



Mobile Customer Engagement

MAKING IT HAPPEN

plexure

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Plexure is the digital tool kit
allowing brands to create
world class customer
experiences



Who we work with



McDonald's invests \$5.4 million in 9.9% stake in Plexure

“This investment is a testament to our belief in Plexure's ability to deliver strong results for our business as well as the talent and technology they've cultivated.”

MCDONALD'S



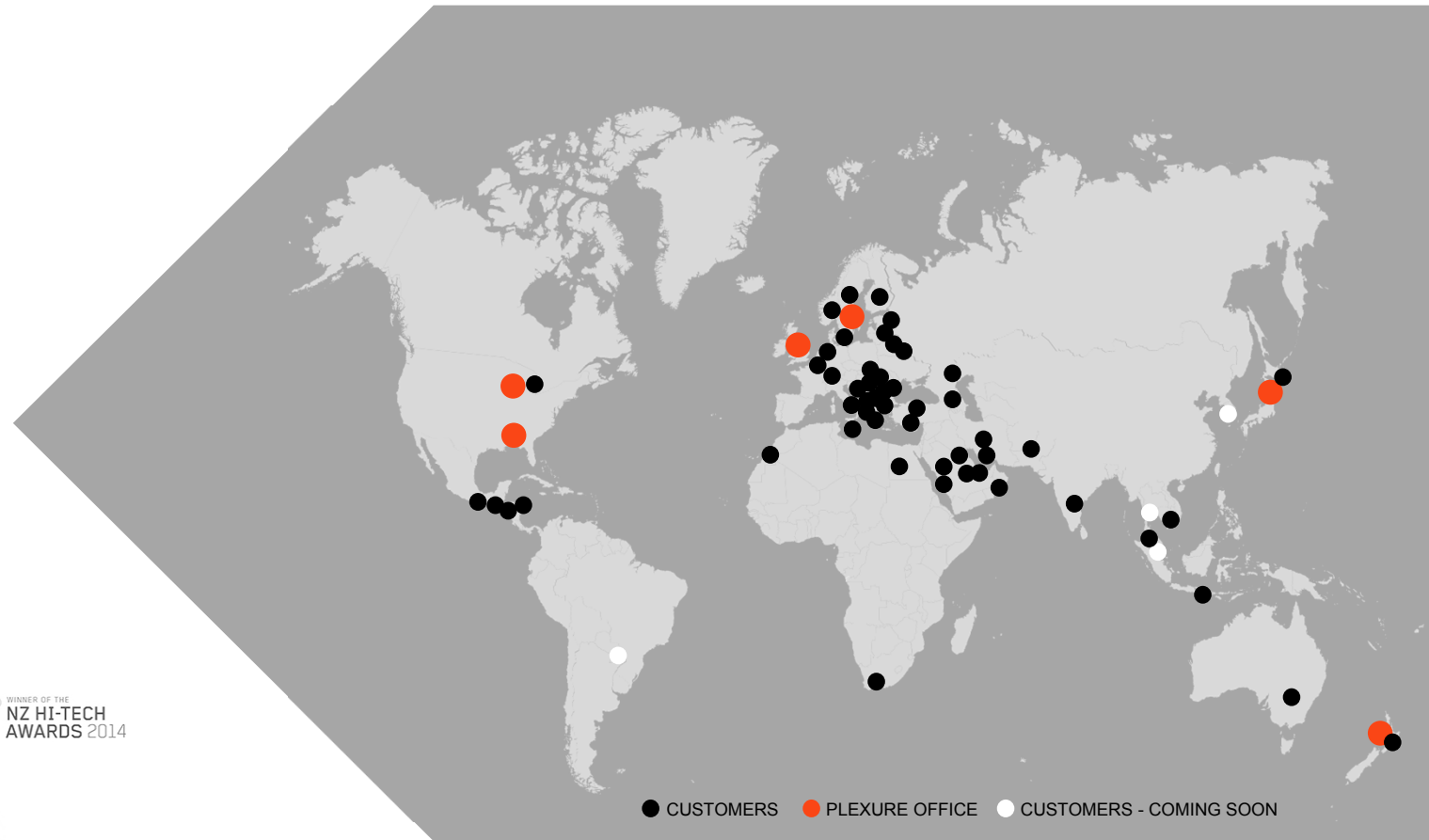
A global footprint

150 million users across 58 countries.

Offices in Chicago, Atlanta, Tokyo, Copenhagen, London, Auckland.

105 staff, 40+ developers.

Founded in 2010, listed on the NZ stock exchange (NZX:PLX)



\$3B Sales Revenue
PROCESSED 2018

2M+
REAL TIME POS
TRANSACTIONS
DAILY

9.2B
API CALLS
PER MONTH

190M
MESSAGES PER
MONTH

5.5M+
DAILY
OFFER
REDEMPTION

300M
DAILY CUSTOMER
INTERACTIONS

Data
protection
and privacy

The Plexure platform
has **scale, security**
and **support**

50M+
USERS
PROCESSED
DAILY

24/7
SUPPORT

The Opportunity



Anticipate

what customers want

Bridge

the gap between in-store
and digital experience

Deliver

Meaningful engagement
across all touch points

Optimize

interaction through social
and digital channels

Capitalize

on artificial intelligence to
scale and improve

**Brands need
to know their
customers**

30% of Amazon's revenue is
based on sales from their
recommendation engine

Customer experience
drives success

Customers

Expect:

Know Me

Value Me

Recognize Me

NOW



Brands

Need:

Hearts & Minds

Profitability

Loyalty

MORE

The benefits of personalized mobile engagement are irrefutable



Better cut through

78% of consumers ignore offers if not personalized



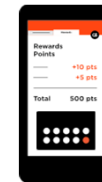
Increased revenue

89% of US marketers report personalized web and app results in increased revenue



More likely to buy

88% of consumers are more likely to buy from brands with personalized cross channel experiences



Brand likeability

61% of consumers have a better opinion of brands who offer a good mobile experience

<https://citrusbits.com/50-mobile-statistics-facts-and-trends/>
<https://deviceatlas.com/blog/category/mobile-statistics>

Slide 11

CK3

maybe positive sentiment should be Customer Experience? Also I changed the heading, what do you think...

