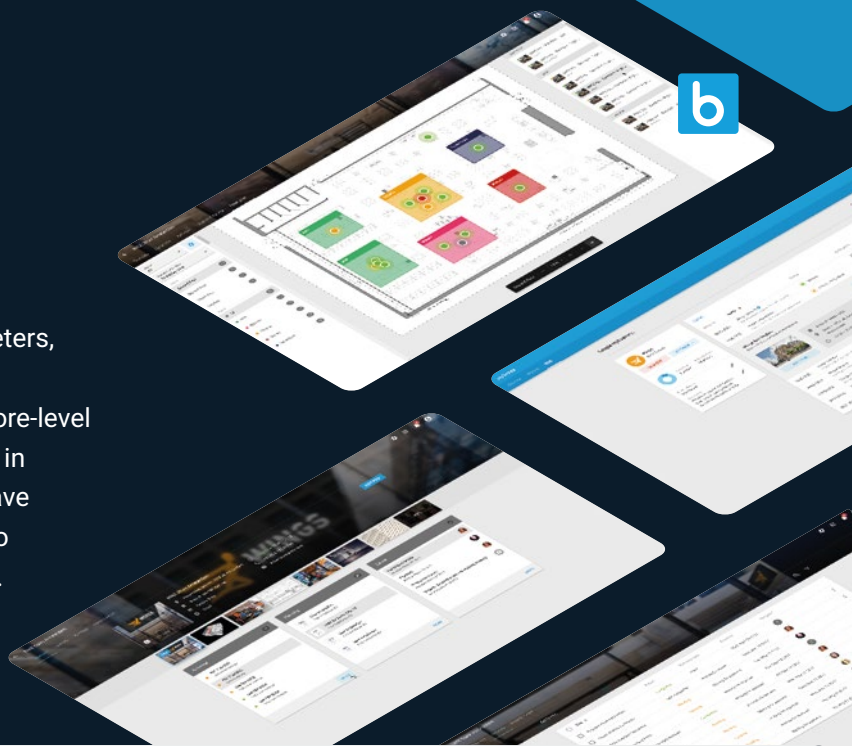


Find the state of knowing

A myBrand application for store managers and marketers, to manage and share relevant store information for brick and mortar marketing. Correct and complete store-level information is key in controlling the brand experience in your stores. High-quality store profiles will not only save you time and money but will significantly contribute to a more consistent brand experience in all your stores.



73% of organizations believe bottom-line profit can be improved if accurate store-level information is available.

Source: Retail Store Execution Survey

Manage high-quality store profiles, with what?

- 1 How do you keep track of each store's unique characteristics, to create realistic and personalized marketing concepts?
- 2 How do you manage and share cross-channel store information to control operational efficiency and consistency?
- 3 How do you know where your customer touchpoints are, their deployability and how they perform?



Build and share detailed store profiles

Create a single point of truth for all your stores. Collect and share visual store impressions per area. Categorize stores by product range, store concept or geography. Share documents like permits, emergency exit plans, rental contracts and more.



Service portal for your store managers

Keep your store managers informed about upcoming and pending activities in their store. Report issues and manage store data to keep store profiles up to date. With the unique feature to publish and update store information on Google My Business.



Share cross-channel store information

Register and manage in-store brand expressions. Share cross-channel information like sizes, materials, suppliers, production files, media content and much more.



Manage customer touchpoints

Know the exact location of your brand expressions and how they contribute to your store's overall brand experience. Get a floor plan overview, per area, with active in-store brand expressions and all their specific details. Plan and manage content, maximize their efficiency.

Pricing

myStores is cloud-based and uses a pay-per-use pricing model. No need to buy expensive licenses, no startup fees.

Just pay per store per month.

Key features

- ✓ Visual store impressions per area
- ✓ Plan and manage touchpoint content
- ✓ Share documents and files per store
- ✓ Manage in-store brand expressions
- ✓ Show your stores on Google



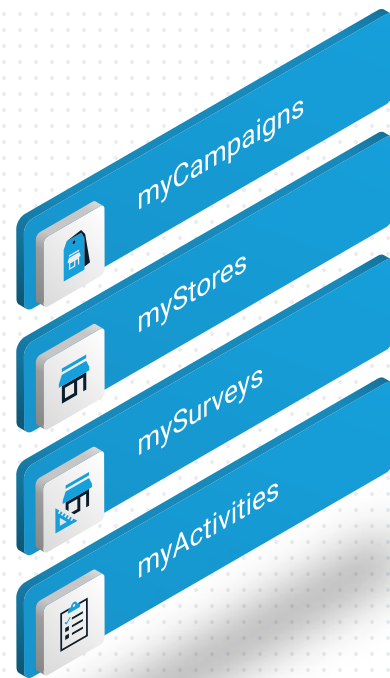
Brand center for managing physical brand expressions

myStores is part of our brand center myBrand. Our technology enables marketers to take full control of delivering and maintaining the intended brand experience to all stores and, at the same time, lower operational costs and reduce cycle times. myBrand is closing the gap between digital and physical worlds.

About us

myBrand is world's first brand center developed specifically for managing physical brand expressions.

myBrand was founded in 2018 and includes a team of innovative IT- and brand identity professionals who share a passion for helping organizations to manage their brand experience in the real world.



The brand center was developed from a fresh perspective on managing brand experiences and is based on more than 20 years of experience in brand identity management.

myBrand is located in The Netherlands.

Get in touch with us



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VISIT

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