

ZENREACH AND MEDIA PARTNERS

# The New O2O: Selling Marketing Services That Close the Loop

Partnering with media companies to leverage WiFi to engage, contact, and drive walk-in customers to local businesses

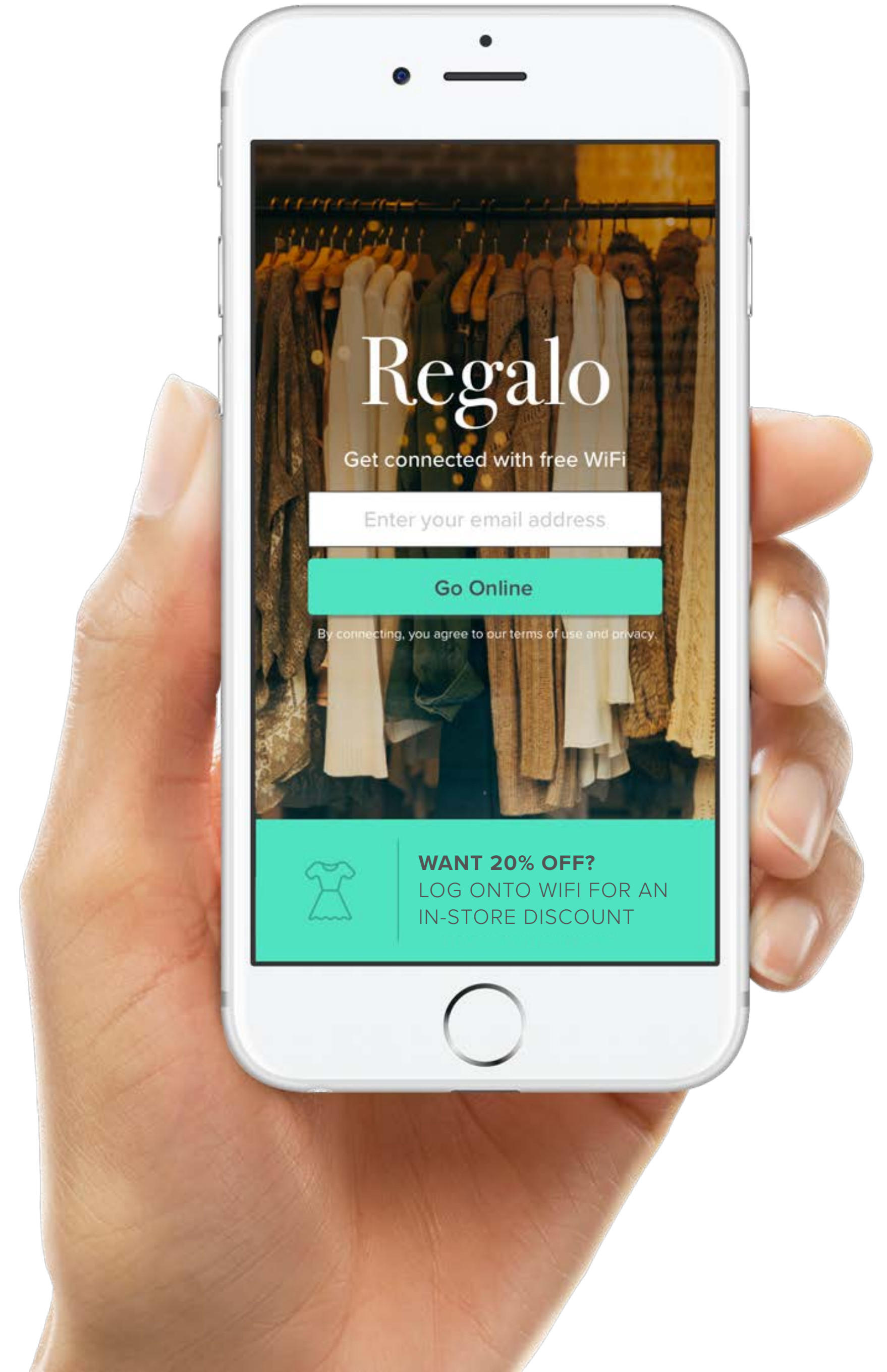
zenreach

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## ZENREACH DELIVERS AUTOMATED SOCIAL WIFI MARKETING

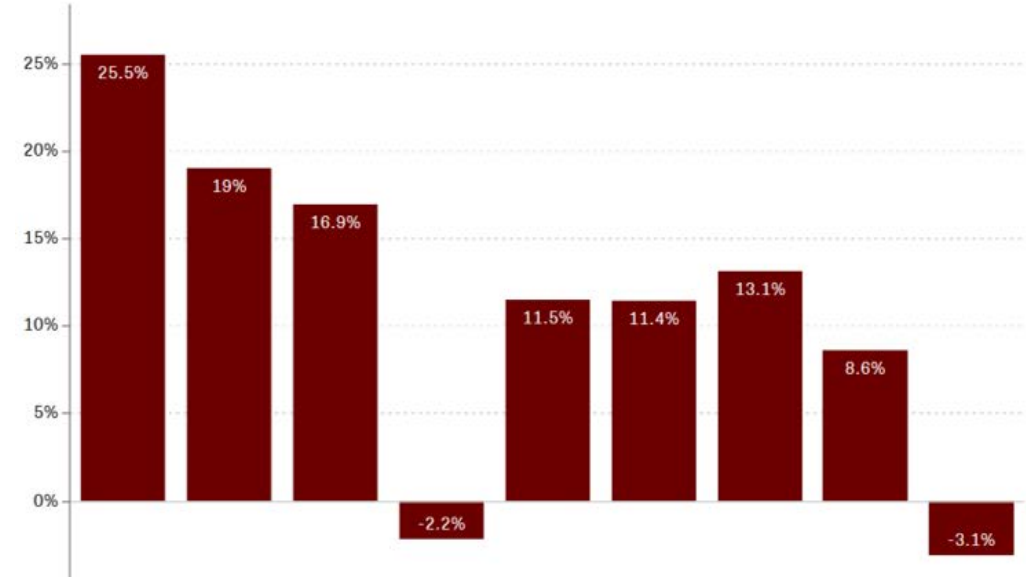
Zenreach closes the loop by turning the cost of providing guest WiFi into a true Marketing Services Platform and business investment with measurable ROI.



