



Extra**360**

Extra empowerment for **your customers**, Extra empowerment for **your business**


■ Proven Results

Over 100 + Companies trust Extra360 to deliver exceptional business results. We work as an integral part of our Clients' teams.

35%+ 
increase in basket size
revenues

25%+ 
increase in number of
products placed in basket

Up to 20% 
drop of Churn Customers

Over 18% 
response rate to direct
segment-based campaigns
(sector avg. 5-8%)

We well understand the customer behaviour driven insights as well as our Clients' Market positioning strategies and competition.

Our flexible innovative technologies and management support services help our Clients to act fast and easy.

■ Awards

We are proud that our clients and industry experts have consistently recognized our expertise and high standards of service through a wide range of award categories

Stevie Awards International - USA

2016 – 2017 – 2018 – 2019 - 2023

-  Solutions Provider of the Year
-  Reward, Recognition and incentive Management Systems
-  Sales Enabler of the Year
-  Best Use of Technology in Sales
-  Incentive Management Solution of the Year
-  Marketing Solution of the Year
-  Demand Generation Program of the Year
-  Innovation in Sales
-  Innovation in Customer Service
-  Best new product, Health and Wellness Solutions

Strategic Clients And Partners

Global Coverage
N.America, UK, Europe, Africa

Users
+18m end users

Transactions
+400m p.a

Retail | QSR | Supermarket | Gas Station | Employee Incentive | Fan Club | Memberships



FI & Insurance



Health Tech



Strategic Partners



Core Capabilities / **Multi-Industry Experience**

Versatility is our strength:
**Multi –sector
solutions for all businesses**

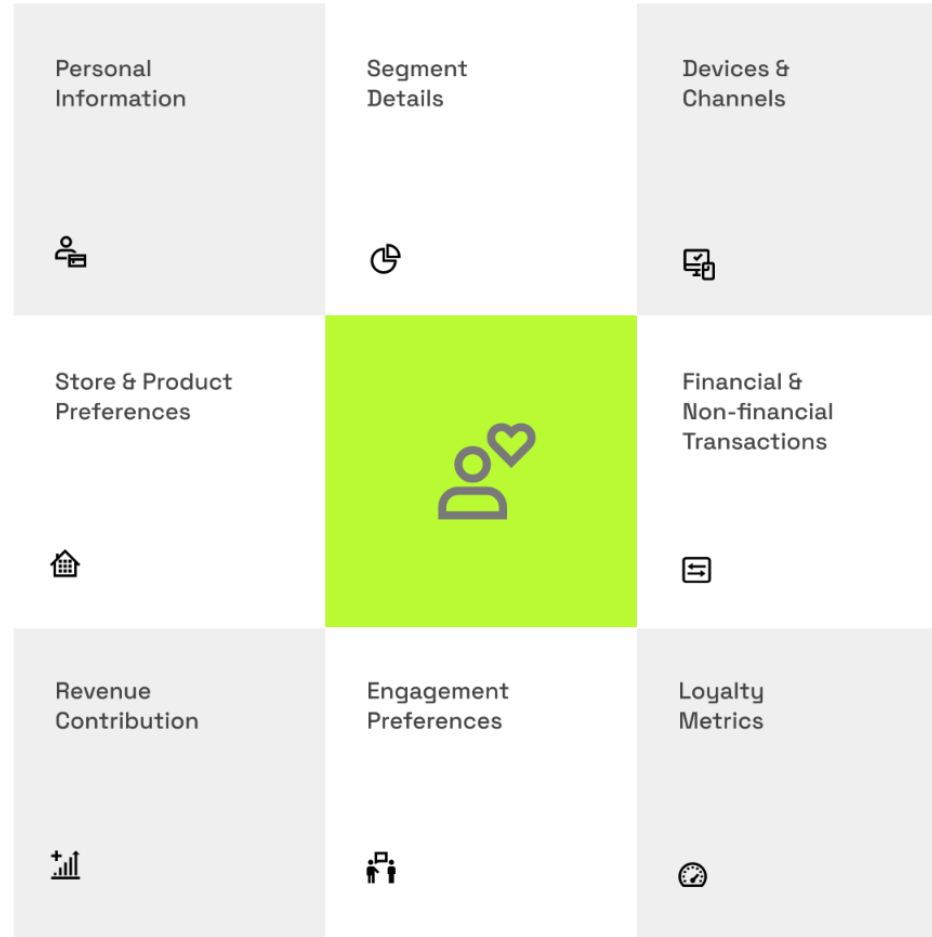


Wide range of expertise

- Cross-industry insights
- Diverse Perspective
- Faster time to market
- Reduced risk

Core Capabilities / **Customer 360**

Empower your
business with the
comprehensive view of
Customer 360



Our key steps to Customer360

- Understand the customer
- Map the customer journey
- Personalise the experience
- Provide a seamless experience

