



Introducing the newly integrated consumer engagement APP.





The ability to engage with customers no matter where they are, has never been so important

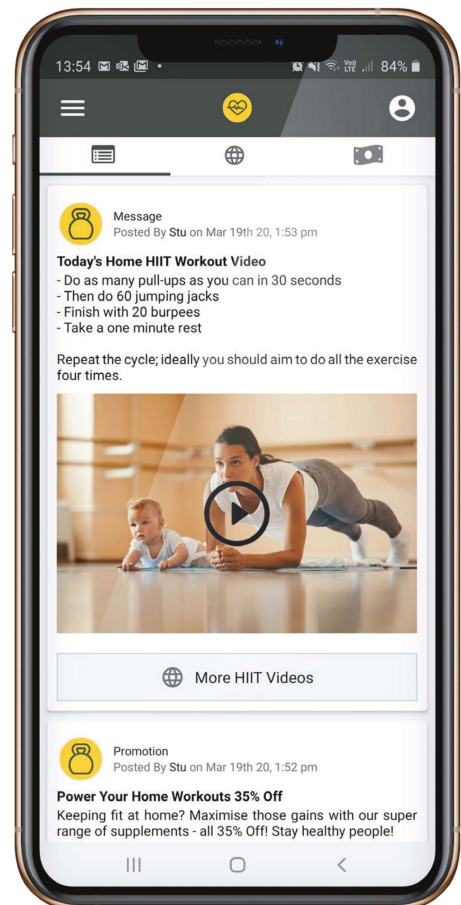
FUSE (our fully integrated customer engagement application) is bringing the app game to every size of player with seamless integration, flexibility and creativity. It opens a previously difficult-to-access channel for retailers to engage with their customers, build their brand, inspire loyalty and drive sales - and it's quick and easy to set up so you can start to build and grow your customer engagement immediately.

FUSE's insights enable retailers to deliver precisely the right message at the right time to the right audience - **the future of marketing.**

Simple and easy to use

The speed and simplicity of the content management console means anyone can create with confidence, whether they have used social media before or not, saving on outsourcing costs.

The need for retailers to be more than just their physical stores is growing and **FUSE** can enable moves towards experiential trends and building an augmented brand.





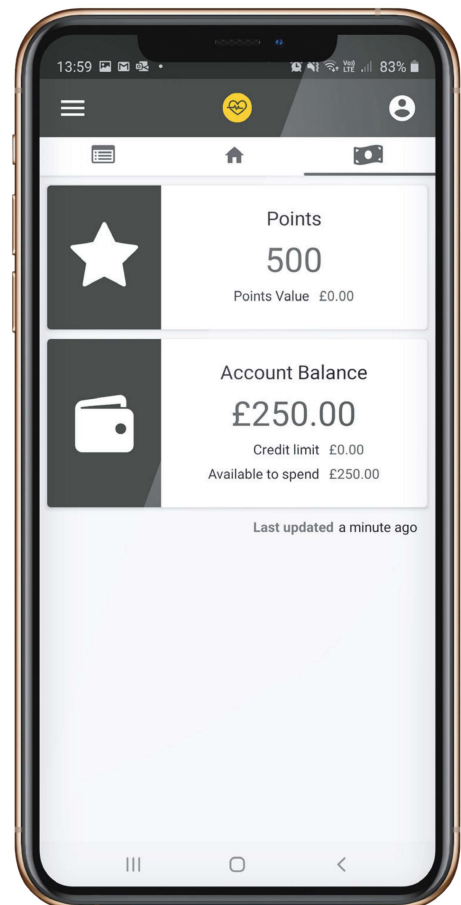
Strengthening relationships between retailers and their consumers

Your branded app will be available for download through the app store, either as a members-only app, or an app available to everyone. Users of your app can access your feed where you publish news, events and other engaging content. Use your creativity to interact with customers, build loyalty and increase sales.

Members can link their app to their loyalty account to access real-time loyalty points and account balances.