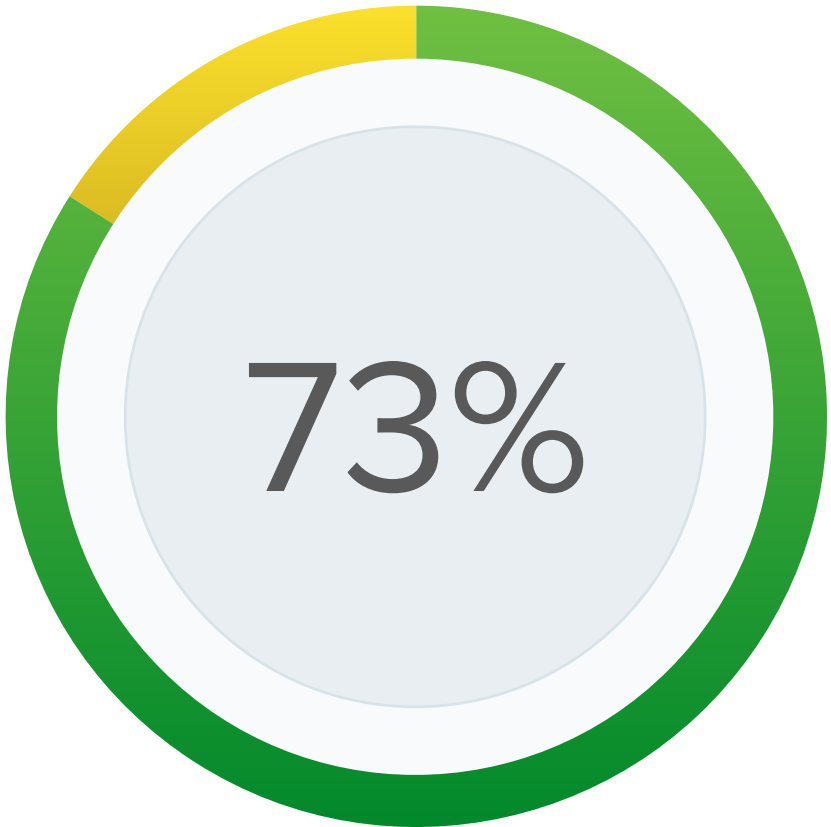


DIGITAL IS A CONSTANT EVOLUTION

Traditional Media → ‘Traditional Digital’  
→ Smart Mobile



In 2016, Spending on Banner Advertising declined -3.1%, continuing a 10 year decline in growth



73% of SMBs state that SEM was ineffective, producing either no leads or very few leads

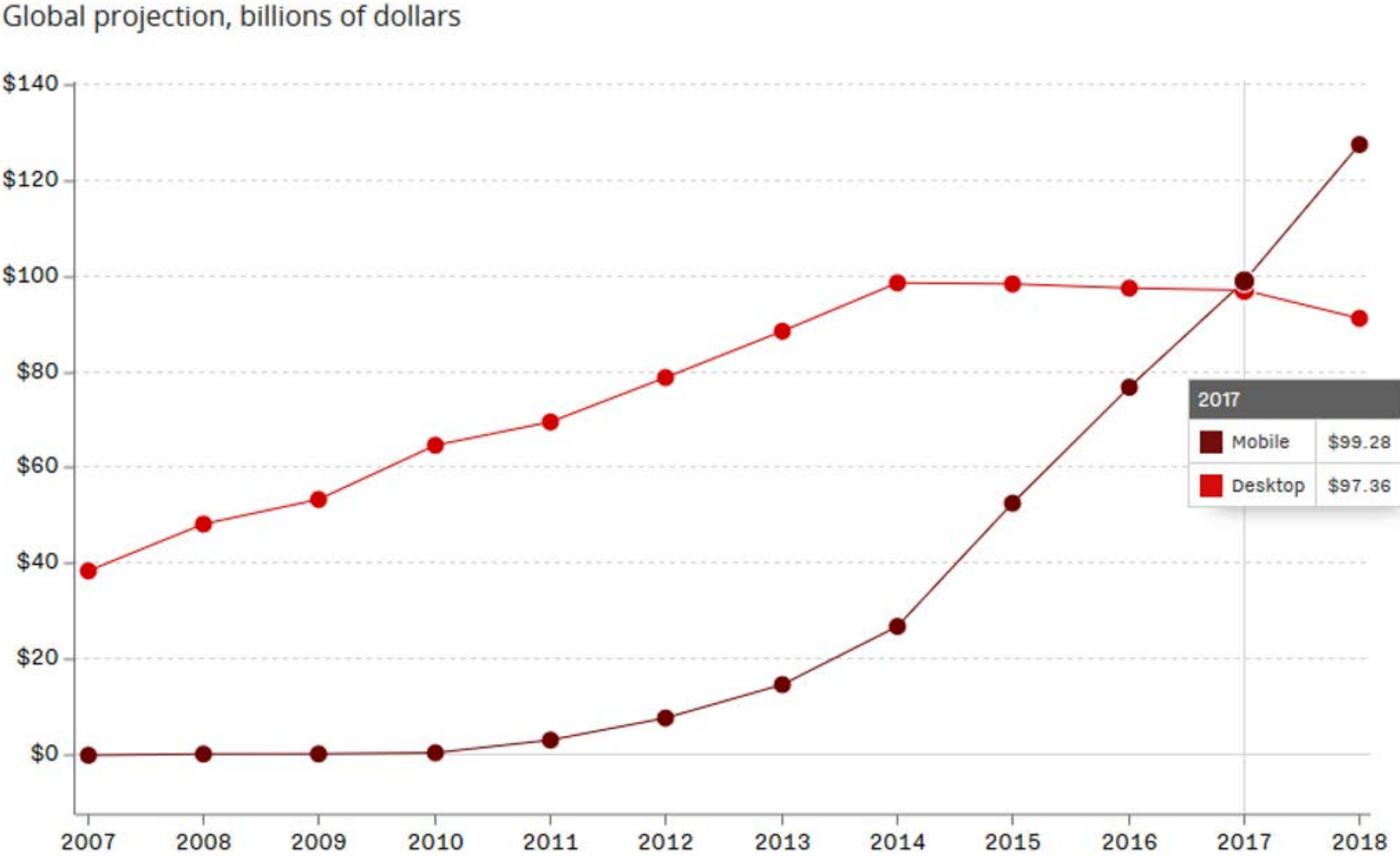
*“Outside of unique reach, the impression as a metric is dying a death in terms of meaningfulness.”*

