

Building a Customer Database is Easier Than You Think

Sundrop Mobile's loyalTXT mobile loyalty solution can help you build a complete customer database with:

- No loyalty cards
- No registration slips
- No data transcription

Businesses with a customer database are worth on average 80% more than those without, and they save significantly on advertising costs. With loyalTXT, collecting full data on every customer is no longer the challenge it once was.

Your Only Job - Invite Customers to Join Your Rewards Program

You take your customers' mobile number at the point of purchase: loyalTXT immediately sends an SMS text message welcoming your customer to your program and requesting a reply with an email address. With this data, loyalTXT is able to lead your customers through the complete data collection process.

- Survey of their visit
- Name and address
- Birthday and anniversary
- Social media connection
- Complete loyalty history

Your Program at a Glance*

Subscribers

10,049

Social Media Reach

320,075

Connected: 677, Avg Friend Count: 461

Social Media Revenues

\$6,684

Connected: 230, Avg Friend Count: 457

*Actual 90-day results of a Sundrop Mobile Customer

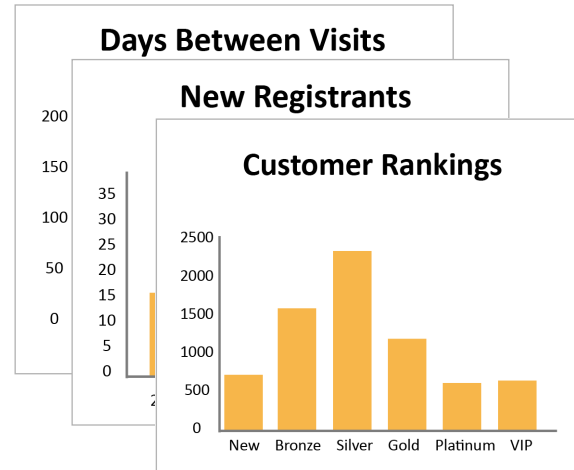
loyalTXT is a Social Media Application

There is a difference between "Like" and "Connect" on Facebook. With *Like*, your customers see your brand's fanpage updates in their stream - messages that are seen only by your customers.

With *Connect*, our application creates posts on your customers' walls for all their friends to see!

Every time a socially-connected customer visits your store, your brand message is posted for all their friends to see, virally magnifying your **Social Media Reach (see above)**.

1. POWERFUL ANALYTICS: REPORTS



loyalTXT automatically ranks your customers, from New through VIP, allowing you to precisely tailor your communications with just a few clicks.

Use reports like "Customers That Have Not Visited in the Last 90 Days" and "New Customers in the last 30 days" as the basis for marketing campaigns.

2. ACTION: TEXT, VOICE, EMAIL, AND SOCIAL

Engage your customers with outbound communication anytime and get real-time performance tracking of redemptions, unsubscribers, and revenue generated by the campaign.

*From: Your Business
To: Gold members not visited in the last 90 days*

Come in and receive 25% off your next order! Good for 3 days only! Hurry in!

3. RESULTS

Showing 1 to 3 of 3 entries

Search:

Date/Time	Broadcast	Recipients	Redemptions	Unsubscribes	Revenue
2/12/11 12:04 PM	SMS	5,456	822 (15.1%)	21 (0.38%)	\$7,529.52
1/29/11 9:49 AM	Voice	5,072	408 (8.04%)	20 (0.39%)	\$3,737.28
1/14/11 5:09 PM	Email	5,179	330 (6.36%)	10 (0.19%)	\$3,022.80

Show 3 entries