Caroline Knowles, 25/11/2019

SG [2]21

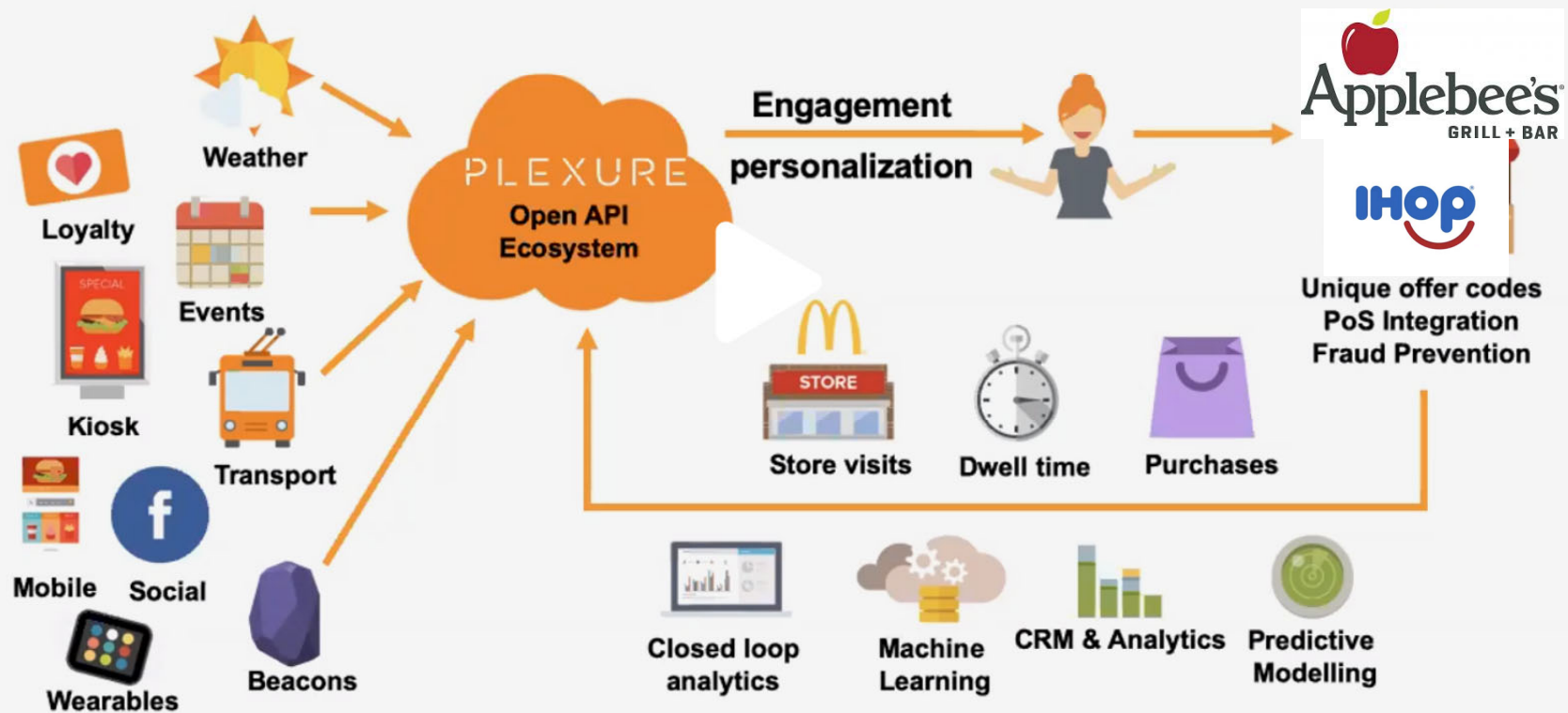
isnt the take out from this stat that consumers think more of your brand (vs being about the customer experience) but we cant say brand loyalty..... but when people think more of your brand they are generally more likely to buy from you....

Sarah Gibbons, 25/11/2019

Reskin if we want to include this one



Plexure Ecosystem



The solution



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Enables Brands Via

Deep
Personalization

Plexure Solution

Automated

Targeted

Scalable

Secure

Simple

Data Science

Real Time



1.
Strategic
Consulting



2.
Intelligent
Platform



3.
Execution
& Support



4.
Reporting &
Insights

Four pillars



Strategic
Consulting



Intelligent
Platform




Execution &
Support



Reporting &
Insights

Strategic
consulting





We focus on creating
emotional connections that
drive engagement and
increase loyalty

Program Design

We help you design a programs that deliver the customer experience and business outcomes you require.

Brand Promise

Your personalization and loyalty program will substantiate your brand promise and line up with your brand architecture.