*- M. Vinter, Iprospect*

SOURCES: RECODE, 2016; MANTA, 2016; PHOTO: WSP.COM, QUOTE: M. VINTER, IPROSPECT

MARKETING MESSAGES MUST BE MOBILE

Mobile internet ad spending is about to overtake desktop



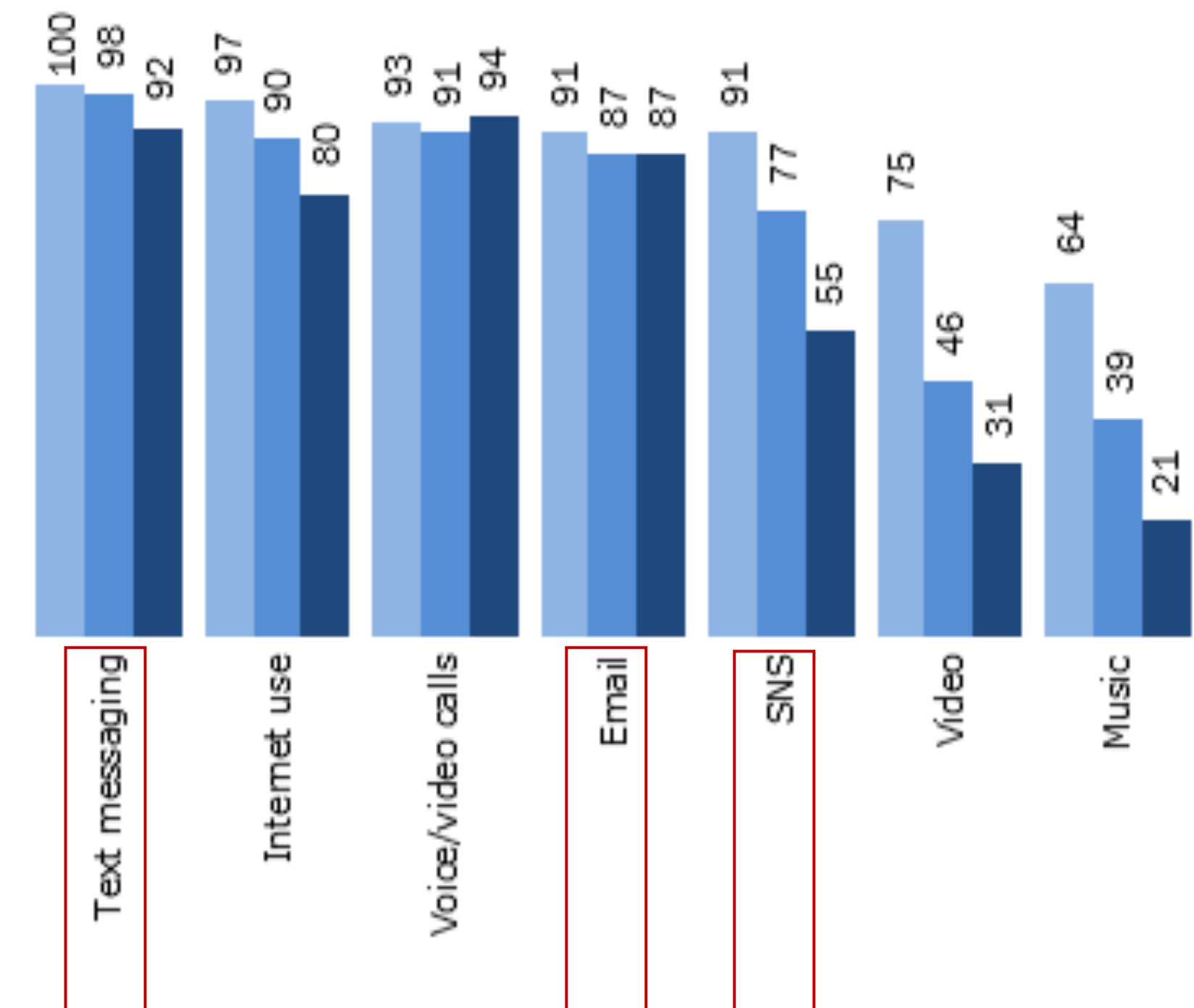
SOURCE: RECODE, ZENITH, 2016

## TRENDS & HABITS IN SMARTPHONE USAGE

# Mobile: It's all about messaging

*% of smartphone owners in each age group who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period*

