

Mobile Marketing



Clients with Smartphones can scan QR Codes or NFC stickers to receive discounts, offers and incentives

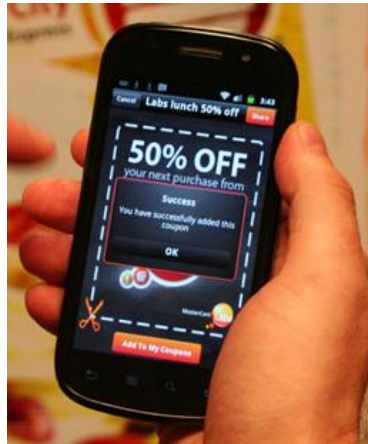
Connect Out-of-Store with In-Store



1. Scan QR Code/NFC
(out of store)



2. View Offer
(no content needs to be saved on phone)



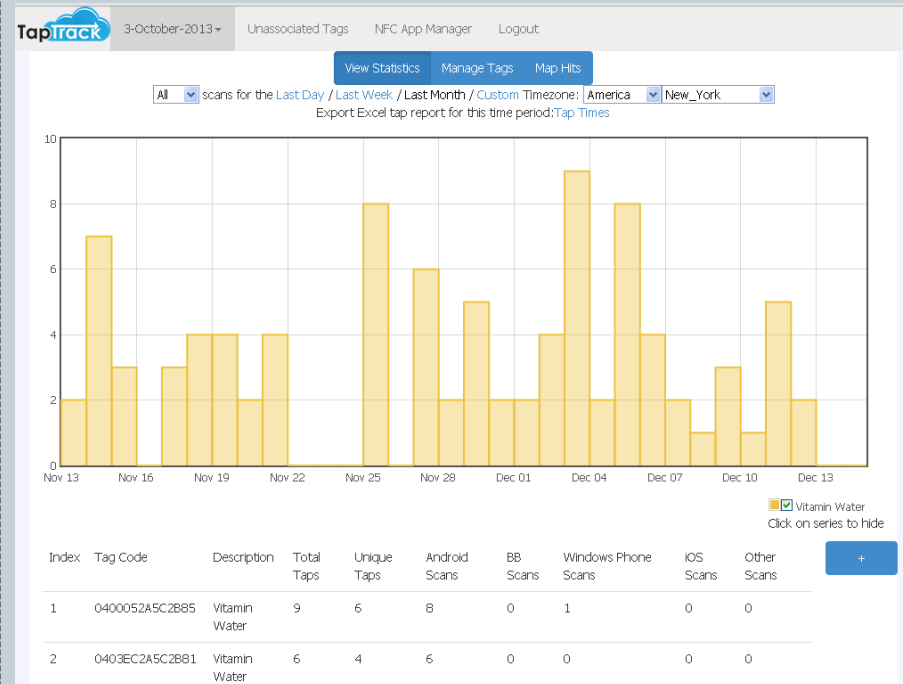
3. Scan Phone
(redeem offer in store)



+ NFC)))

View Realtime Data and Analytics

- View time series statistics
- Record total and unique scans
- Export to Excel
- Measure type of device (Android, iOS, etc..)
- Differentiate between QR and NFC scans

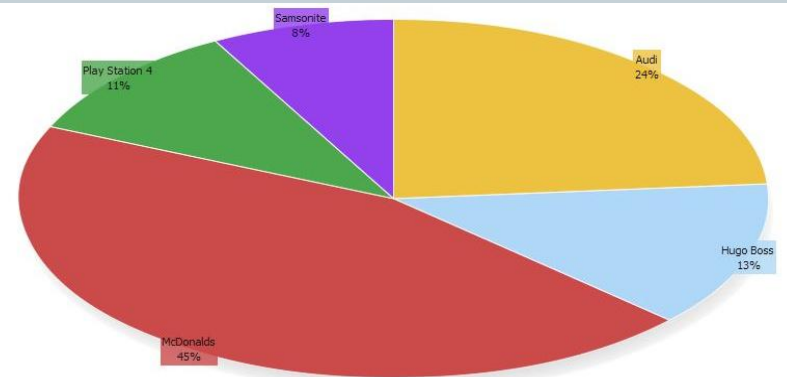
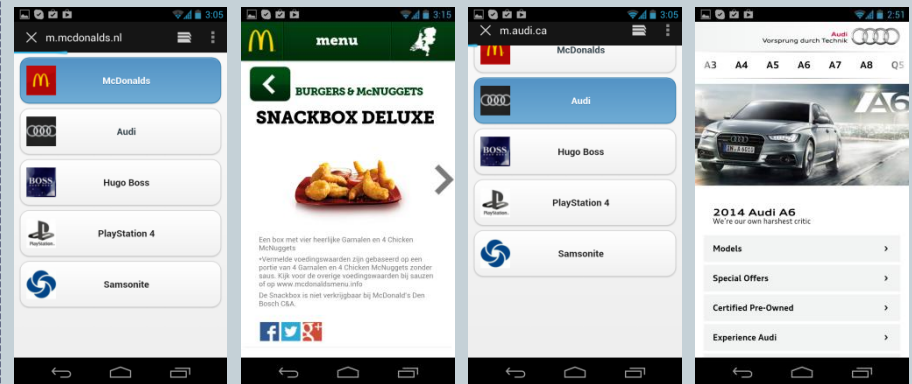


