Surprise and delight your target market.

skOOp!™

Patron Engagement Platform

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A Culture of Connectivity

Skoop! will empower your business to reward loyal customers, gain new ones, speed transactions, and delight patrons in new ways.

We look forward to sharing our deep marketing experience, technical expertise, and future vision with you.

Our Patron Engagement platform offers all the tools and dedicated support your business needs to continuously impress patrons and grow its market share every day.

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A Culture of Connectivity

1993
Dan brings mobile communications to underdeveloped nations with his third startup company

1994
IPO of Telular

2007
Dan leaves Telular and founds Skoop! Inc. to bring mobile marketing to the franchise business vertical

2009
Skoop! develops one of the first commercial-scale text marketing and mobile website platforms

2011
Skoop! Introduces Loyalty & Rewards to franchise and multi-location retailers

2013
Mobile Payment Platform is introduced

2015
David Giacopelli joins Skoop! as Director of Client Services

2015
Online Ordering Platform is introduced

2016
Uniwell selects Skoop! as exclusive Loyalty & Rewards, Mobile Payment, and Online Ordering partner

2017
Melissa Giacopelli joins Skoop! as Director of Operations

Patron Engagement is in our DNA at Skoop!

Skoop & Uniwell Partnership

Skoop is currently contracted with these Uniwell Country Master Distributors, with more to be added in 2019.

- Uniwell Americas
- Uniwell Australia
- Uniwell Spain
- Uniwell Ecuador
- Uniwell France
- Microtek – United Kingdom
- NTS – South Africa
- Shivangi Enterprises – India
- DATCHE – Philippines
- Daon Data Systems – Germany

2016
Uniwell choses Skoop! to be its exclusive customer engagement platform partner and the two embark on a 2-year development program to tightly integrate all of the Skoop! services with the Uniwell HX-series POS platforms.

2018
Uniwell contracts Skoop! to develop a self-service Kiosk app for integration into its OT-series Android terminals. Distribution into Uniwell's worldwide network begins in Q1 2019.

Thousands of retail locations grow their market with Skoop!

Skoop! serves a large number of multi-location brands worldwide, with deep experience in Restaurants, Franchises, Retail, and Travel.

The Skoop! Platform uses a full suite of consumer touchpoints to engage patrons:

- *Loyalty & Rewards*
- *Online Ordering*
- *Integrated Email, SMS, MMS, and Push campaigns*
- *Self-Service Kiosk App*
- *Mobile App*
- *Mobile Payment*
- *Gift Cards & eGift Cards*
- *POS Integrations*
- *Geolocation / Beacon Services*
- *Terminal App for Tablets*
- *Payment Gateways*

A single, seamlessly integrated platform.

"

Over 9 years, Skoop! has served many of FPN's biggest brands with Loyalty & Rewards and Precision Marketing campaign services. Dan and his team are agile and responsive. The platform is robust and reliable.

Most importantly, our clients see significant increases in visits and ticket lift.

—Tom Harrington, Franchise Payments Network

FPN
Mobile
Loyalty
Payments

Build relationships… that build revenue.

Gain an army of brand advocates—
*with **LOYALTY & REWARDS**.*

Drive profitable business from your best customers.

Increase average ticket size.

Boost repeat visits.

Build detailed behavioral and transactional profiles of your customers.

Create big-data models of your patron interactions.

Gain brand advocates/ambassadors.

Skoop! serves more than 8 million
Loyalty & Rewards members and processes
*millions of loyalty transactions every week.*

LOYALTY & REWARDS
East Coast Wings
nineteen locations
YEAR ONE

net profit
$1.14M

ROI
595%

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Build relationships… that build revenue.