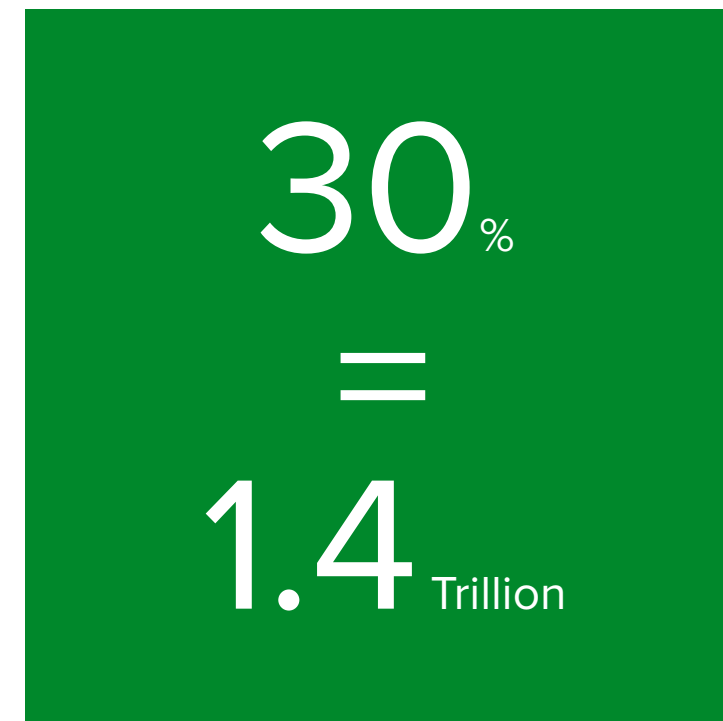
■ 18-29 ■ 30-49 ■ 50+



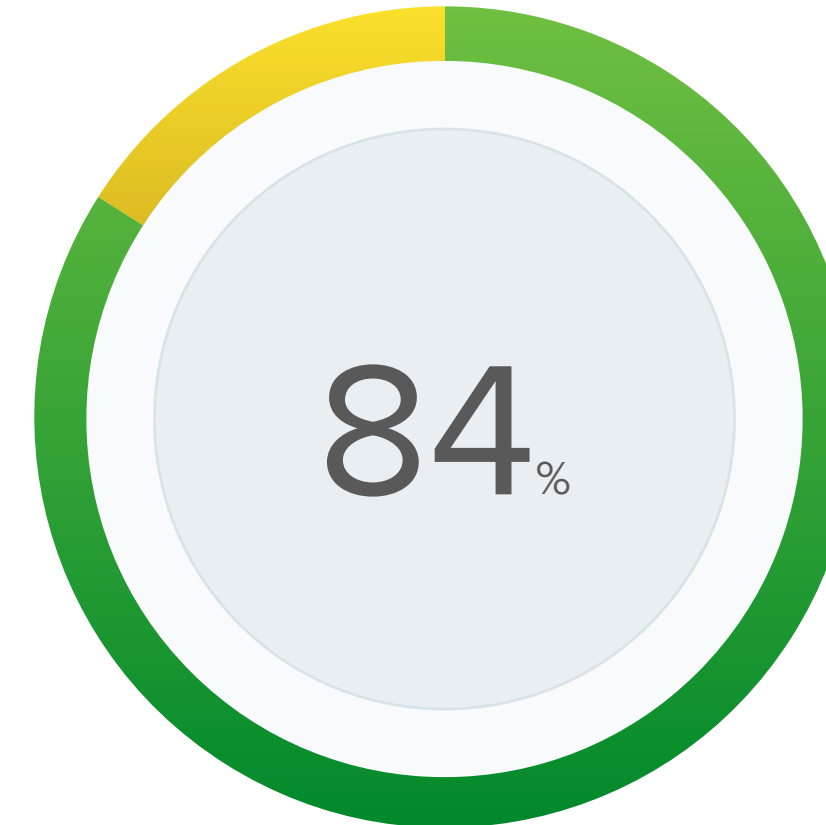
SOURCE: PEW

## MARKETING TO MILLENNIALS

Millennials want personalized marketing.



By 2020, millennial spending in the U.S. will grow to \$1.4 trillion annually and represent 30 percent of total retail sales.



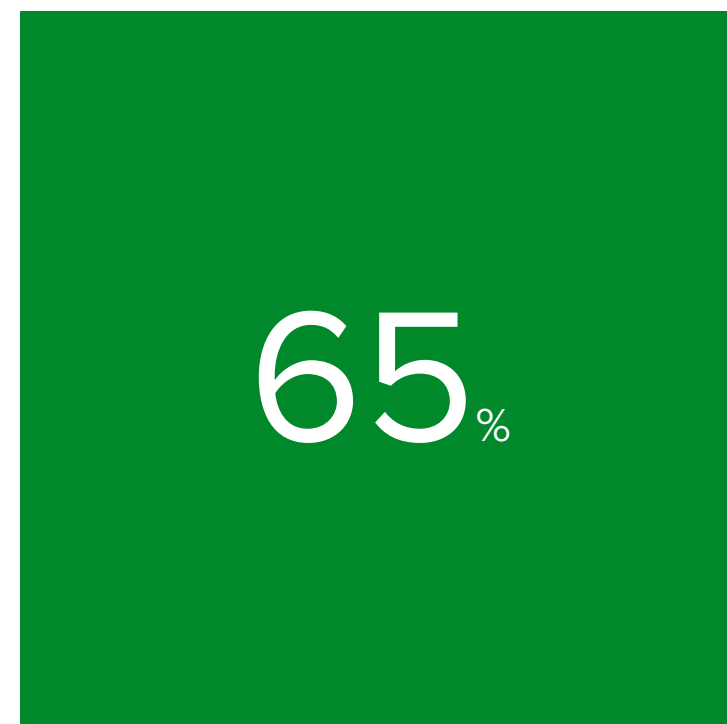
84 percent of millennials don't like or trust traditional advertising

SOURCES: ACCENTURE, 2016; THE MCCARTHY GROUP, 2016

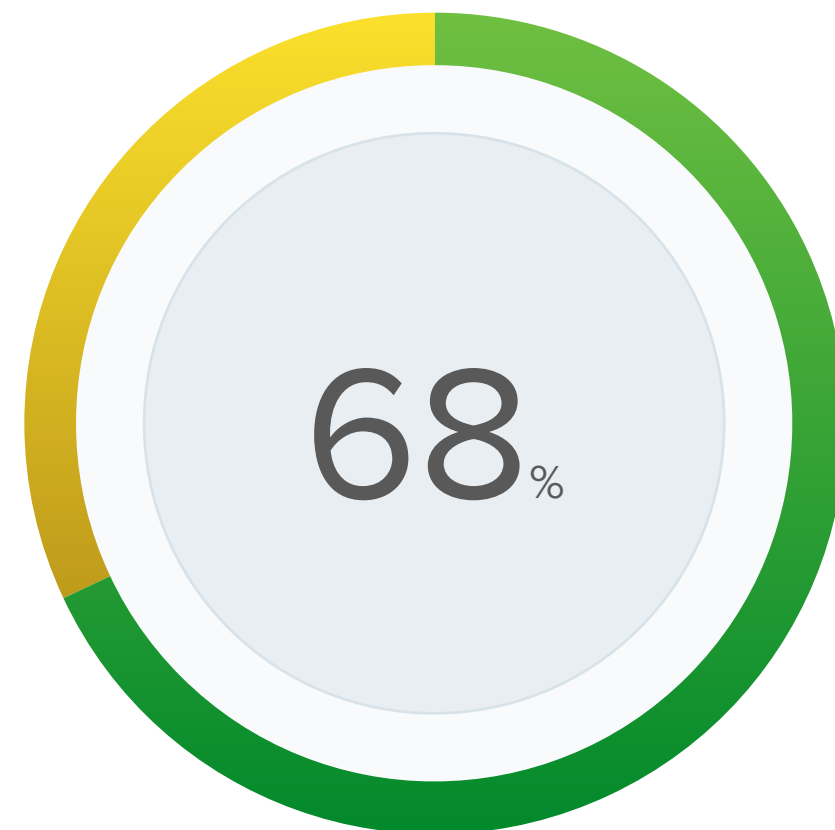


## WHAT CUSTOMERS WANT

Customers expect free WiFi.  
Until now, providing WiFi was a  
sunk cost.



