



# OptCulture

Where Marketing Meets Data  
See the difference at [OptCulture.com](http://OptCulture.com)



*We give retailers powerful tools to more effectively target, automate, analyze their marketing and increase **customer engagement.***



Loyalty



Digital Receipts



Email



Mobile



# OC Assimilates Customer Data Across Sources



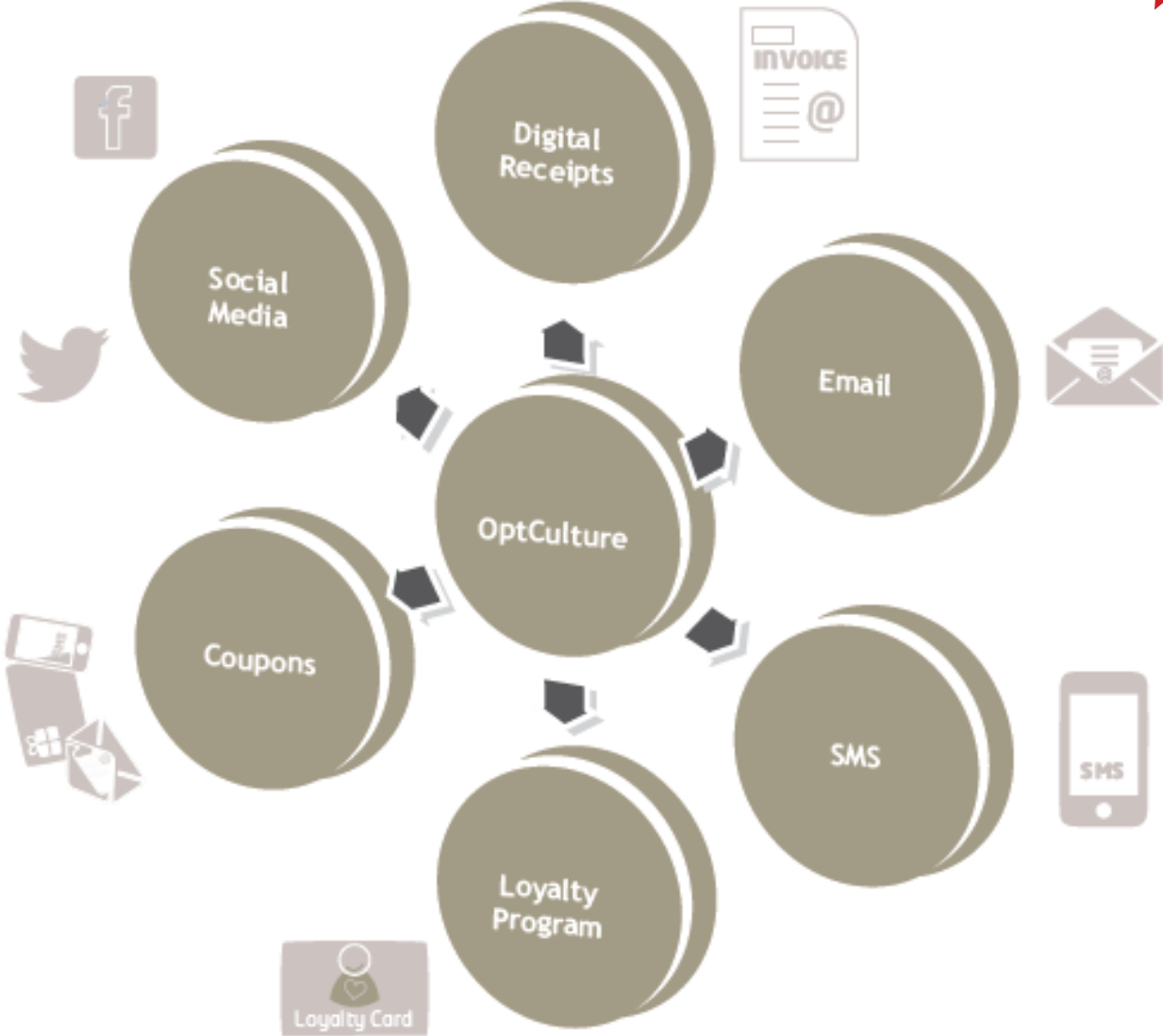


## API to integrate with Point of Sale and Ecommerce Systems

The API is comprehensive. To exchange data both ways, and provides for all functionality of OptCulture.