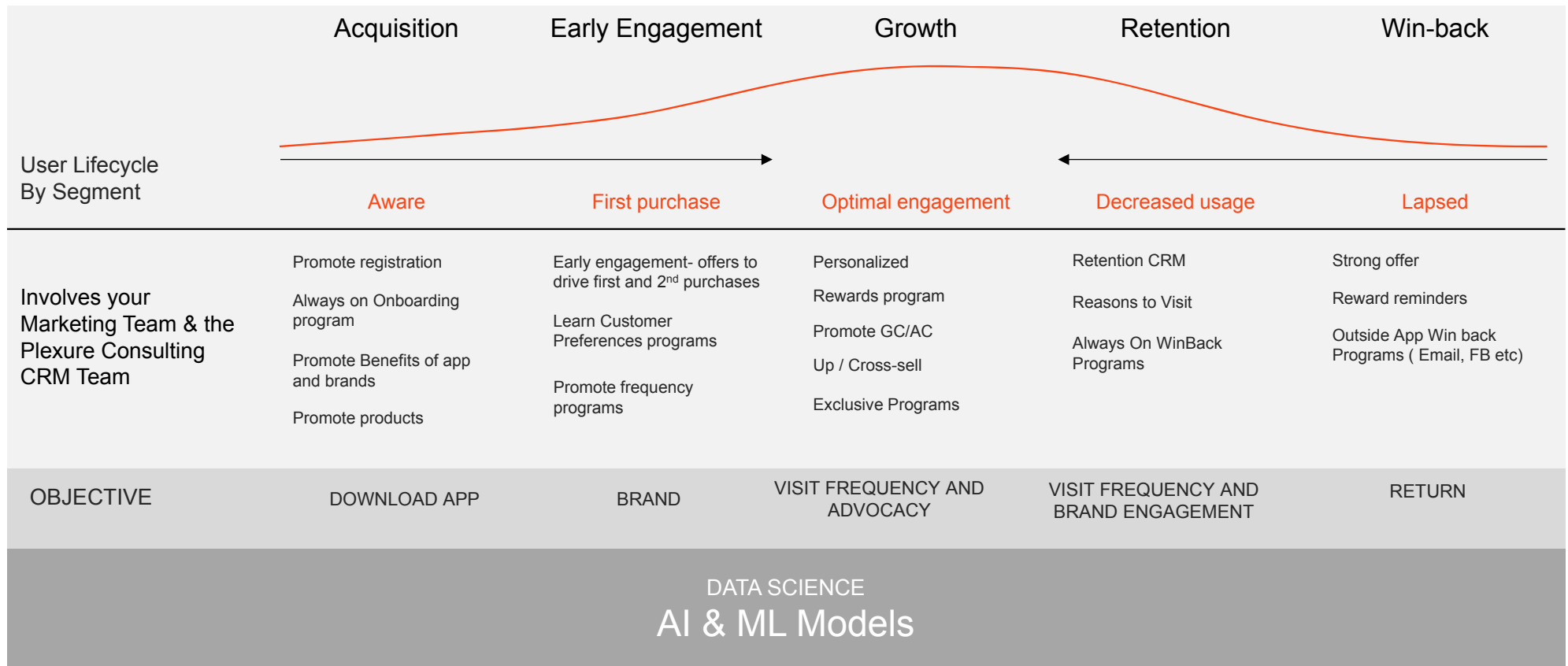
Loyalty Value

We can help you define rewards points value, considering the difference between perceived and actual point value and points awarded for customer action

Results

We help you to understand the results of the program with international bench marking.

Designing customer lifecycle programs powered by data science



And personalized customer engagement tailored to your customer journey



Slide 19

SG [2]20 @sumit what is this last point mean to be - #8?

Sarah Gibbons, 25/11/2019

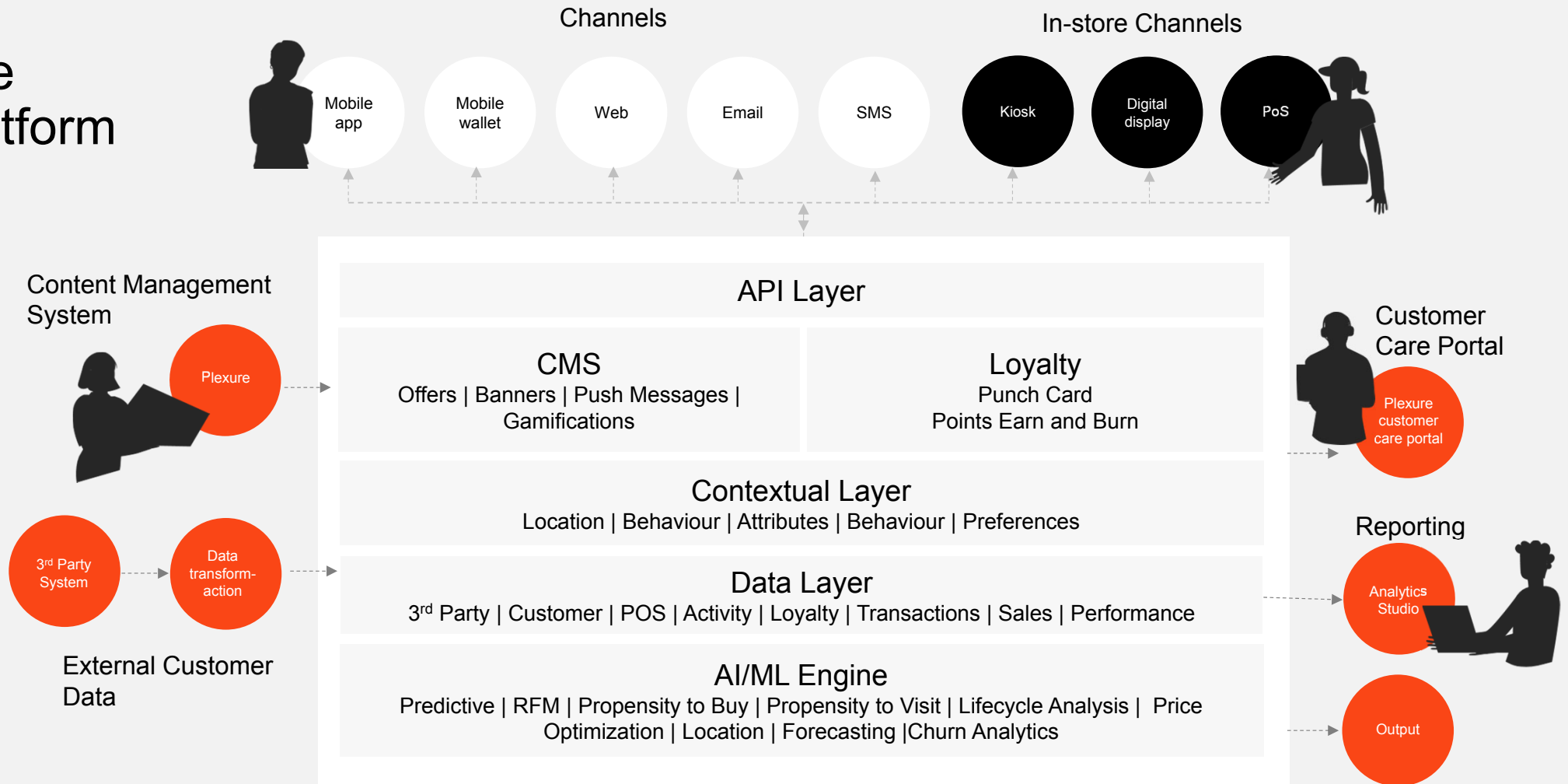
SP7 end result is to create more premium shoppers who visit store more frequent and spend more