Gain an army of brand advocates—
*with **LOYALTY & REWARDS**.*

Easy two-step process to join the Rewards program:

1

Patron makes a purchase at Uniwell POS and provides a mobile number to clerk.
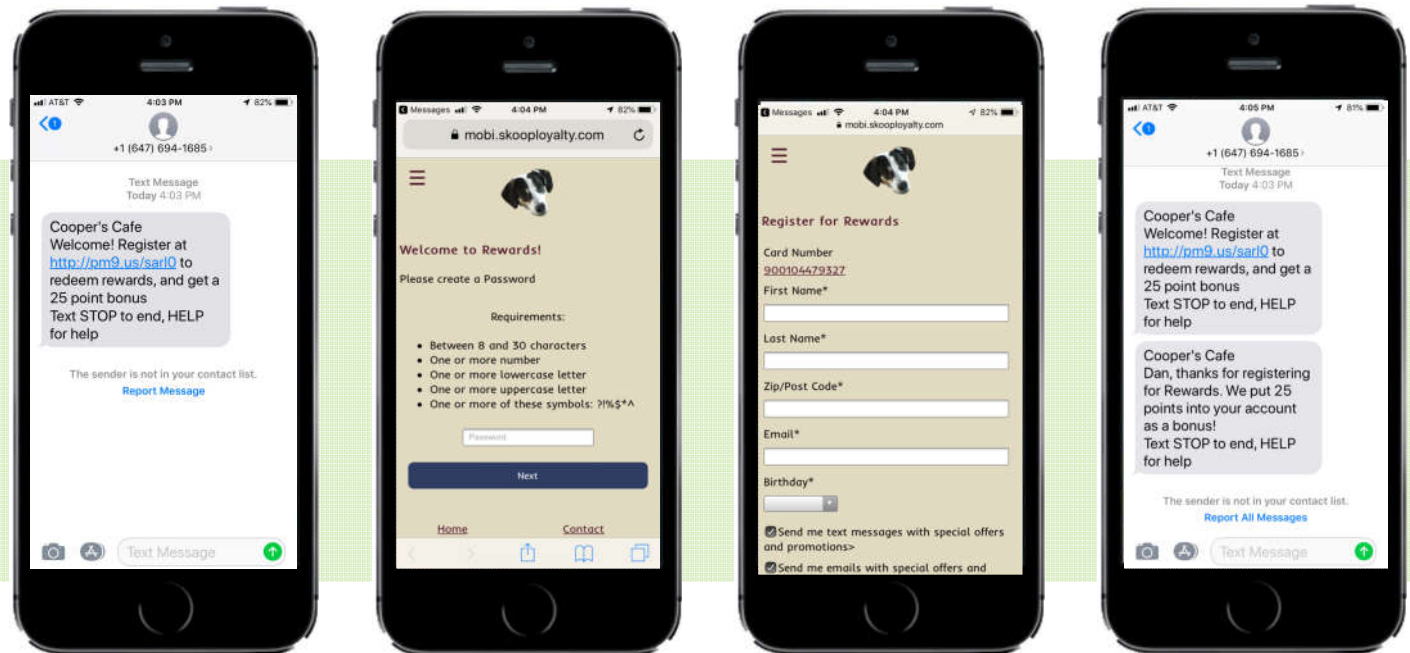
Uniwell POS sends mobile number to Skoop! via API.
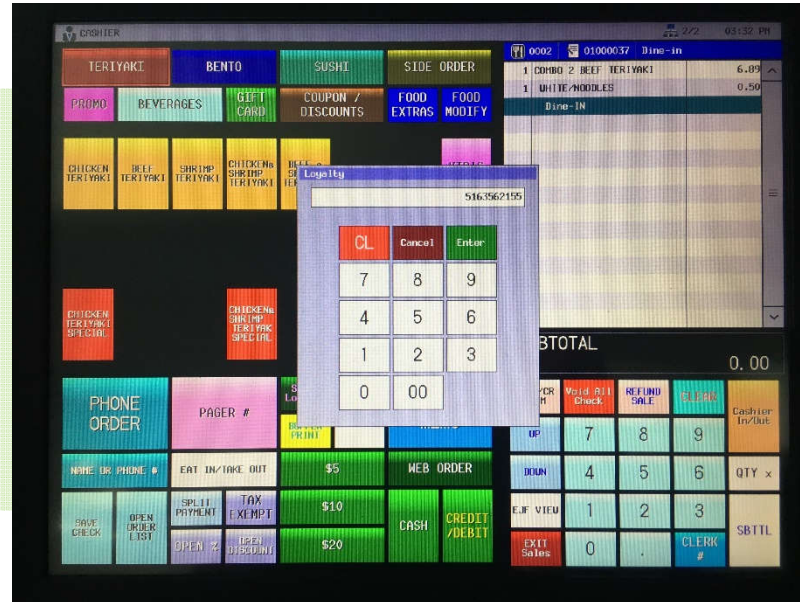
Build relationships… that build revenue.

