



TECHNOLOGY

PROMOTIGO



Scaling Digital Promotions By
Building Trust In Every Experience



Promotigo

> PROMOTIGO: About Our Product

OUR PRODUCT

SaaS Marketing Technology

Automates the design, creation, management and processing of digital promotions to help marketers improve ROI by scaling promotional marketing and data collection campaigns.

Promotigo is a versatile SaaS solution designed to cater to a diverse range of business needs and technical expertise. Delivered under a convenient subscription model, this platform can be deployed in two ways:

- **Managed Service:** Offers the expertise of our dedicated team to handle all aspects of designing a promotion and executing a promotion using our technology.
- **Self-Service Option:** Launching mid-2024. Our self-service tool empowers users with direct access to all tools and features of our platform to design, create and process digital campaigns.

UNIQUE APPROACH

The Experience Behind the Experience

The team behind Promotigo's technology has designed, implemented, and executed some of the world's most successful promotional campaigns.

This wealth of experience is embedded into the core of our technology, which is not based on theoretical best practices but informed by real-world, successful campaign strategies, enhancing the reliability and effectiveness of our technology.

- **Embedded Expertise:** Comprehensive knowledge of the planning, legal, regulatory, and data management that goes into a successful campaign helps drive functional and non-functional requirements that go into our technology.
- **Collective Learning:** Client insights, successes, and challenges become a powerful resource for refining and advancing our technology for the collective benefit of our user community.

PROBLEMS WE SOLVE

Enabling Creativity By Building Trust in Every Experience

Accommodates all sources of creativity, including our own. Allowing brands to differentiate in a crowded digital promotions landscape. Increasing engagement, collecting more first party data and changing consumer behaviour.

Coupling our back-end, grounded in an understanding of promotion mechanics, data processing, security, and compliance, with an API-First approach opens the door to a range of creative innovations from any source.

- **API-First Design:** The design approach in the back-end architecture significantly facilitates and enhances the ability for creators to access and utilize a wide range of resources and services, regardless of source.
- **Templated Creativity:** Pre-designed templates of the successful engagement mechanics serve as a starting point for promotional design and creation. When speed, consistency, scalability, and cost are crucial.

➤ Promotions Technology Key Features

CLOUD PLATFORM



Software as a Service (SaaS). Available as a Self-Service or Managed Service model. Built on Microsoft Azure Platform.

SELF-SERVICE CREATIVE



Streamlines the process of designing campaigns ensures consistency, efficiency and scalability.

INNOVATION CONNECTOR



Seamless integration of front-end and a robust back-end through the API -First design. Accommodates range of creative engagements that ensure differentiation and successful campaigns.

PII INTEGRATION



The leading data processor platform complies with regulations such as GDPR and certifications such as ISO 27001, offering seamless integration potential with leading tech stacks.

BACK END STABILITY



Holistic focus on mechanics enhances user engagement and satisfaction and streamlines operational efficiency, increases compliance and scalability

LEARNING COLLECTIVE



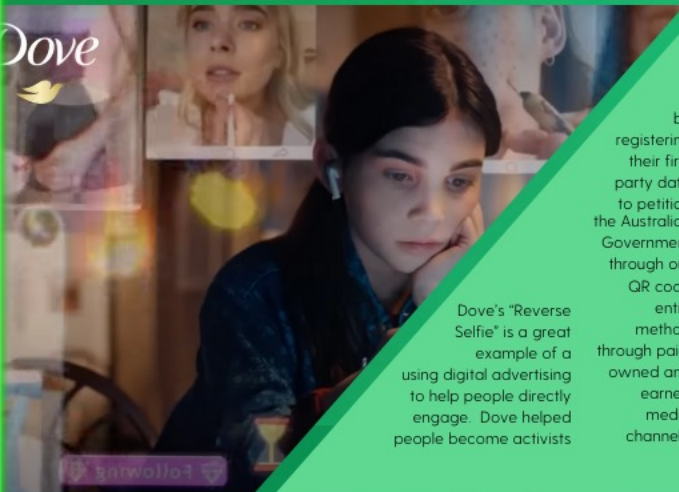
Collective knowledge of leading Functional Requirements such as winner selection mechanics, winner management, front-end gameplay with the Non-Function Requirements such as security and regulatory rules processing.

ENABLING ALL FORMS OF CREATIVITY

Balancing Front-End Innovation with Back-End Stability

Front-end creativity connects and encourages people to engage. Promotigo's Template-based Promotion Development Software offers significant cost-effective, time-saving, scalability, and integration benefits. However, Promotigo's API-first design means that the back-end accommodates an endless range of creative solutions. Leaving our customers to bring continuous innovation to a stable back-end platform, ensuring significant commercial benefits to our clients.

Digital Activism: The New Frontier of Value Exchange



by registering their first party data to petition the Australian Government through our QR code entry method through paid, owned and earned media channels.

Dove's "Reverse Selfie" is a great example of a using digital advertising to help people directly engage. Dove helped people become activists



Promotigo's technology seamlessly automates an intricate collection promotional processes: Ranging from how people enter the promotion, how they are engaged throughout the campaign and how the promotion is managed, tracked and processed in the back-end. These mechanics involve various components such as entry methods (e.g online forms, QR Codes, purchase based entries), engagement strategies, (e.g games, interactive content), data

management, legal compliance and winner selection process (e.g. random prize draw, skill contents, points collection or judging or games of chance).