Sumit Pandey, 28/11/2019

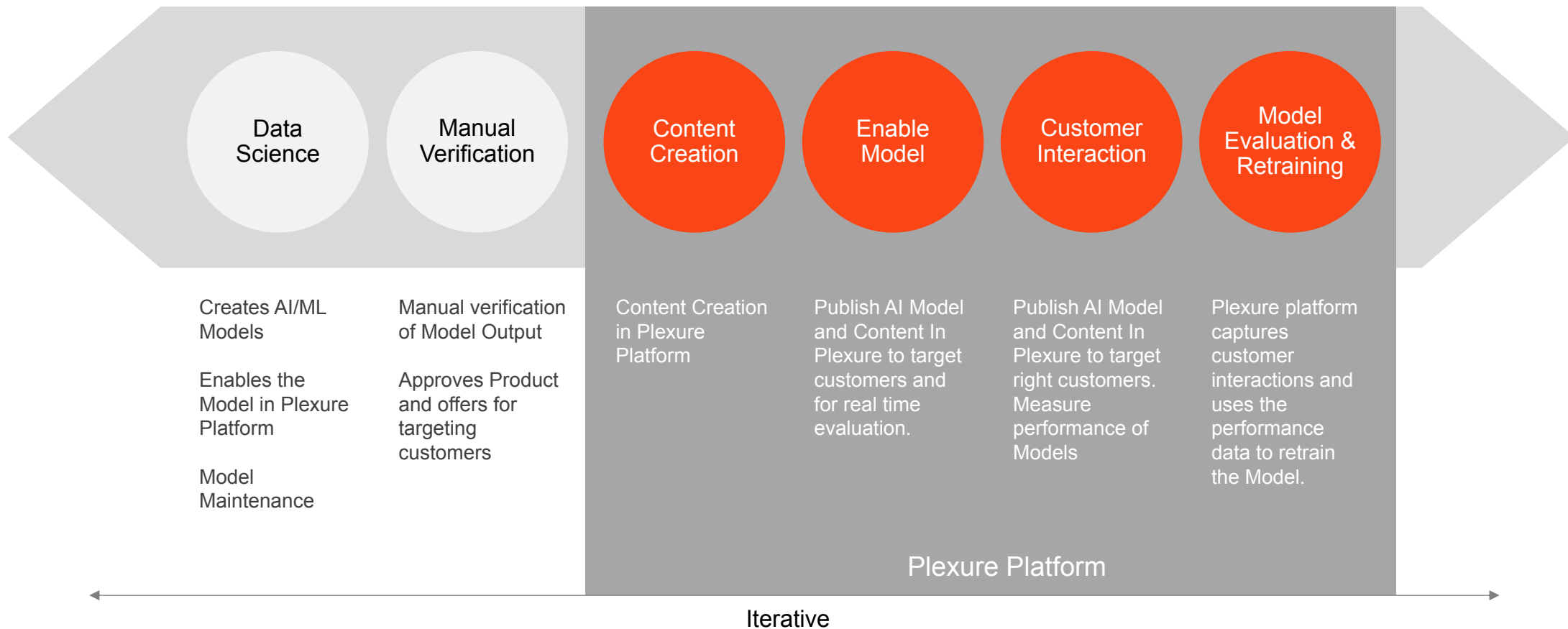
One Intelligent Platform



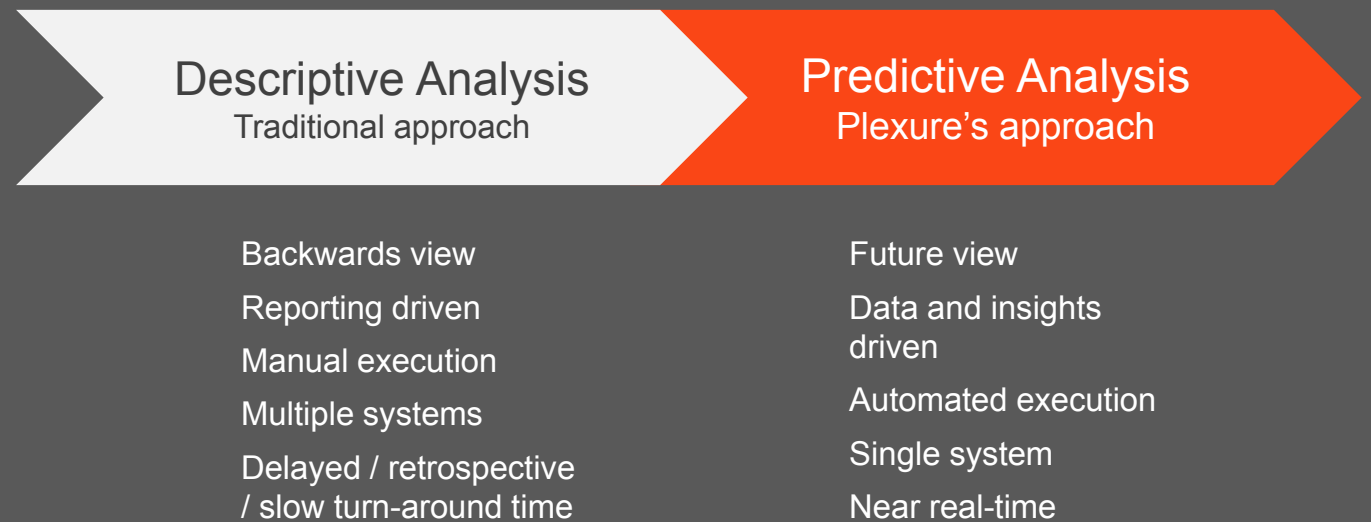
The Platform



Insight-driven engagement all in one eco-system

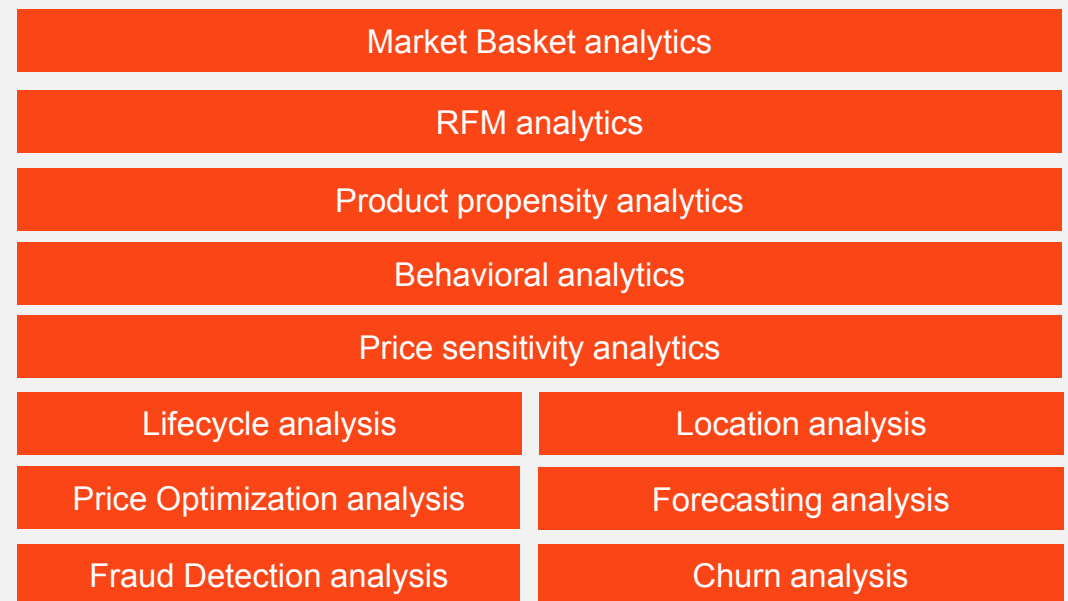


Unlocking the
value requires a
paradigm shift



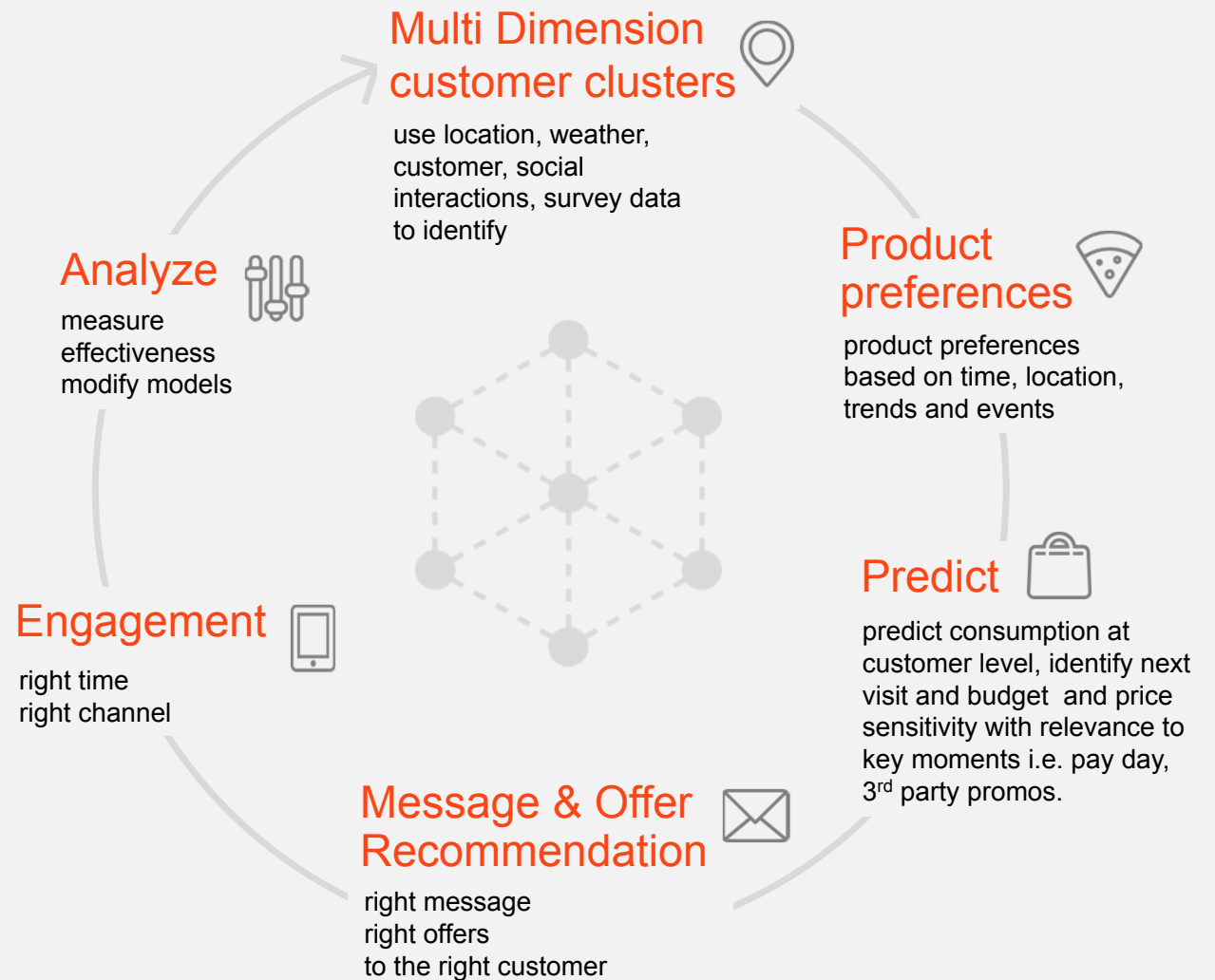