2 *Skoop! sends "welcome" SMS with a link to mobile website.*

Patron registers on mobile website.

Patron receives "registration confirmation" SMS and gets bonus points.

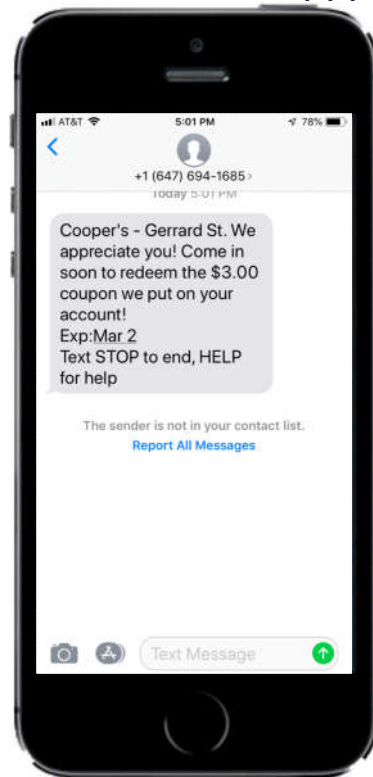*Skoop! has registered millions of customers into rewards programs using this method!*

Build relationships… that build revenue.

Make highly targeted, relevant offers instantly—
*with our killer app, the **PRECISION MARKETING PLATFORM**.*

Mine big-data sets and send campaign messages to your opted-in members based on their individual preferences, profiles, purchasing behavior and real-time location.

Glean insights for new campaigns from your patrons' interactions with the Skoop! platform

Boost revenue and profit margins by instantly exploiting real-time opportunities as they arise.

Skoop! sends millions of targeted SMS, MMS, email and Push messages every month.

PRECISION MARKETING
single location
free topping
investment
$155.70
revenue
$4,330
ROI
2.7K%

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Build relationships… that build revenue.

Increase repeat visits, revenue and profit —
*with **WHITE GLOVE** campaign management*
provided by Skoop!

" The Skoop! White Glove team has been a critical part of the program's success, as they have taken all of the burden off our Store Managers and HQ staff. It has provided us an incredible ROI. "
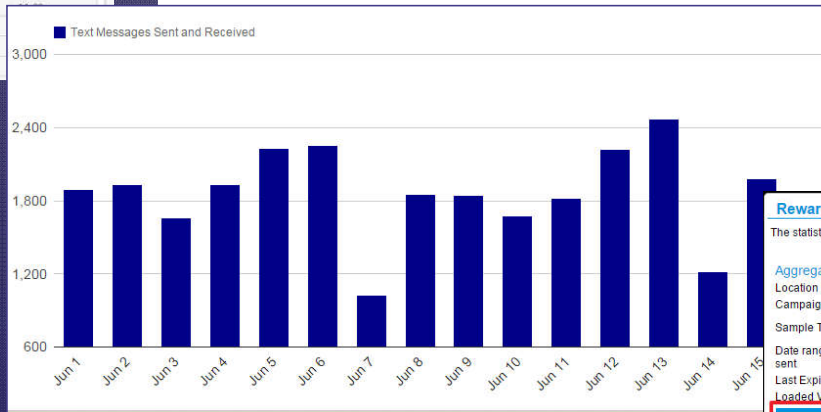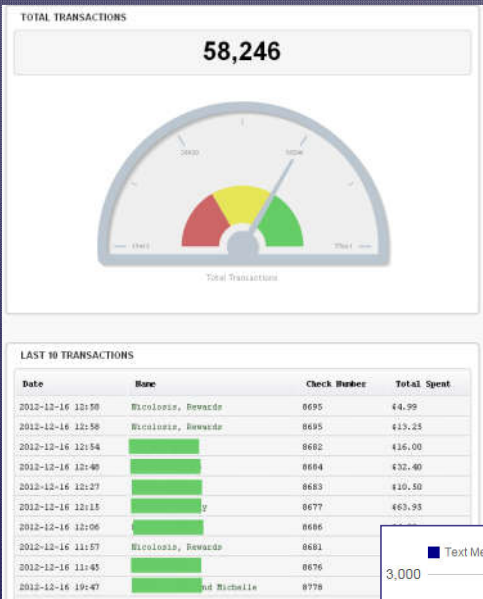
—Brian Marver, President

Build relationships… that build revenue.