TapTrack Scan Management Platform



Record Metrics Beyond Just Scans

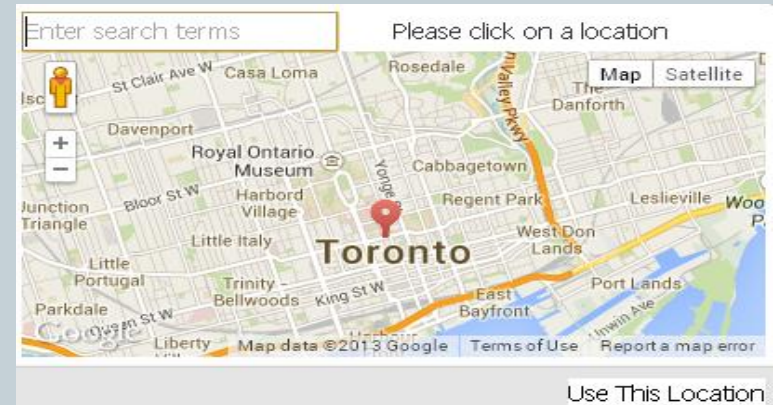
- Gain insight into what users interact with after scanning
- See what content is visited most and revise messaging mid-campaign
- View your statistics and export to Excel



Export Chart Data to Excel

Location Based Marketing

- Provide location based marketing strategies
- Geotag your Ads
- Change strategy based on location

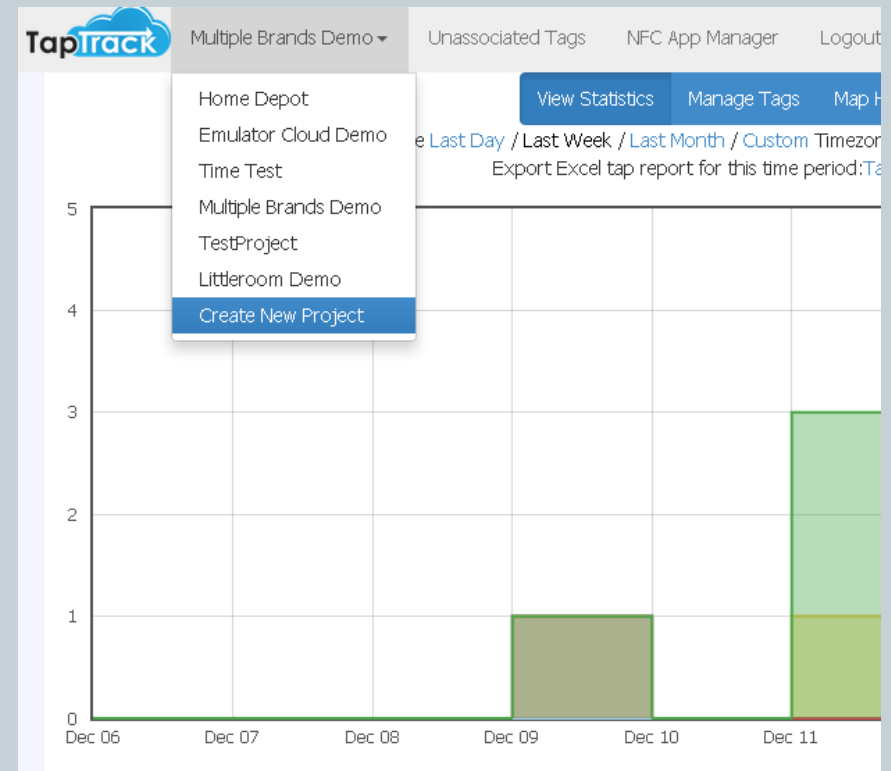


TapTrack Scan Management Platform



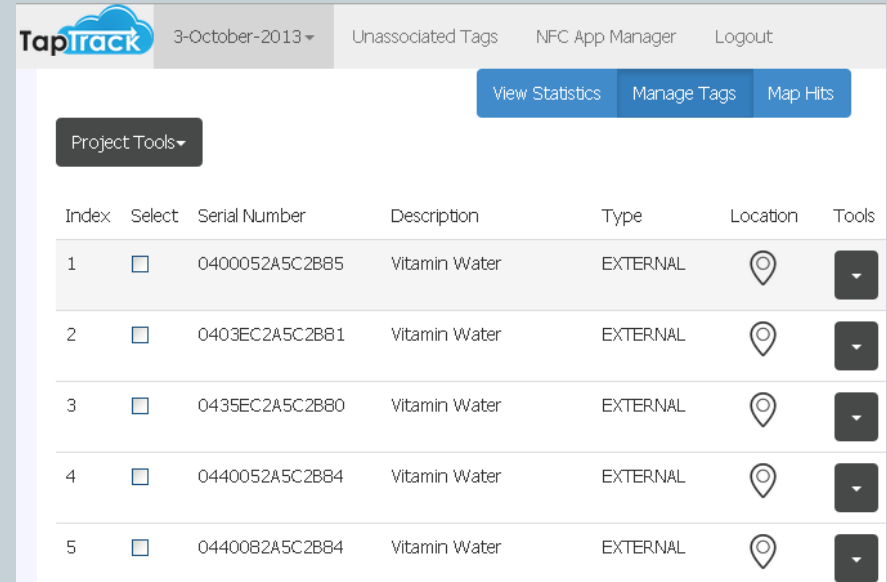
Scalable to Suit your Current and Future Needs