Core Capabilities / Personalised Campaigns

Put your customers at the centre of your marketing with the power of personalised promotions

- Increased customer engagement
- Improved customer satisfaction
- Greater customer loyalty
- Better ROI and ROC

Emily, 33, Banker
Promotion Participation
Low
Interest
Reading, Scuba Diving
Segment
Can't Lose



Leo, 50, Pilot
Promotion Participation
Low
Hobbies
Yoga, Cooking
Segment
At Risk



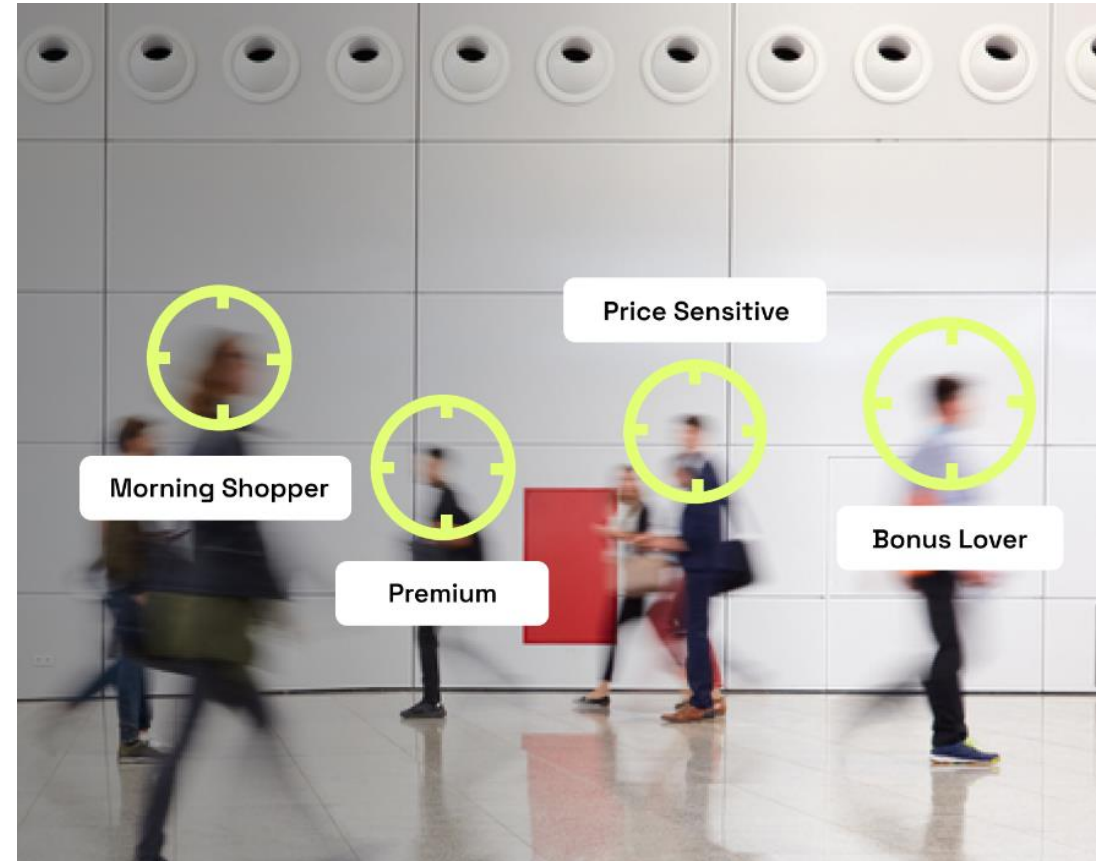
Florence, 56, Doctor
Promotion Participation
High
Hobbies
Fishing, Singing
Segment
Champions