Monitor and adjust your Precision Marketing campaigns based on real-time performance—with the Skoop! **MARKETING DASHBOARD.**

Built-In ROI Calculators

Admin portals for Corporate and Location levels

Fine tune your campaigns with real-time data visualization

Build relationships… that build revenue.

TRAINING AND SUPPORT *are the keys to success of your Skoop! programs. We have you covered.*

Skoop! provides extensive training and support services to all of our clients at both the corporate and location level.

Onboarding of new stores

On-site training of HQ staff on all Skoop! platforms

Training manuals and videos for all Skoop! platforms

Embedded pop-up help in our web portals

FAQ Reference Guides for store staff

Optional White Glove Service for store managers

Service Level Agreement (SLA) with a defined issue escalation process and guaranteed resolution times

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" We chose Skoop! as our exclusive
Loyalty & Rewards, Mobile Payment,
and Web-ordering partner because they offer
best-in-class services, have a proven long-term
track record with both large and small franchise clients,
and have the financial strength we require
in a long-term partner."

—Ted Taniguchi, Managing Director, Uniwell Corporation

Uniwell
Solutions at the Point-of-Sale

Build relationships… that build revenue.

*Increase repeat visits, revenue and profit —
with **ONLINE ORDERING**.*

Drive repeat visits by making it easy for patrons to order "on the go".

Significantly boost average ticket amounts and profit margins.

Automatically learn and exploit customer buying patterns.

Drive purchasing behavior through personalized messaging.

Automate order-taking to increase operational efficiency and reduce errors.

ONLINE ORDERING
East Coast Wings
thirty-three locations
TWO YEARS

23%

**HIGHER
CHECK
AVERAGE**

PER YEAR
new revenue stream

260K

per location
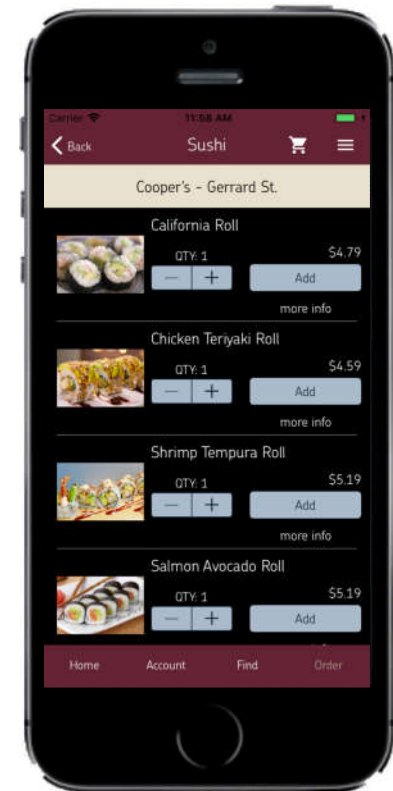
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Build relationships… that build revenue.

Lower labor costs and increase in-store efficiency—
with the Skoop! **SELF-SERVICE KIOSK** *Application*

Integration with DataCap TranCloud service for credit card processing.

QR code readers scan the Skoop! App.

Patrons can use mobile payment and Precision Marketing coupons, and earn rewards from their purchases.

Sends patron orders directly to the in-store HX POS.

Real-time menu management via automatic synchronization with in-store HX POS.

Skoop! developed the Android-based Kiosk Application under contract by Uniwell for worldwide sale embedded in Uniwell OT terminal hardware.

Uniwell
Solutions at the Point-of-Sale

Build relationships… that build revenue.