Percentage of customers who  
expect free WiFi at restaurants



Percentage of internet traffic  
that will be generated by Wifi  
and mobile-connected devices  
in 2017

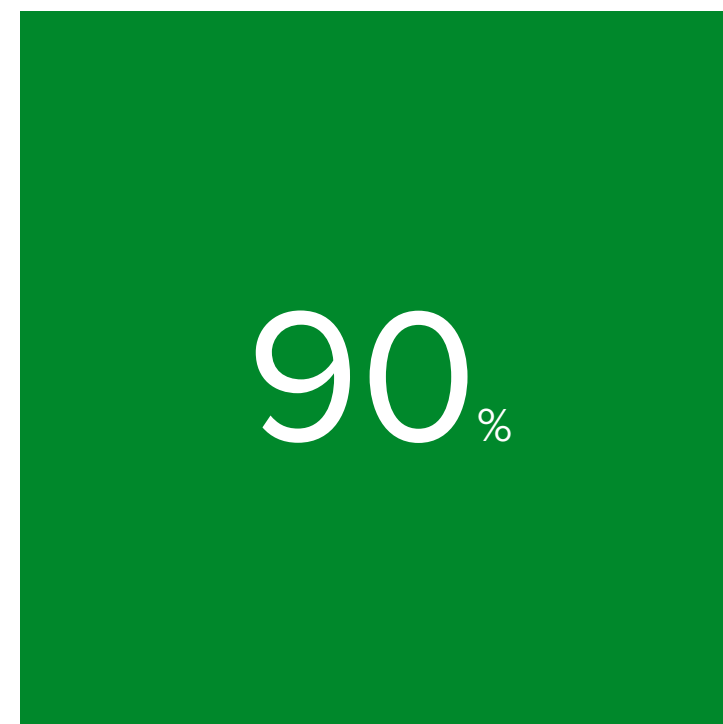
SOURCES: HOSPITALITY TECHNOLOGY 2015; HOSTINGFACTS, 2016



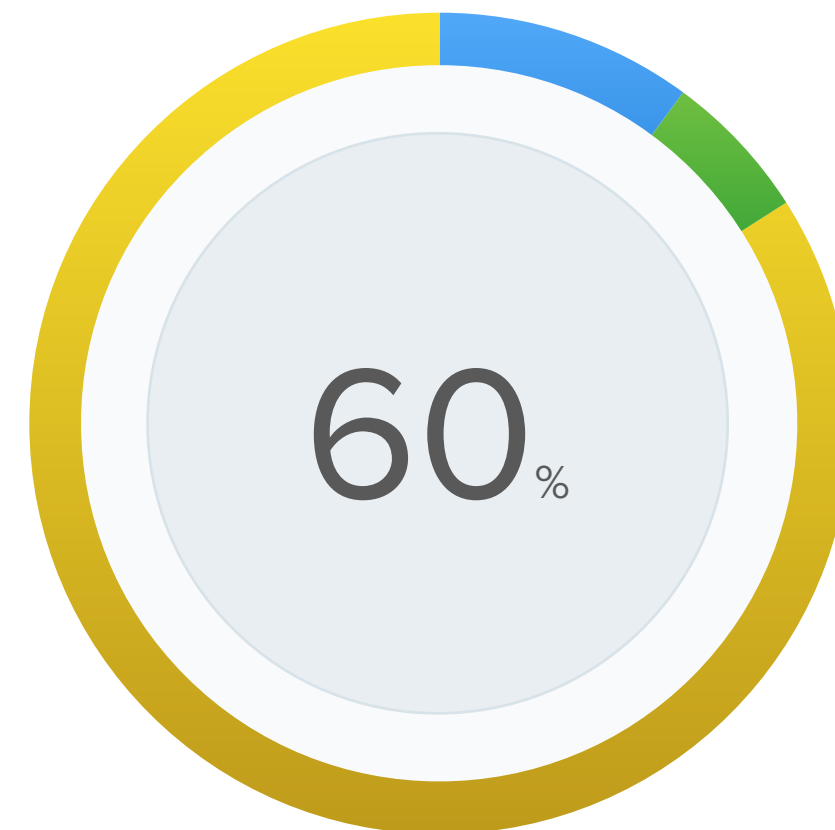


## CUSTOMER LOYALTY

Engage local customers in new ways, keeping them feeling welcome and building loyalty.



Engaged consumers buy 90% more frequently.



Engaged consumers spend 60% more per transaction.

*"Customers who 'sign on' through Zenreach WiFi visit **65% more often** than customers who don't."*