The complete approach

From Segmentation to Deep Personalization

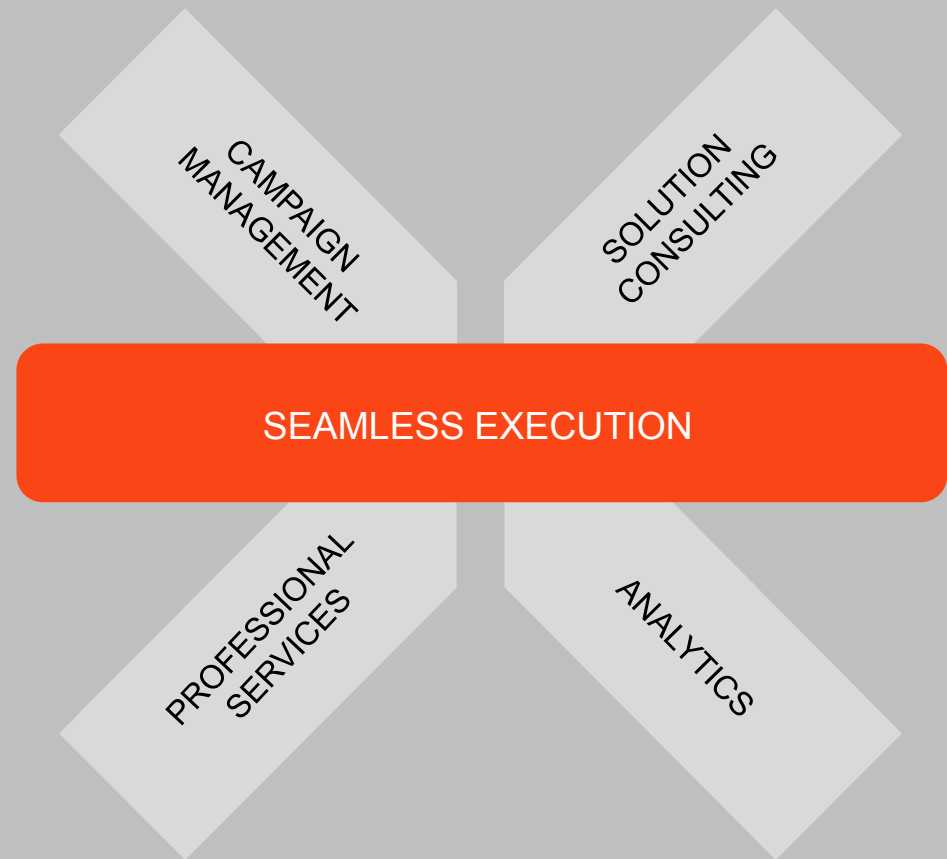


Insight based targeting

Automated,
scalable, real-time



Execution
and
support



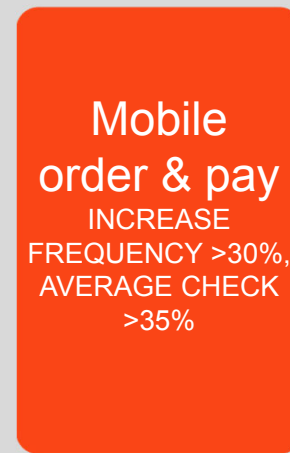
Delivering engaging customer experiences that drive results