# Manage all **marketing engagement** from a single online login.



# Loyalty

- **Fully Customizable**
- **API for Real-Time** updating and sync with Point of Sale Systems
- **Integrated with Email, Digital Receipts and Promo Manager** to offer Loyalty benefits and track ROI.
- **Customer-Centric**
  - Online balance check
  - Email and Text reminders
- **Personalized Consulting and Program Development**



**79% of Millennials and Gen Xers want a strong loyalty program, 74% of Baby Boomers and 66% of Seniors feel the same (IRI)**



# Email Marketing



- **Segmentation** that allows you to target specific groups. Reduce list maintenance and utilize predefined segments.
- **Account Manager** consulting ensures you are maximizing customer engagement.
- **Automation** allows you to maintain highly focused customer engagement without the constant campaign maintenance.
- **Tracking** capabilities enable you to see CTO and CTR rates.
- **Drag and Drop Editor** gives you device responsive templates that are simple to edit.



# SMS (Text Messaging)

- Segmentation, Automation, Tracking (same as Email solution package)
- SMS outperforms most forms of marketing.
- Create exclusivity and urgency
- Combine with email marketing for dynamic levels of engagement.



Text **OCDEMO** to **888555** to join



# Segmentation is Key

## Sales Information

- Transaction Amount
- Buying Frequency
- Brands
- SKU Data

## Behavior

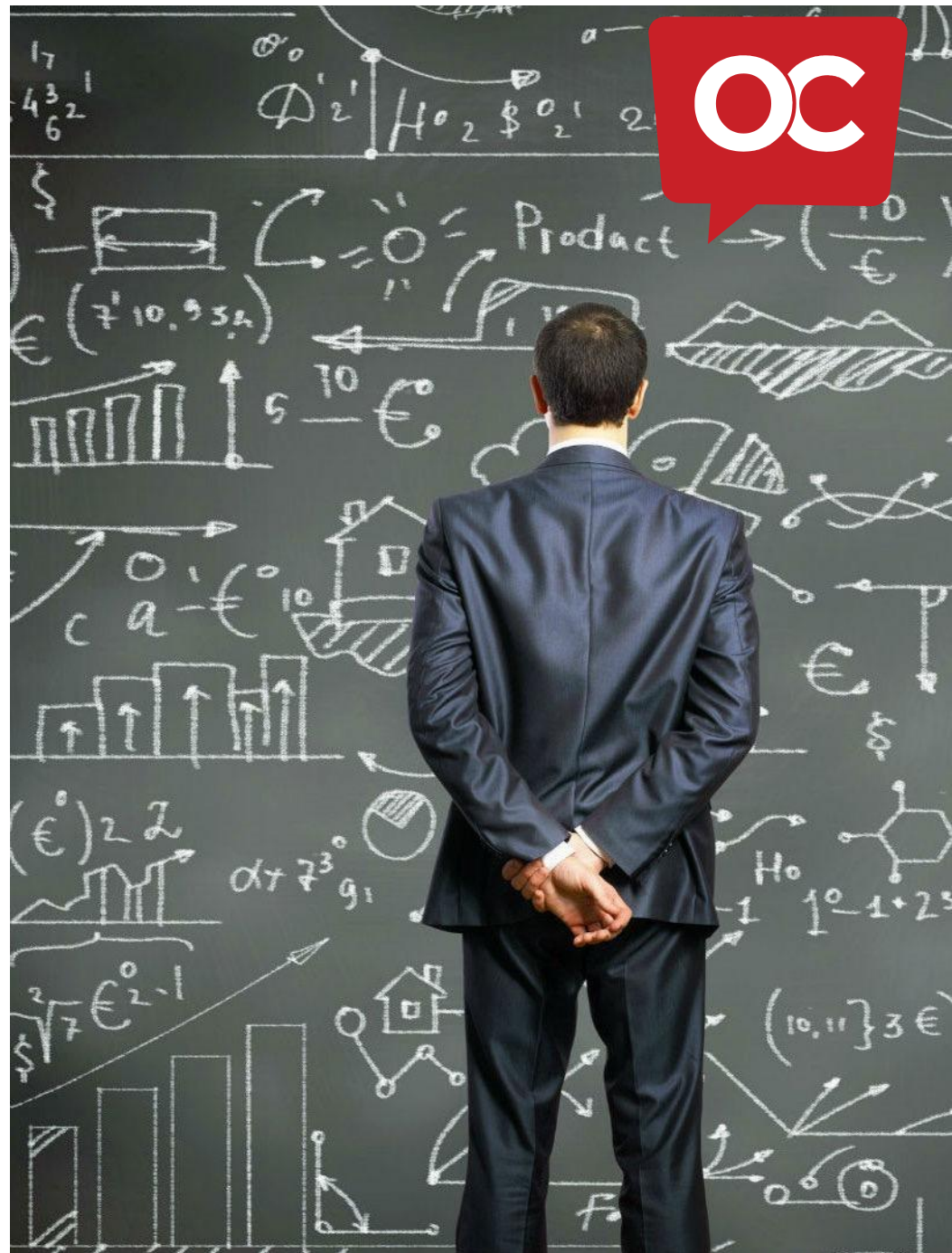
- Promo Redemptions
- Email opens/click-throughs