Lower costs & increase efficiency —
*with **MOBILE PAYMENTS, GIFT CARDS and eGIFT CARDS**.*

Mobile, traditional plastic and email versions

Typically increases frequency of visits by 30%.
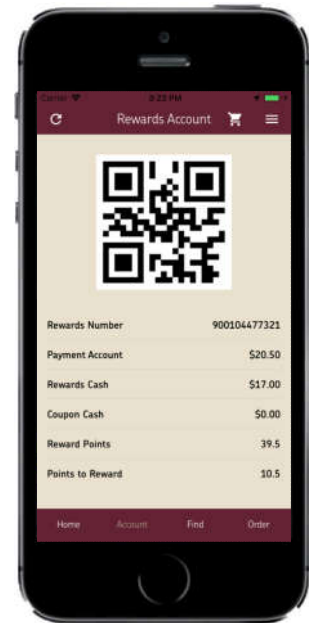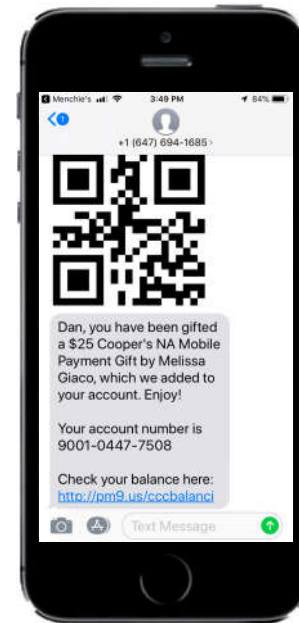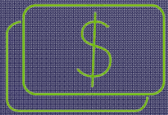Typically Increases average ticket by
15% or more.

Easier, faster checkout for your customers.

Lower credit card transaction fees for you.

Breakage creates a significant revenue stream.

Patrons can send e-Gift cards right from their
phone, expanding the Loyalty member database.

Skoop! processes hundreds of
thousands of gift card transactions
every month.

420 Financial is the leading provider of payment processing services to the rapidly growing medical and recreational cannabis dispensary industry.

"

We chose Skoop! as our exclusive provider of Loyalty & Rewards and Mobile Payment services for the cannabis vertical due to their stature in the franchise space: *the most robust, scalable, mature, and flexible platform available.*

We expect to roll Skoop! out to 1000+ dispensaries in 2019 and more than 5000 by the end of 2020.

—Mark Lewis, CEO, 420 Financial

A single, seamlessly integrated platform.

Skoop! is your single source for everything you need to interact, influence and transact with your patrons.

Extensive training and onboarding support for both management and in-store staff.

White Glove Service provides telephone access to Skoop! marketing experts for corporate and store-level campaign management and guidance.

Seamless integration at all levels with Uniwell products.

Enterprise grade cloud infrastructure with uptime guaranteed by a Service Level Agreement.

LOYALTY & REWARDS

ONLINE ORDERING

PRECISION MARKETING

MOBILE PAYMENTS & GIFT CARDS

SELF-SERVICE KIOSK

WHITE GLOVE SERVICE

BCD Travel Case Study

GOAL: BUILD A LOYALTY DATABASE OF CORPORATE TRAVELERS

Result: **1.2 million** *TripSource App users signed up for the BCD Travel Loyalty & Rewards program.* (340 Corporate Clients - 24 Month Time Frame)

GOAL: INCREASE CUSTOMER FREQUENCY

Result: Travel bookings by corporate travelers **increase 27%** *in 24 months.*

GOAL: CREATE A NEW "UPSELLING" REVENUE STREAM

Result: **$37 million in revenue** *is generated over 24 months by upselling geolocation-specific services (black car, hotel, rail, dining, entertainment)*

> " The Skoop! Rewards and Precision Marketing programs have added a completely new dimension to the BCD Travel business model. We have significantly increased booking revenue from our corporate travelers and created a brand new revenue stream from upselling travelers on geolocation specific services."
>
> —Scott Graves
> Director of Digital Marketing
> BCD Travel Corporation

PRECISION MARKETING

> " *Dan and the Skoop! team have been our messaging and mobile website partners since our founding in 2009. They have always performed above and beyond the call of duty as my company has grown from a startup to presently providing its On-Time-Care services to hundreds of medical practices and hospitals.* "
>
> *—Ken Greenberg*
> *Founder & CEO*
> *Patient Innovations*