- Data-driven personalization
- Offers, content, messaging
- Rich customer profiles
- Real time
- Lifecycle marketing



- Earn and burn, Tiering, Gamification
- Personalized offers
- Next generation dashboards
- Motivate purchase
- Drive repeat purchase

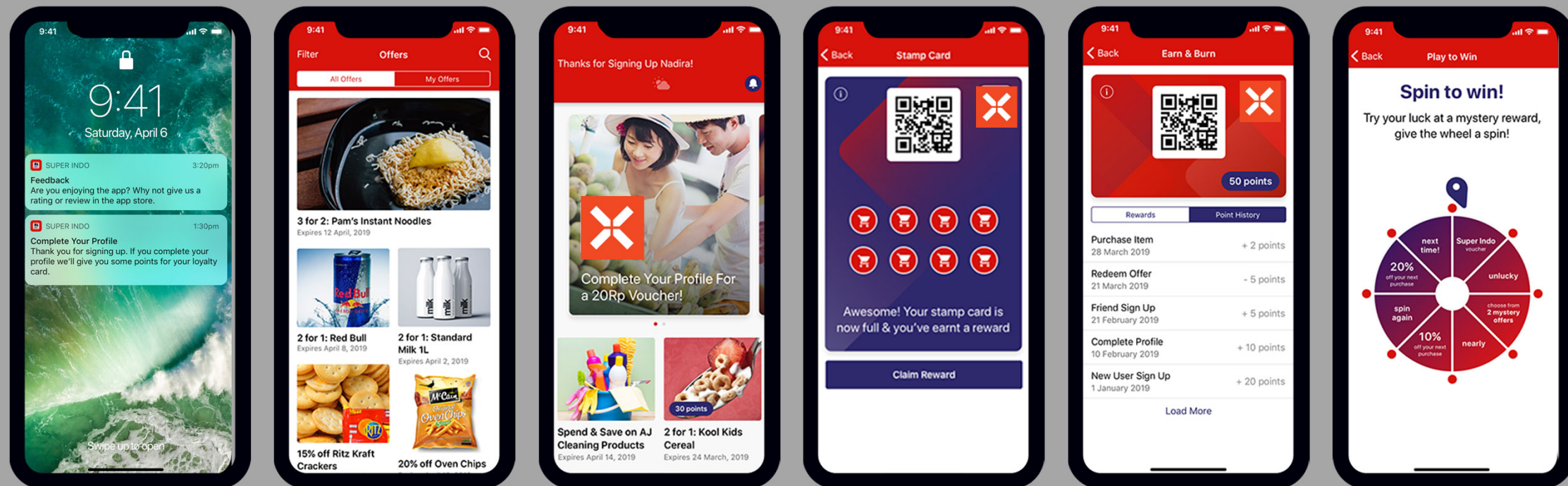


- Custom ordering, queuing, tracking
- Delivery integration
- In store wayfinding
- Technology agnostic, POS integration
- Customizable UX



- Data visualization at your fingertips.
- AI/ML driven insights
- Automated, scalable, actionable