- Create unlimited campaigns
- Scale mobile marketing projects effortlessly
- Make different projects for each campaign
- Move tags between campaigns
- Keep tags unassociated until campaign is active













Dynamic Content Management System

- Update content in the cloud
- No need to reprogram codes or tags
- Add & remove tags /QR codes easily
- Export QR codes
- Edit Batches of Tags

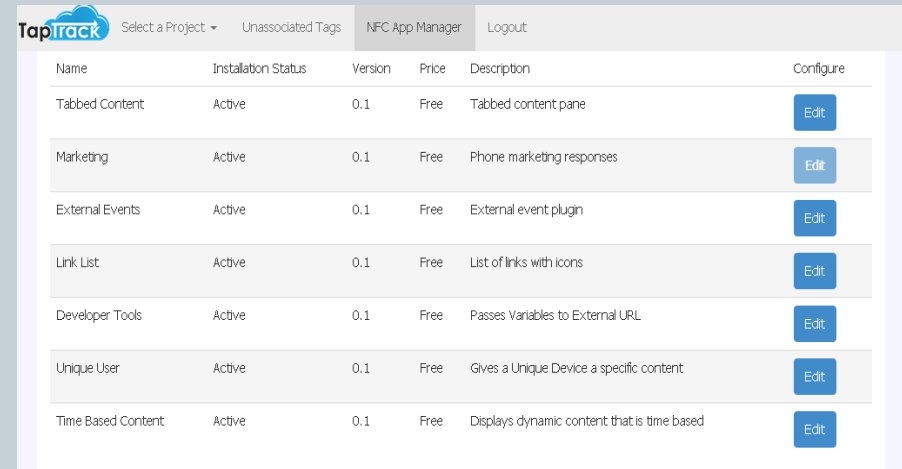


The screenshot displays the TapTrack Scan Management Platform interface. At the top, there is a navigation bar with the TapTrack logo, the date "3-October-2013", and links for "Unassociated Tags", "NFC App Manager", and "Logout". Below the navigation bar, there are three buttons: "View Statistics", "Manage Tags", and "Map Hits". A "Project Tools" dropdown menu is visible. The main content area features a table with the following columns: Index, Select, Serial Number, Description, Type, Location, and Tools. The table contains five rows of data, all representing "Vitamin Water" tags of type "EXTERNAL".

Index	Select	Serial Number	Description	Type	Location	Tools
1	<input type="checkbox"/>	0400052A5C2B85	Vitamin Water	EXTERNAL		
2	<input type="checkbox"/>	0403EC2A5C2B81	Vitamin Water	EXTERNAL		
3	<input type="checkbox"/>	0435EC2A5C2B80	Vitamin Water	EXTERNAL		
4	<input type="checkbox"/>	0440052A5C2B84	Vitamin Water	EXTERNAL		
5	<input type="checkbox"/>	0440082A5C2B84	Vitamin Water	EXTERNAL		

Enhanced Functionality Available Through Add-on Modules

- Publish mobile content without coding effort or development
- Create SMS, Email and Social Media campaigns
- Record metrics from external sites
- Pre-schedule content updates
- Customize modules for unique customer needs



The screenshot shows the TapTrack interface with a navigation bar at the top containing the TapTrack logo, a dropdown menu for "Select a Project", and links for "Unassociated Tags", "NFC App Manager", and "Logout". Below the navigation bar is a table listing various add-on modules. Each row in the table includes a "Name" column, an "Installation Status" column (all are "Active"), a "Version" column (all are "0.1"), a "Price" column (all are "Free"), a "Description" column, and a "Configure" column with an "Edit" button.

Name	Installation Status	Version	Price	Description	Configure
Tabbed Content	Active	0.1	Free	Tabbed content pane	Edit
Marketing	Active	0.1	Free	Phone marketing responses	Edit
External Events	Active	0.1	Free	External event plugin	Edit
Link List	Active	0.1	Free	List of links with icons	Edit
Developer Tools	Active	0.1	Free	Passes Variables to External URL	Edit
Unique User	Active	0.1	Free	Gives a Unique Device a specific content	Edit
Time Based Content	Active	0.1	Free	Displays dynamic content that is time based	Edit