SOURCE: CICERION, 2016

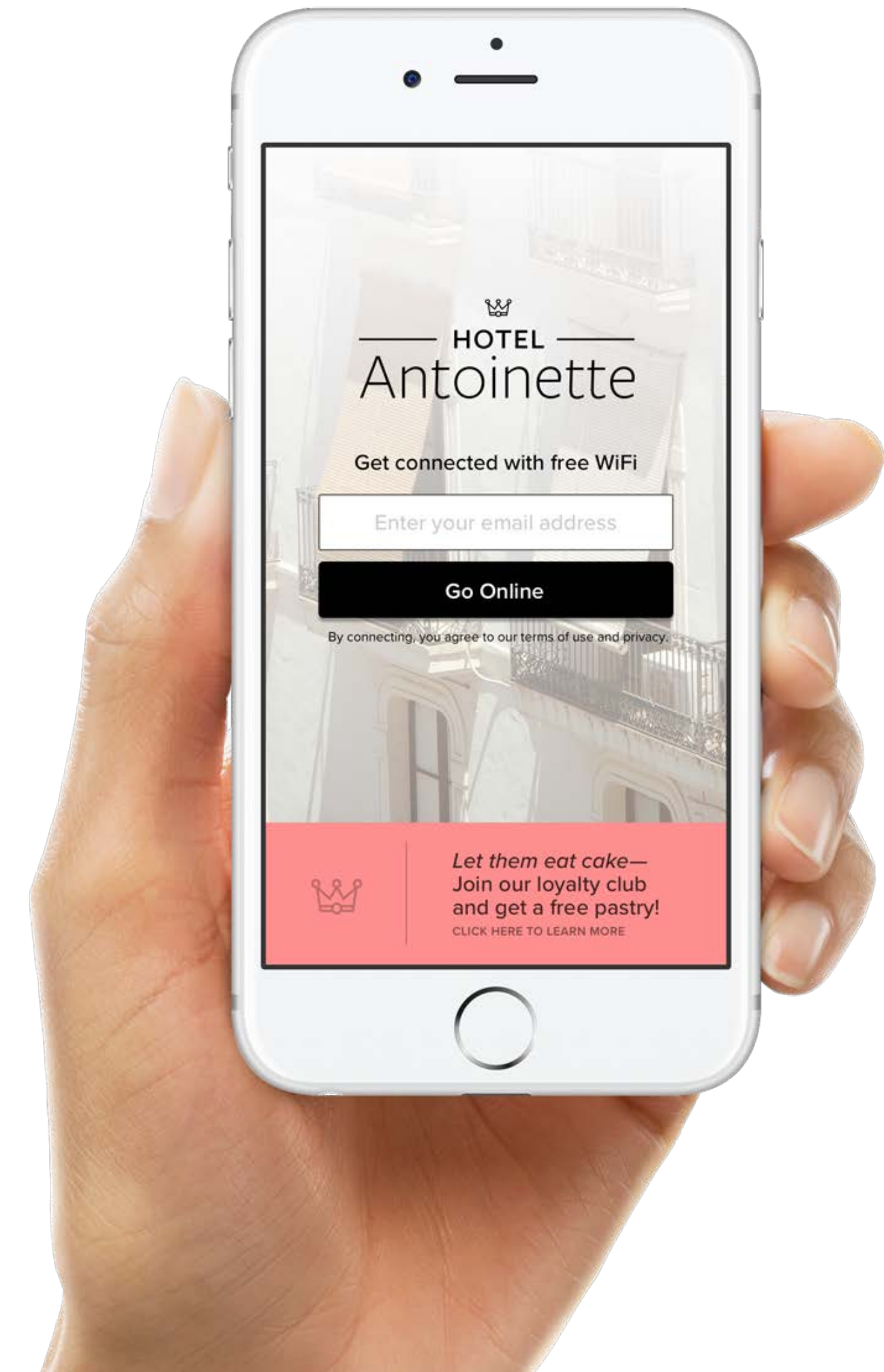




## REACHING CONSUMERS IN THE MOBILE / SOCIAL WORLD

# 2017 Advertising Best-practices, summarized.

- **Mobile:** The presumption must be that your consumer is viewing your message on a mobile device
- **Permission-based:** In some way, the most effective marketing involves some form of permission, familiarity or opt-in
- **Relevant:** Marketing measured by return customers within 7 days.
- **Timely:** Know when your customer last visited you and when you want them to see you next
- **Location-aware:** Marketing messages should know where your consumer is and where you want them to go
- **Attributable:** Marketing must objectively link the desired result to the originating marketing campaign delivering ROI