Customer engagement modules



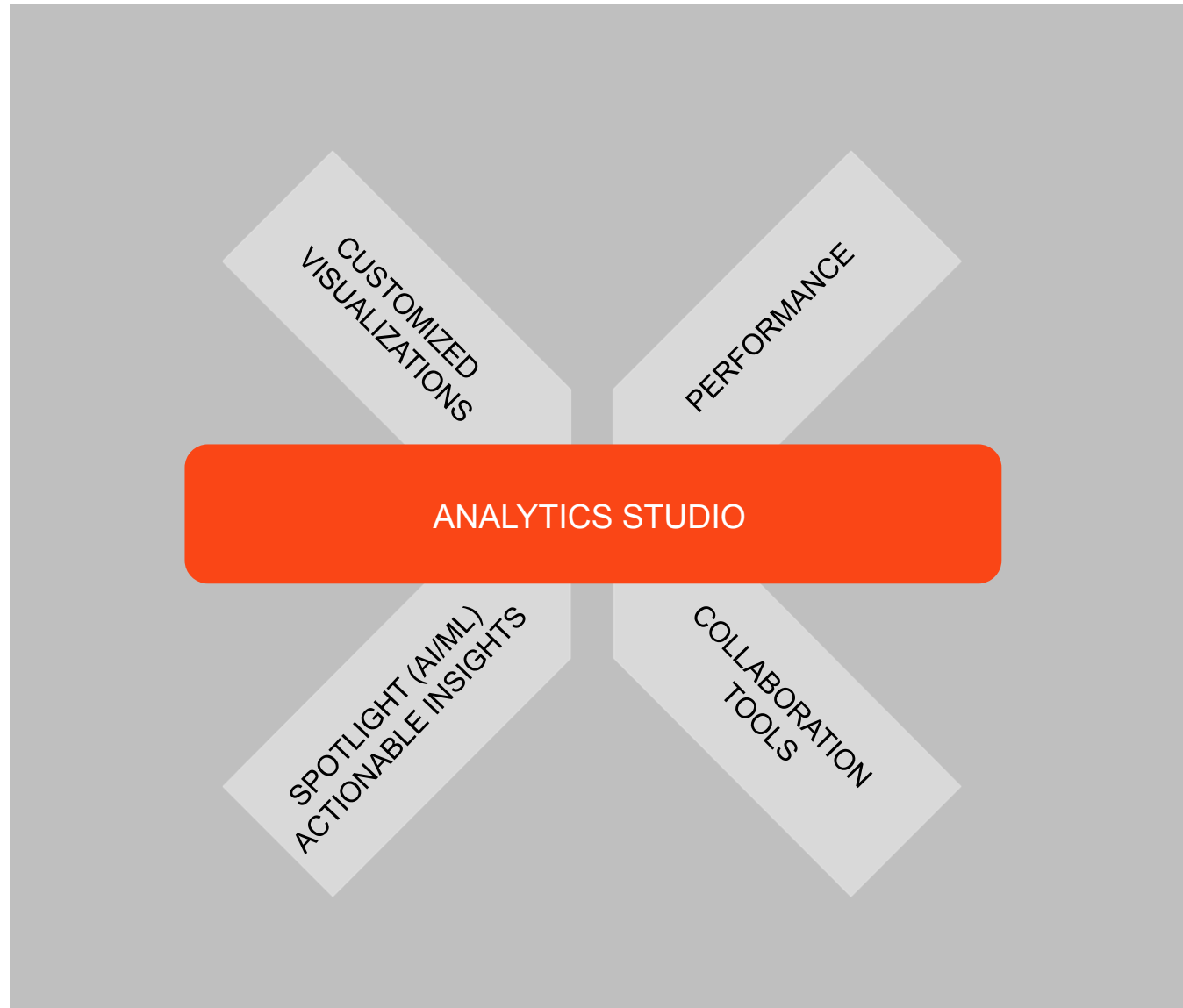
Activation

Growth

Retention

Win-back

Reporting
and
insights



Reporting & Insights

Analytics Studio

3rd Party data integration

Right info, Right time

Customize

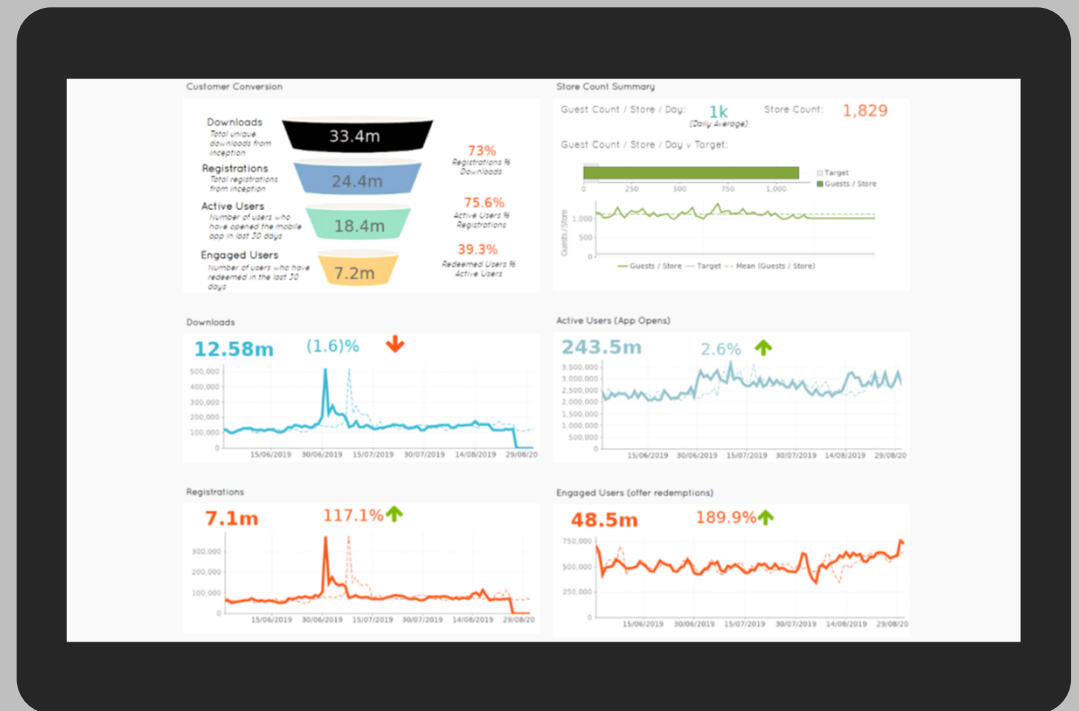
Build your own

Apply data insights

BI Interface

Advanced dashboards

Collaborate



Client examples



Plexure's Loyalty Programs **Deliver Results**

In September 2018 Plexure rolled out a loyalty solution for a QSR brand, delivering significant benefits since launch