Key Features

- ✓ Build and theme a business app
- ✓ Deploy to iOS & Android
- ✓ Deliver engaging content through the app feed
- ✓ Segment, target and deliver content based on purchase data
- ✓ Display real-time loyalty points and loyalty account balances
- ✓ Wrap and enhance a mobile website
- ✓ Harness the power of push notifications





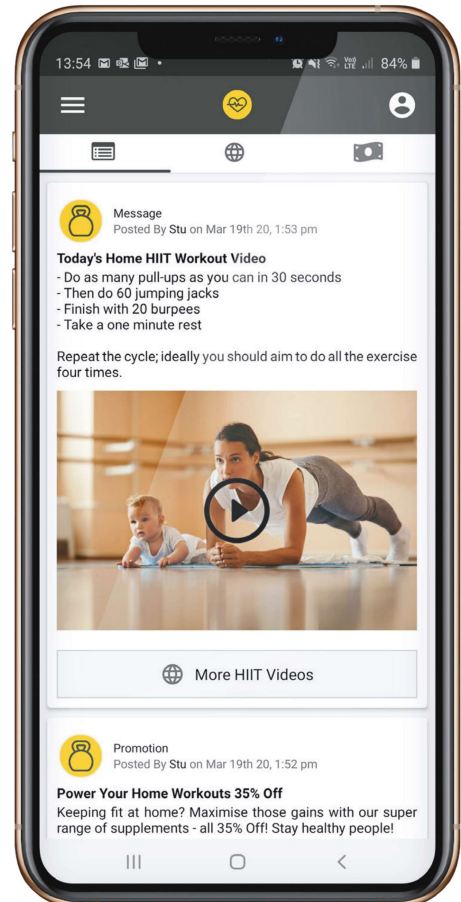
Your FUSE app allows you to build, engage, reward, promote and make sales

Your mobile app can 'wrap' your website, making it look and feel like part of the app. Web content and products can be promoted through your feed. A simple call-to-action and push notification can incentivise and drive a purchase right at that very moment. The entire process is seamless, with the results measurable through Google Analytics.

A digital marketer's dream toolkit for increasing conversion and measuring effectiveness.

Digital Loyalty Card

Members who link their app to their loyalty account gain direct access to their loyalty profile at all times. Specific members can be targeted with content relevant to them based on historic purchase data - sending the right message to the right person at the right time creates higher engagement as **the recipient genuinely feels as if you're talking directly to them.** Which of course you are.



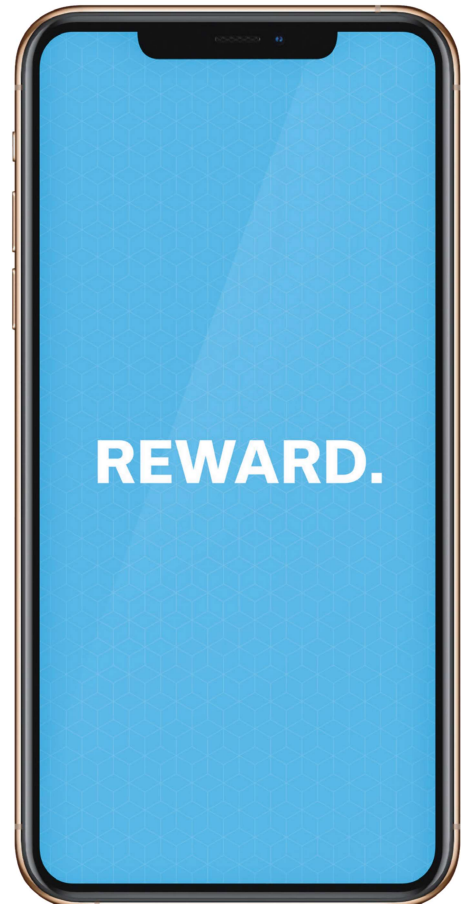


Activate your app today and be up and running in under 4 weeks*

We work to the following go-live plan from order:

- ✓ We prepare your FUSE system
- ✓ You register for a Google Play Store account
- ✓ You register for an Apple Store account
- ✓ We help you to theme your app
- ✓ Your app is built and we help publish to the various app stores (demo mode)
- ✓ You choose a number of test users (ideally your staff) to install the app
- ✓ We provide training and help you become familiar with FUSE in a test environment as we prepare for your go-live
- ✓ When you are ready, we clear down any test content and set you live
- ✓ You are now using FUSE in a live environment

*Depending on your input and availability, and factors that are outside of our control, such as app store publishing times, this process can take a minimum of 3 weeks. In the app world this is an incredibly quick time to get a business app to market, and is testament to the functionality and technology behind the FUSE platform.





Contact our team today
for further information or
to activate your app

Contact Details

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“We are incredibly excited by FUSE, both in its current form and with its future potential and we look forward to working with you to implement this technology to **drive footfall, sales, traffic and conversion.**”