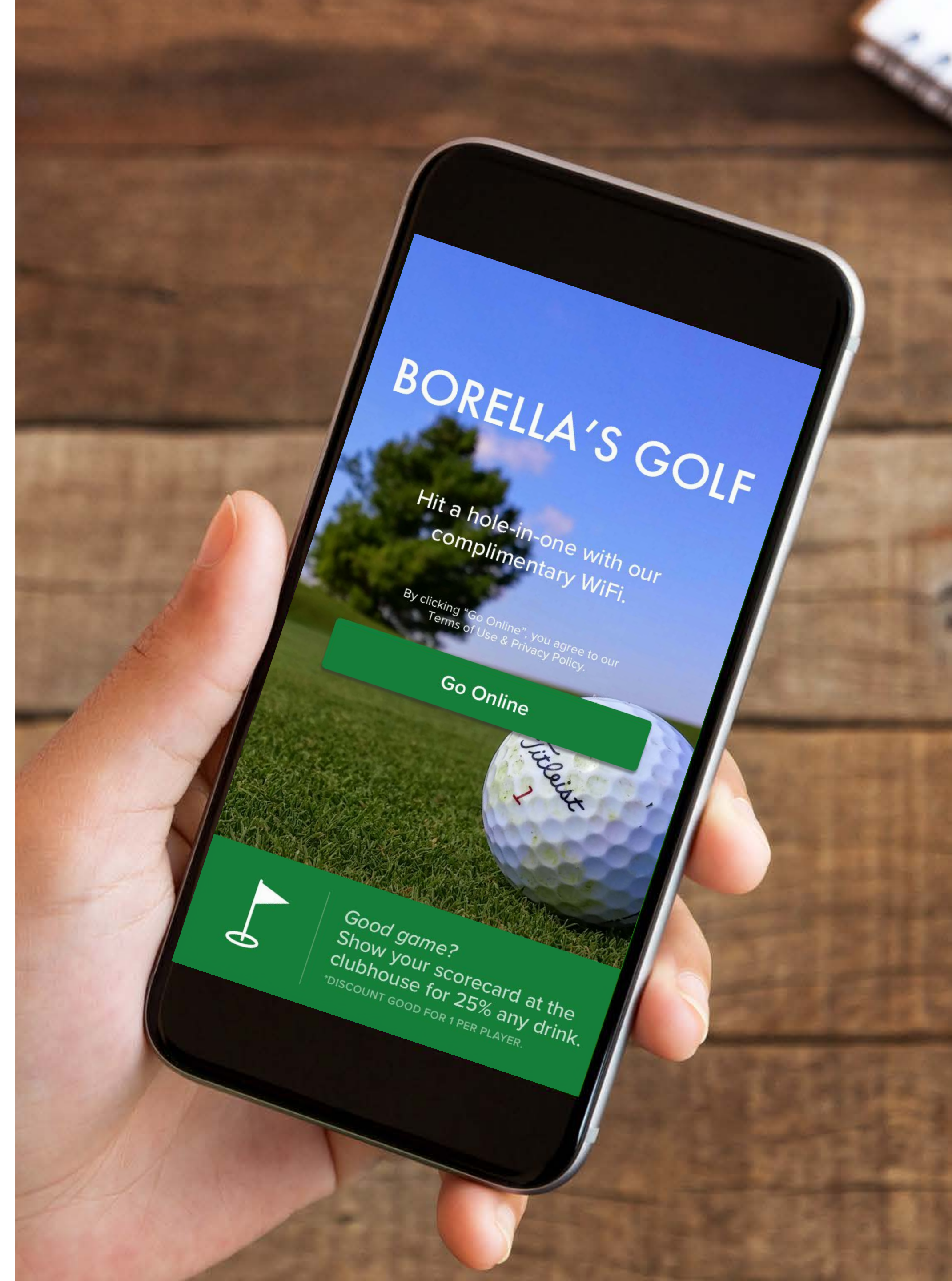




## ZENREACH - THE ONLINE TO OFFLINE SOLUTION

# Smart marketing, delivered.

- **Super-charged CRM:** Smart contact collection, 5x faster: collect emails, phone numbers, social media, age, gender, location, and number of visits through WiFi.
- **Automated personalized messaging:** Triggered messaging to first-time, repeat, loyal, and lost customers.
- **True ROI - Walk-Through Rate:** Marketing measured by return customers within 7 days.
- **Branded experience:** Customized WiFi portal to drive engagement, apps, advertising opportunities, and more.





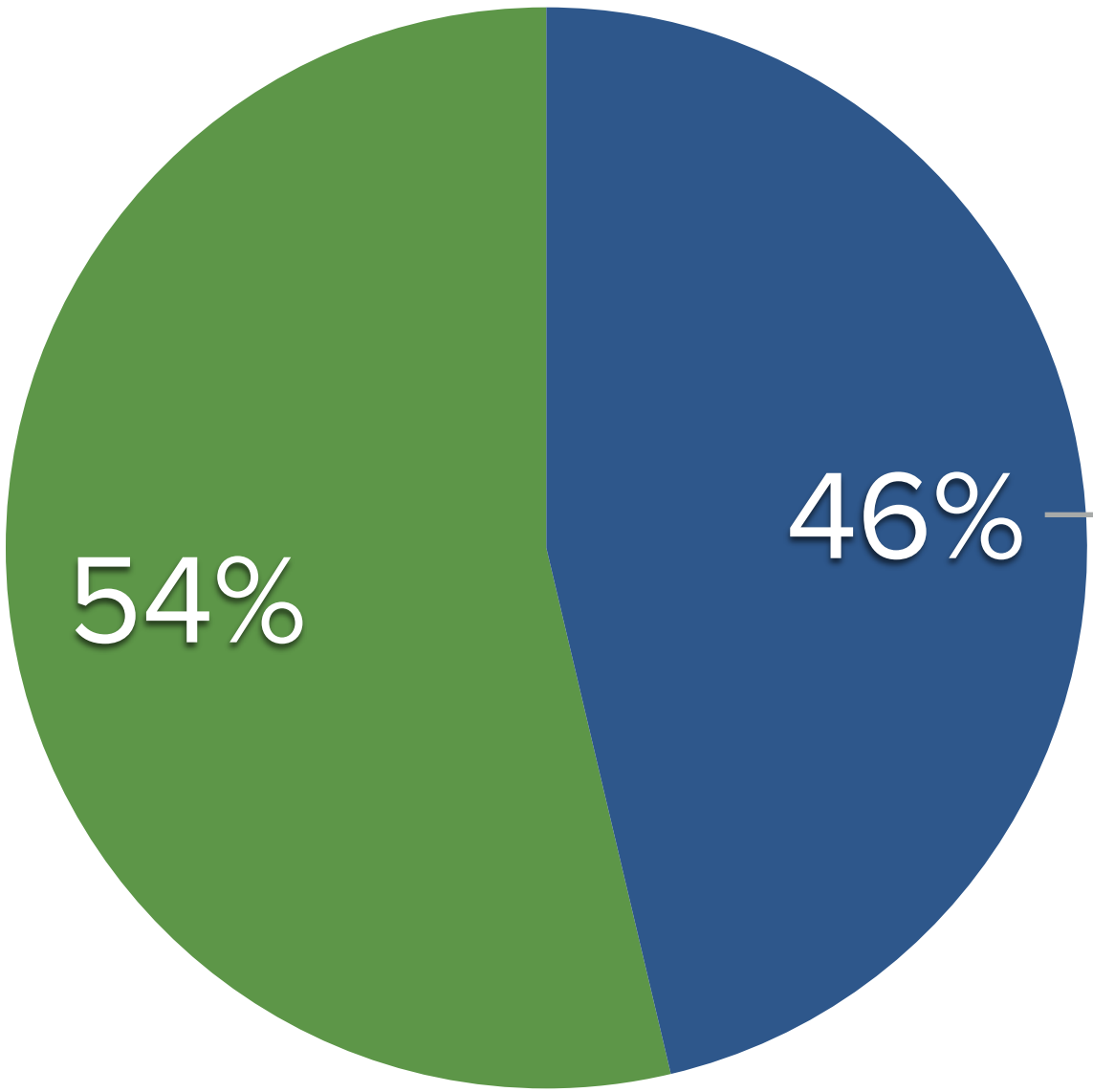
CLIENTS AND VERTICALS

Marketing Partner Categories:

Newspaper, radio, television and local cable, magazines.

Top Advertiser Verticals:

Retail / F&B, auto, travel, and entertainment.