8.7M TOTAL POPULATION	1M+ APP DOWNLOADS
867k LOYALTY MEMBERS	107M POINTS EARNED
96M POINTS BURNED	89% BURN / EARN RATIO



Plexure powers the world's leading loyalty program for McDonald's Japan

#1

RANKING APP IN JAPAN ON BOTH GOOGLE PLAY & THE APP STORE

55M+

DOWNLOADS ACROSS IOS & ANDROID

16M+

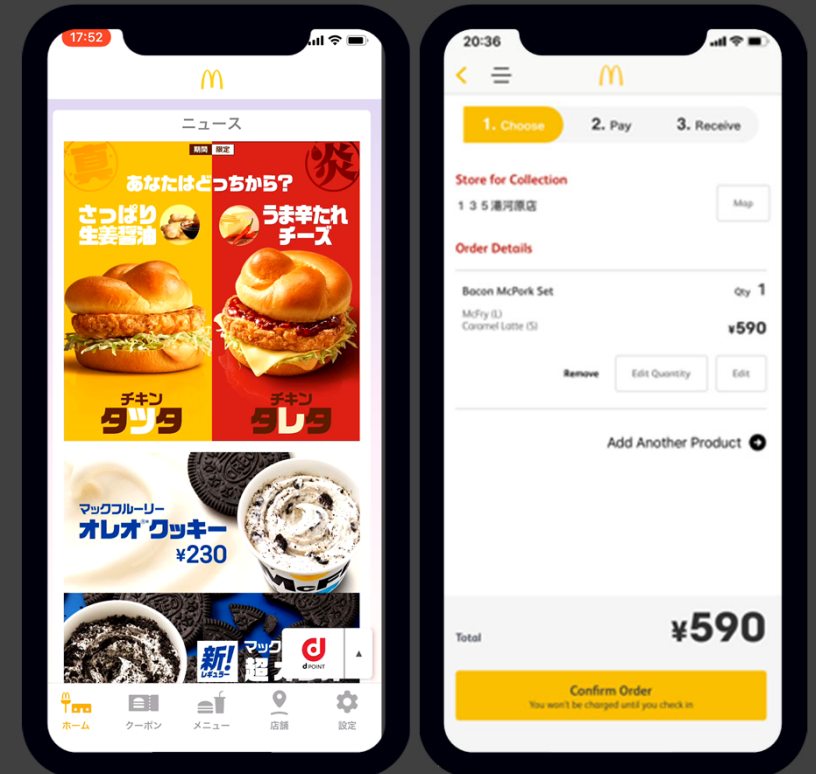
WEEKLY ACTIVE USERS

2M+

POS TRANSACTIONS PROCESSED PER DAY

35+

IDENTIFIED & RETARGETABLE AUDIENCE



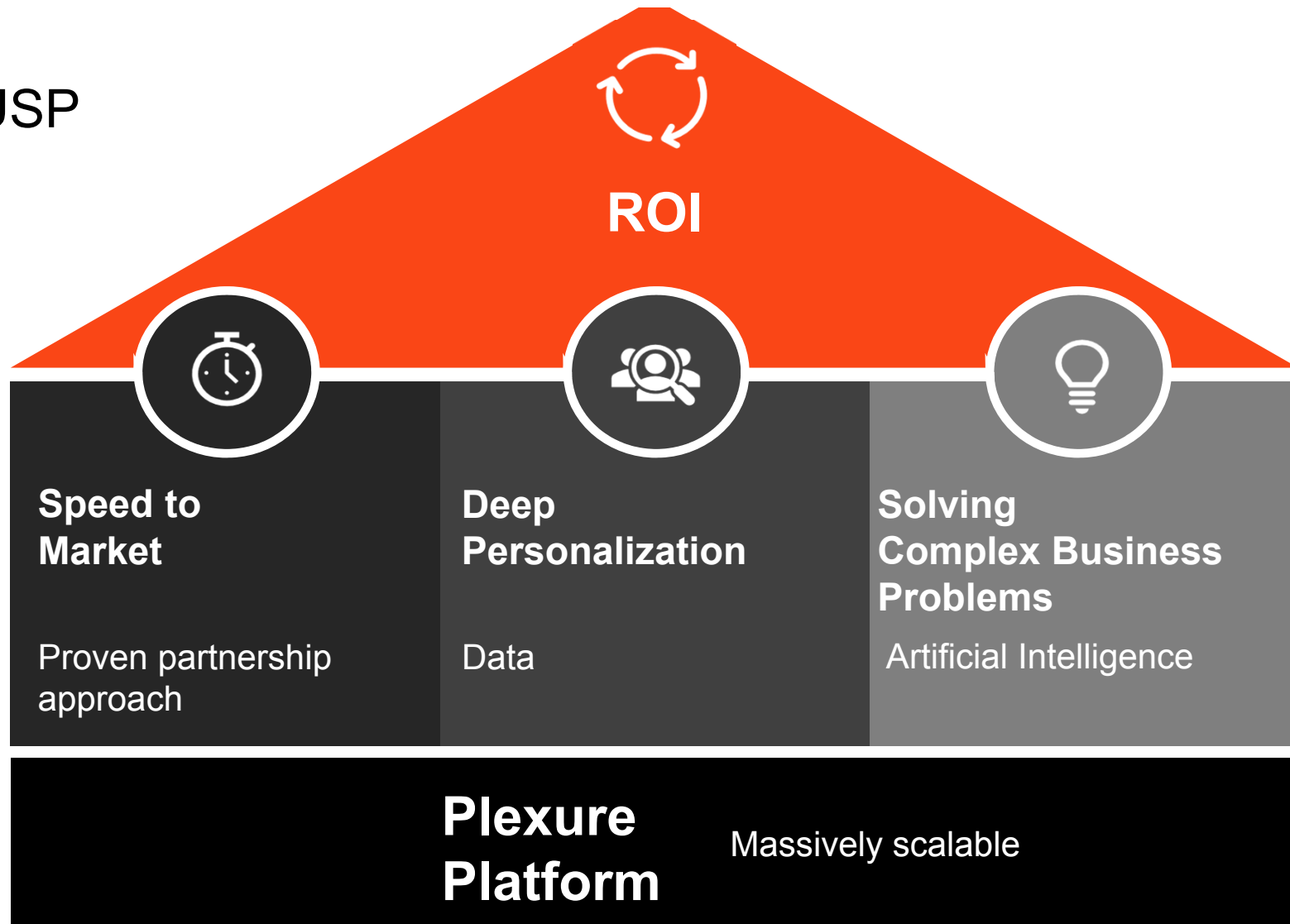
Summing up



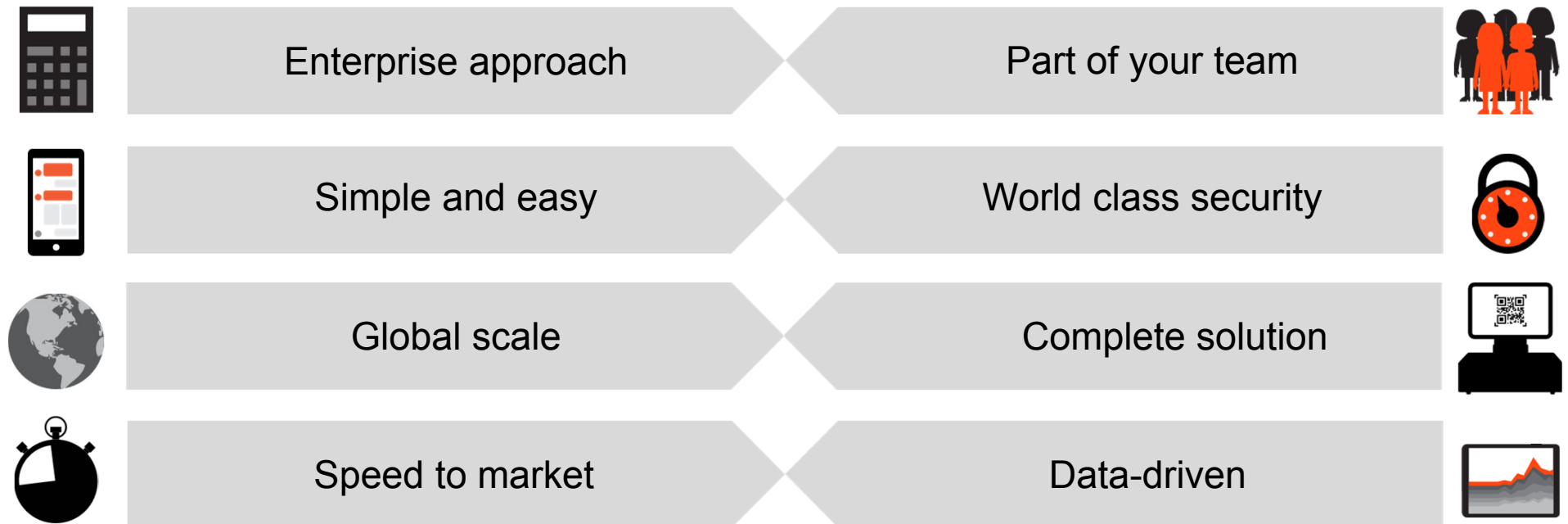
Steps to launch best practice customer engagement solution



Solution USP



How Plexure is different





Discussion



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Name Position Contact