## Customer Data

- Age
- Gender
- Birthday
- Customer UDFs

## Location

- Store number
- Segment by employee
- Physical Address



# Segmentation & Automation

## 40% Open Rate

Other Examples of Segmented Campaigns:

- Special care instructions
- Life cycle of products
- Inactive customers engagement
- Welcome emails
- Large purchase thank you
- Birthday offers
- So much more!



## Congratulations on your recent bike purchase!

We hope you have had the chance to enjoy your new bike! This is a friendly reminder that you are now eligible for a **FREE 30-day tuneup**. Please consider taking advantage of this opportunity to make sure your bike is riding perfectly.

As an added bonus we'd like to present you with an additional offer. Please print this email in order to enjoy \$20 off your next purchase of \$100 or more on accessories for you and your new bike.

**\$20 Off**  
On a purchase of \$100 or greater

Not valid on bicycles, sales items, previous purchases or with any other offer.  
One coupon per customer, one per receipt  
Valid 90 days from bike purchase date.

Coupon  
SKU 23434

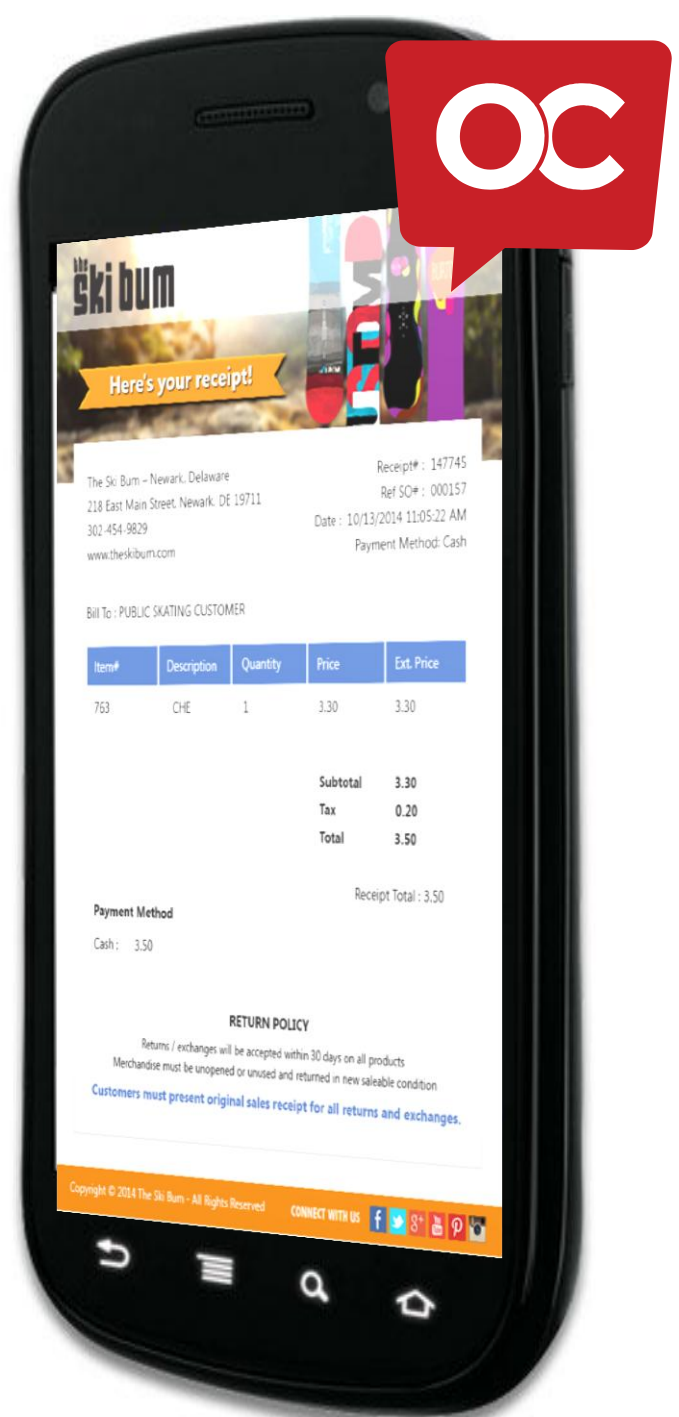
<b>Atascocita</b> 7506 FM 1960 East Atascocita, TX 77345 281-812-8423	<b>Champions</b> 6935 Cypresswood Dr. Houston, TX 77379 281-320-0399	<b>Clear Lake</b> 2422 Bay Area Blvd. Houston, TX 77058 281-480-9100	<b>Cypress</b> 25807 NW Fwy Cypress, TX 77429 281-213-3791