Core Capabilities / **Dynamic Segmentation**

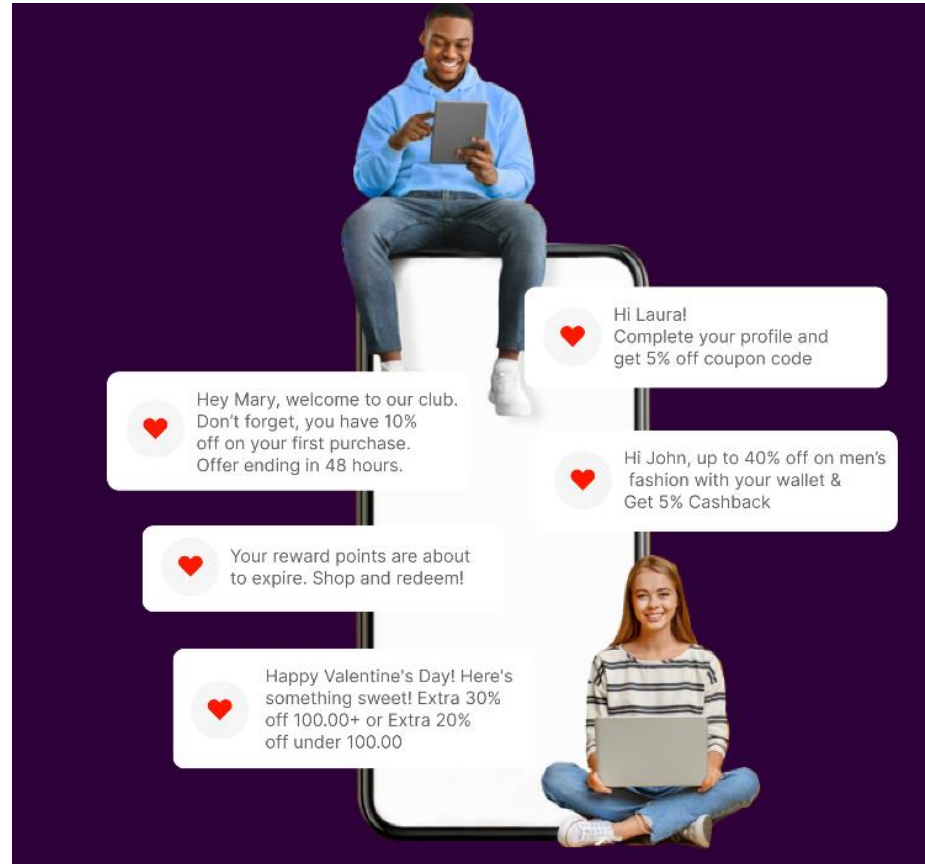
Leveraging dynamic segmentation helps to improve your marketing effectiveness, increase customer engagement and loyalty, and gain a competitive advantage in your industry

Tailor your loyalty strategy to each customer segment with dynamic segmentation



Core Capabilities / Data-Driven Messaging

Speak Directly to your Customers -
Harness the Power of Data-Driven Messaging



Personalise your messaging, boost your ROI with data-driven strategies

- Seamless and personalised engagement across all customer touch points
- Gather your customers feedbacks
- Create personalised e-mails
- Send push notifications & in-app messages
- Customise and automate your SMS messaging

Core Capabilities / **Gamify your Customers**

We add elements of fun in your customer interactions. Transactions made enjoyable!

Encourage participation, increase engagement and loyalty



Use the power of gamification to increase the engagement of your customers

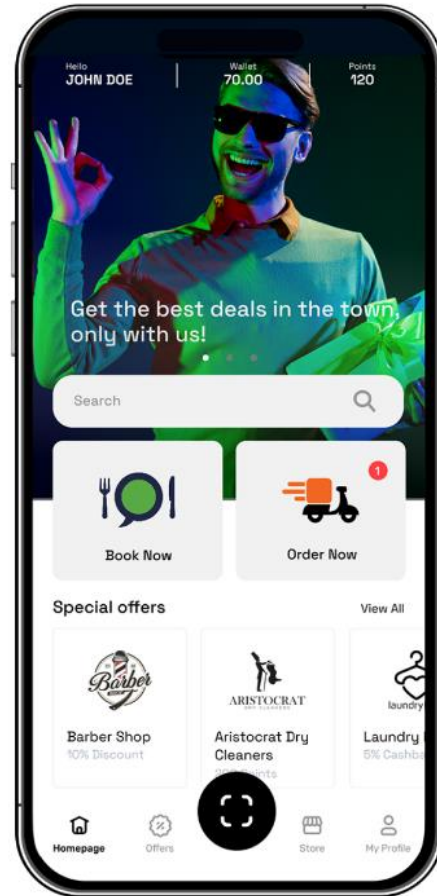
- Shake & Win
- Wheel of fortune
- Dynamic Personalised Points & Discounts...
- Badges and tiers
- Missions and Challenges
- Sweepstakes and instant-wins

Super App

Your everyday everything app

Identify, register, reward and engage with your customers!

- Campaigns
- Click to Pay
- Blog(Read, Listen, Watch)
- Online Appointment
- Gamification
- Apple Health / Google Fit Integration
- Referral




- Marketplace
- Geofencing
- Diet App
- Fitness app
- Paid Membership
- Online Expert in-App
- Statement

“By 2027, more than 50% of the global population will be daily active users of multiple Super Apps” GARTNER September 2022

Transform shopping into a rewarding experience for your customers with The Extra Platform


The Extra Platform




Customer 360	Content Management
Wallet Management	Gamification
Paid Membership	Engagement
Contact Center	Diet App
Marketplace	Fitness App


Promo Engine
Bonus, Discount, Coupon, Cashback, Referral...

Super App






API Studio
Onboarding, Sales, Refund, Redemption, QR Pay...



Reporting & Analytics



Reporting & Analytics

Unlock the power of agility and consistency for your business success with the Extra Platform!