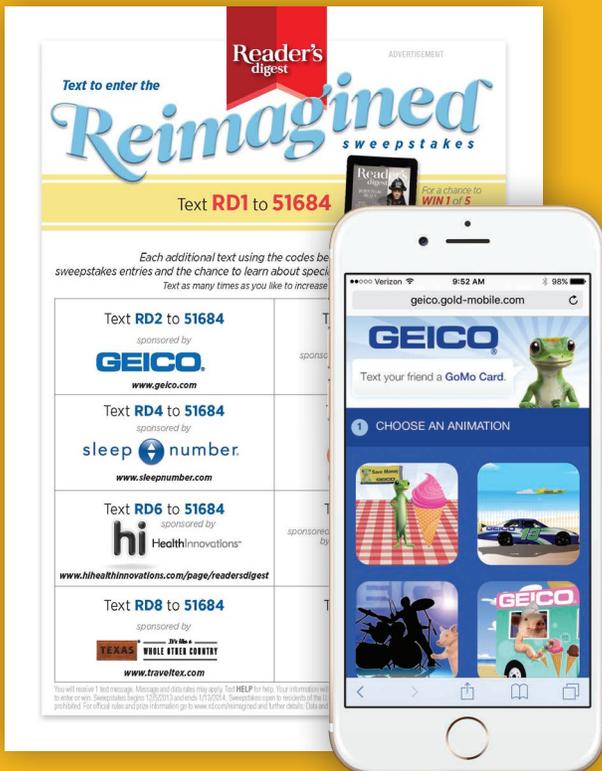
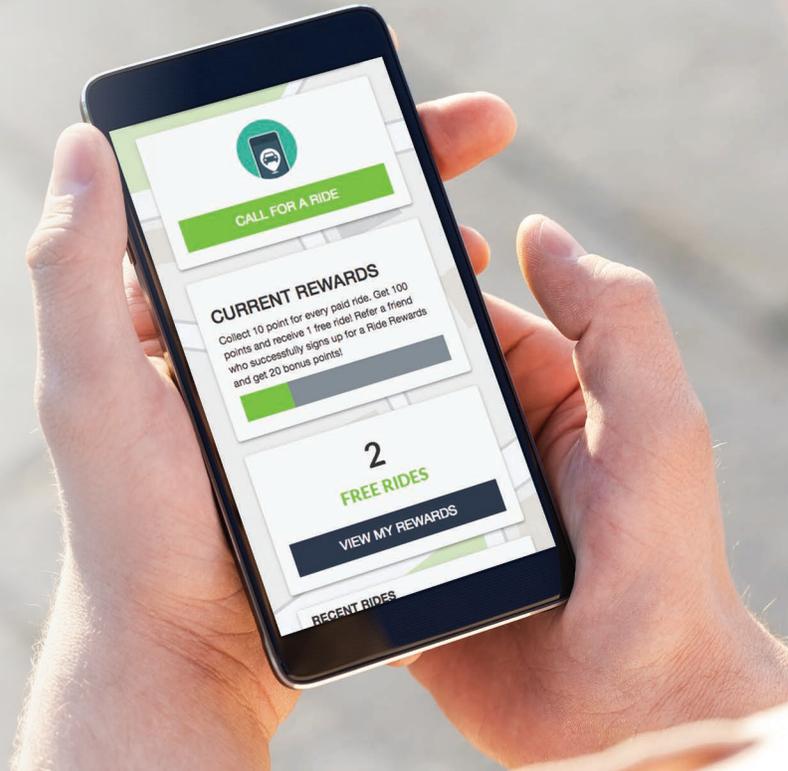




CanvassTM

A bi-directional, interactive customer engagement and marketing automation solution that uses BehavioralRxTM, a proprietary consumer behavioral science to immediately engage customers in their moment of interest – contextually adjusting the “conversation”, responses and deliverables to guide and nurture their experience.



RESULTS

- ✓ Increase prospect acquisition and conversion to customer, retention, loyalty, and shopper basket size in the moment.
- ✓ Increase activation at tradeshows and sponsored activities.
- ✓ Elevate your brand by creating fun and entertaining events.
- ✓ Create talking printed literature to drive engagement, leads and data capture.
- ✓ Simplify complex product selections in the moment of decision making.



BENEFITS

In-the-Moment of Decisioning

Our “special sauce” is our ability to engage consumers in real-time using BehavioralRx™ to shorten the sales cycle and nurture them through their decision making.

Personalized URL (PURL)

Micro-target subscriber communications based on personalization variables, with segmentation based on lifestyle preferences, interests, or demographics.

Reach

Leverage omni-channel media – including SMS, PURL, Email, video, audio and App push to smartphones, feature phones, tablets and desktops, as well as digital in-store interfaces.

Integration

Securely integrate systems via Canvass API -- including ordering, POS and CRM – to simplify the operational experience and streamline real-time data collection.

Reporting and Analytics

Measure campaign effectiveness and identify areas for adjustments and improvements through our cloud-based, easy to use administrative dashboard.

FEATURES

Canvass Feedback™

A bi-directional feedback exchange platform that interactively converses with customers, collecting and responding to their answers in the moment, personalizing their experience in real-time.

Canvass Campaign™

Subscriber communication preferences, interests and needs drive the frequency, tone, and substance of in-the-moment, content delivery and interactive conversations.

Canvass Sweepstakes and Contests™

Offer instant win sweepstakes or schedule contest winner drawings designed to build prospect databases and reward participants with enticing prizes and giveaways.

Canvass Gamification™

Turn your brand experience into an interactive gaming experience with text-in polls, voting, user submission and more.

Canvass Coupons and Discounts™

Incentivize in-the-moment engagement by offering custom generated mobile coupons and discounts. Utilize fixed or variable unique coupon codes for program measurement, tracking and ROI.

Canvass Charge™

Customers text a custom keyword to initiate a charge via our exclusive integrated charging stations. This initiates a secure charge and any of the Canvass features via SMS message or secure web. Perfect for providing needed amenity at events and venues as well as establishing relationship with individual attendees.

Canvass Rewards™

Create brand configurable loyalty programs to reward customers for their allegiance to your brand. Programs can be point-based, tiered, or paid memberships, managed and fulfilled through the platform.



CHECK IT OUT NOW: Text **CANVS** to **52046** to learn more about the Canvass Platform™

Message & data rates may apply. Text HELP for info; STOP to cancel. Your information will not be sold or used for any other purpose.