Patient Innovations Case Study

GOAL: COMMUNICATE WITH PATIENTS AND THEIR FAMILIES

Result: **Millions** *on targeted SMS and Push notifications have been sent with custom links to patient-specific mobile web and app pages.*

GOAL: DECREASE WAITING ROOM TIME

Result: Patient wait times decreased an average of **17 minutes** *due to targeted, real-time messaging about the provider's schedule.*

GOAL: INCREASE PROVIDER EFFICIENCY

Result: Provider efficiency **increased by 18%** *due to Push notification messaging about their next patient and task*

LOYALTY & REWARDS

> *Not only did our Skoop! rewards program dramatically surpass the financial goals we set, but it also tracks our customers' behavioral patterns, allowing us to create the right menu items and provide an excellent dining experience"*
>
> —CEO, Wings Franchise

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Wings Franchise Case Study

GOAL: BUILD A CUSTOMER LOYALTY DATABASE

*Result: 182,000 signed up for the loyalty program, averaging **5,515 members per location**. (33 Locations - 24 Month Time Frame)*

GOAL: INCREASE CUSTOMER FREQUENCY

*Result: Loyalty members' average visits per month **increase 45%** over a 24 month period.*

GOAL: BOOST CHECK AVERAGE

*Result: Loyalty members' average ticket was **24% higher** than non-loyalty customers, creating all-time record unit sales for the brand.*

Wings Franchise Case Study

GOAL: BOOST CHECK AVERAGE

*Online ordering patrons' average ticket was **23% higher** than non-online ordering patrons.*

GOAL: INCREASE REVENUE PER LOCATION

*Result: The Online Ordering program generated a new revenue stream of more than **$260K per year per Location** at the end of the first 24 months.*

Looking Forward – 2019 Roadmap

Customers have come to expect home delivery and other app-based conveniences. Skoop! is on top if it.

Integration with third-party services like Door Dash and Uber Eats will keep your Skoop! app current with the hottest consumer trends and expectations.

Looking Forward – 2019 Roadmap

*Send notifications and collect valuable location data—
with **GEO-LOCATION MARKETING**.*

*Skoop! will launch this
service in Q2 2019*

Geo-fences enable sending push notifications to app users in the vicinity of your store (or a competitor's store), even if the app is closed.

It can also be used to collect valuable location data about app users, such as behavioral and travel patterns, to aid in the positioning of new restaurant sites.

Geo-fences can be Macro-radius, Micro-radius, or Polygonal shapes.

Looking Forward – 2019 Roadmap

BEACON MARKETING *is perfect for driving mall traffic to food court locations via highly targeted and relevant push notifications.*

The app doesn't have to be open to detect the beacon!

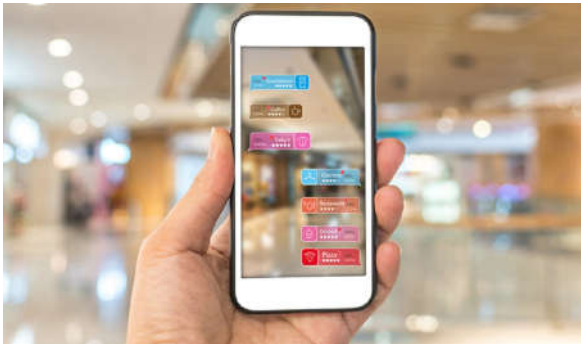*Skoop! will launch this service in Q2 2019*

Looking Forward – 2019 Roadmap

*New graphics, reports and analytics are coming in Q2 2019 with our new **MARKETING DASHBOARD**.*

Providing more ways to view and analyze your data is on on our Product & Technology Road Map.

Looking Forward – 2019 Roadmap

Skoop! **AUGMENTED REALITY** *will present exciting opportunities to engage patrons in new and fun ways.*

Our R&D and Marketing teams are engaged in the development of the most exciting new trends in consumer marketing, such as Augmented Reality and Gamification.

Very nice !

Delicious food

via arplate.com

We invite you to partner with Skoop! and leverage Patron Engagement.

Let our marketing experience, technical expertise, trusted alliances, and future vision help your business grow forward.

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