46.3% of 2015 Digital Ad Spend (\$60B):

- Retail
- F&B
- Automotive
- Travel
- Entertainment

SOURCE: EMARKETER.COM, 2015

ZENREACH MARKETING VERTICALS





PUBLISHERS, MEDIA COMPANIES, AND AGENCIES

# 4EG Case Study

## CHALLENGE:

- No effective email collection method
- Need for communication with their customers

## ZENREACH SOLUTION:

- Increased email collection rate with branded captive portal
- Customer visit history and demographic profiles (name, age, gender, location, contact) into CRM
- Automated smart marketing through Zenreach platform for new, repeat and loyal customers

## RESULTS:

- 63,000 contacts and counting
- 13,000+ return customers
- 20% walk-through rate™



*“Our email database has grown dramatically and the customer demographics Zenreach provides helps our managers and marketing team better understand our customers and create the best 4EG experience possible.”*

*- Ryan Gac, 4EG*





PUBLISHERS, MEDIA COMPANIES, AND AGENCIES

# Jim Butler Chevrolet Case Study

## CHALLENGE:

- Struggle to collect quality email addresses
- Website providing less than 100 email addresses/month

## ZENREACH SOLUTION:

- Automated email collection through free guest WiFi
- Ability to know when customers are walking back into dealership
- Identifying targeted customers based on visit frequency

## RESULTS:

- Email collection 6x more than previous rate
- Higher open and click-through rates with automated, smart marketing
- 36% walk-through rate™



**100%+ ROI from email  
marketing with Zenreach**





## ZENREACH PARTNER PROGRAM

Tailored for Media Companies  
looking to help close the online-to-  
offline loop.

### MARKETING SERVICES PARTNERS



Zenreach's Marketing Services Partners program is suited for Digital Marketing Agencies, Local Search Firms, Media Companies, and Web Development Houses to deliver a high-value digital solution to your local and global clients.



## PARTNER PROGRAM BENEFITS

# Why become a Zenreach Partner?

### Differentiate from your competitors

Use Zenreach as a value-added service to differentiate your product and solution from the competition.

### Earn additional recurring revenue

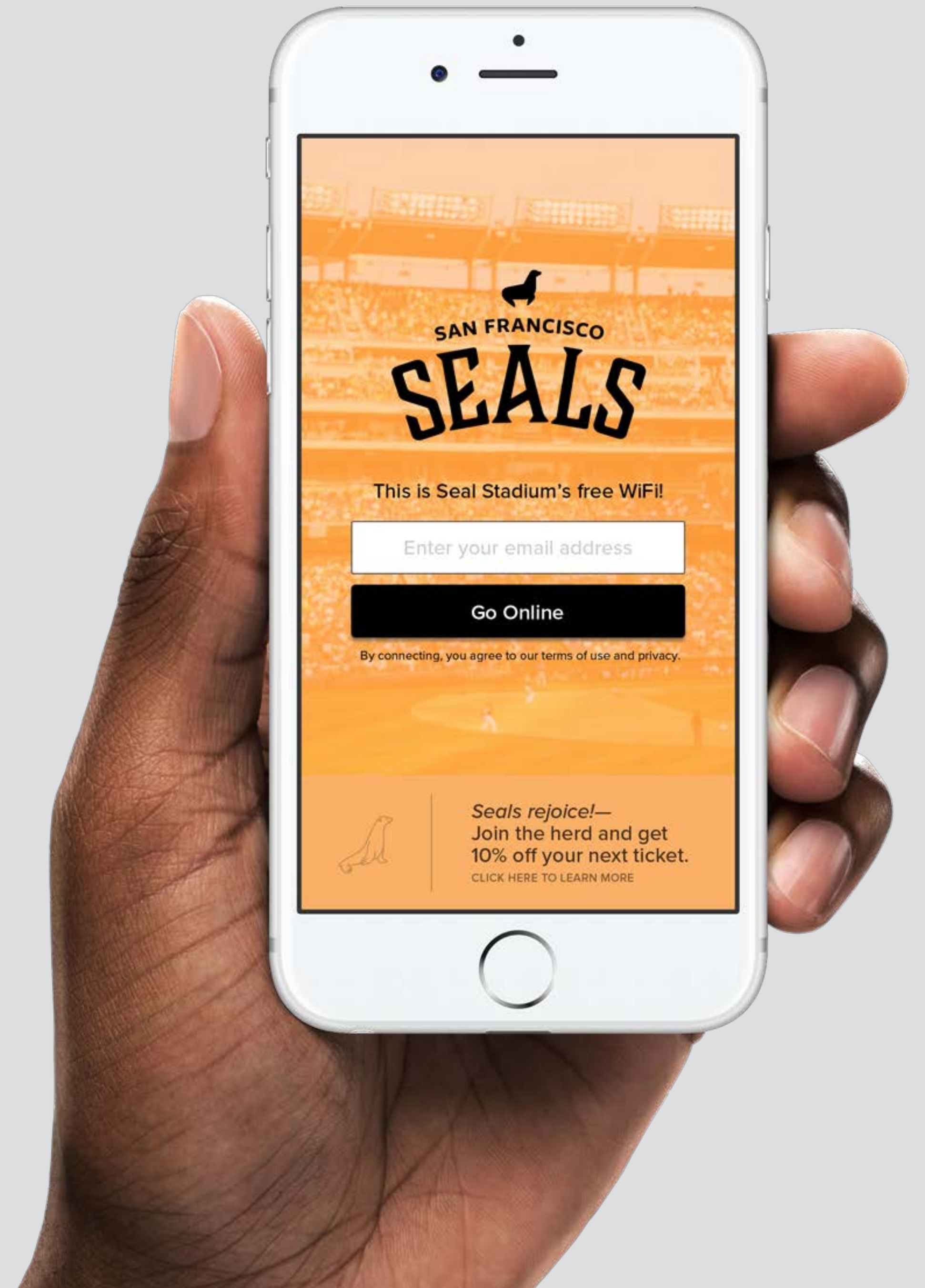
With Zenreach's referral and reseller programs, earn additional margin and revenue from our SaaS subscription solution.

### Deliver real results & ROI

With Zenreach's Walk-through-rate, provide your clients with real results: In-store consumers with clear, provable attribution and ROI.

### Increase existing product value

Integrate with your loyalty enrollment, reviews, app downloads, social, offers, deals, content and more.





THANK YOU

Get in touch with us at  
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