<b>Custom Fit Studio</b> 5339 Weslayan Houston, TX 77005 713-522-8911	<b>Katy</b> 629 S. Mason Rd. Katy, TX 77450 281-492-7433	<b>University</b> 5339 Weslayan Houston, TX 77005 713-529-9002	<b>Westchase</b> 11105 Westheimer Houston, TX 77042 281-558-2234

**BIKE BARN**  
Houston, Texas

# Digital Receipts

- Customizable HTML templates
- Link to online pages - social media, eCommerce, etc.
- Up-sell Opportunities – recommend additional items
- View reports – opens, clicks, bounces

Accounts averaging an  
**70%** open rate



# Promotion Manager

- Create custom promos/coupons
- Real Time Reporting
- Include barcodes for simplicity
- Use to track traditional advertising



# Check Out Some of Our Happy Clients



“Thanks to the convenience and efficiency of OptCulture, we're able to focus our time on the clients of French Cuff Boutique. Services like creating an array of specific clientele lists gives us the opportunity to offer a personalized and intimate relationship with each and every customer. OptCulture never lets us down with their responsiveness, availability, and excellent customer service.” – French Cuff Boutique

“OptCulture has opened a new realm of email marketing opportunities. Converting customer POS data into actionable email marketing data makes connecting with customers more immediate, more relevant, and more targeted than ever before. And, the automated campaigns reduce the creative & oversight time it takes to push them out. Overall, OptCulture has allowed us to reach more customers one-on-one, while eliminating the costs of traditional direct-mail marketing.” – Three French Hens





**Thank You!**