A Lot Goes Into a UGC Competition & Prize Draw

Demonstration of the value of technology. Considerations for a 'user-generated content' competition. Users load photos of goal celebrations to win cup final tickets. There are two winner selection mechanics: 1. automated voting for a chance to enter into the random prize draw. 2. Random prize draw. Enter through an online entry form and engage through a microsite and via a plugin to the title sponsor's owned media channels. Promotigo's SaaS technology product can create, configure, and manage this. Technology makes designing and processing campaigns cost-effective, allowing companies to do more of what changes behavior and collects consented personalised marketing data.

FRONT-END

Configure User Interface for UGC Submission

- Online photo upload
- Interactive elements for goal celebration photo submission
- Microsite and Plugin Integration
- Voting Interface
- Notification System
- Promotional Offer Display

integrated engagement and data management

BACK-END

Configuration Requirements

- Secure submission storage, user data
- Algorithm for fair and random prize draw
- Automate system for winner notification
- Sending consented data to company tech stack
- GDPR compliance for data handing, transfer and storage

Industry Leading Library of Community Inspired Templates

Start with a variety of campaign frameworks, including different types of UGC campaigns such as photo content, video challenges, story submissions, etc... Select from a range of design elements like layouts, color schemes, fonts, and graphics tailored to fit brand or campaign art direction. Designated areas for brand logos, sponsor messages, or campaign hashtags. Ensures templates are optimised for various devices.

Share your iconic goal celebration for a chance to win

Upload yours now



Interactive Platform Configuration

Configuring the interactive elements of a digital campaign. Creation of plug-in for campaign experience on title sponsor page, and creation of dedicated microsites.

Dynamic Entry Form Configuration

Process for designing and implementing a flexible and user-friendly online form to enter the competition, which is a key aspect of consented first-party data collection

REQUIREMENTS

Functional

- UGC Upload and Management
- Automated Voting Mechanism
- Prize Draw Mechanism
- User Data Processing for Personalised Marketing (First Party Data)

REQUIREMENTS

Non-Functional

- Performance and Scalability
- Security
- Compliance (GDPR, Contest & Gambling Regulations)
- Integration with CRM systems
- User Experience (minimal downtime, quick upload)

➤ Brands and Companies Who Trust Promotigo



examples of how our clients used our technology

Media and Direct Engagement Campaigns

UNILEVER 'NOT AVAILABLE IN THE METAVERSE' SAMPLING AND GUARANTEED REWARD MECHANICS

Unilever extended the value of their "Not Available in the Metaverse" Magnum Ice Cream digital advertising campaigns by linking a direct entry link in the final frame of the ad. Several value exchanges were offered to encourage direct engagement and consented to first-party data. Promotigo Plug-In enabled experience to run on Magnum Owned Media sites.

Join us for the ultimate indulgence

Pleasure-seekers, the world of Magnum is just a click away. Join us and discover all-new taste experiences and get a first glimpse at exclusive Magnum promotions and competitions. You'll also be immersed in a world of creativity, with updates on everything from must-watch movies to boundary-pushing art, fashion and food inspiration. True luxury awaits.

Sign up today and join the Magnum Pleasure Club.

* Fields marked with an asterisk are required.

Email Address *

First Name *

Last Name *

Yes, I want to receive offers and updates from trusted Unilever brands via email and online advertising tailored to my interests and preferences. *

Please read our Privacy Notice to understand how we use your personal data.

I confirm that I am over 16 years old.

SUBMIT

PROMOTIGO ENTRY FORM

MAGNUM BOBBLES

Unlock Reward

Unlocked Coupon Code for UberEats

`magnumpleasure6j1v8u`

By making use of the code you confirm that you are at least 16 years of age or older and that you agree to the [Terms of Use](#).

AR REWARD

PLEASURE IS ONLY HUMAN

VALUE EXCHANGE: ADVISORY

VALUE EXCHANGE: UBER EATS COUPONS

Campaigns that hit targets for impressions, clicks, and views don't always convert to sales. Direct engagement promises to close the gap between marketing, engagement, and sales. People, inspired by the film, feel in control as they opt into a conversation, and it can be started almost anywhere – from a website link to a QR code. Promotigo's Technology extends ROI by making it easier for brands to create, manage, and process hundreds of promotions. Average 83% Consumer Opt-In Rates.



examples of how our clients used our technology

Meta Lead Gen Campaigns

Marketers create Lead Gen ads using the Meta Ads Manager. Within the ad, a lead form is included, which prompts users to provide their information, such as name, email address, phone number, and any other custom questions the advertiser may want to ask. The form is pre-filled with the user's information from their Facebook profile, making it easier for them to submit. Apothic Wine: User are offered a chance to collect a free sample via Meta Lead Gen. Speed: Promotigo can set up in 24 hours or clients can set up and test on their on time. Results: 5 X Higher Engagement, 10 x Opt-in rates Types of Lead Gen Experiences: Prize Draws Sampling Coupons Exclusive Content

Apothic Wine audiences were offered a chance to collect a free sample via Meta Lead Gen.


Subscribers can easily set up and test on their on time. Results: 5 X Higher Engagement, 10 x Opt-in rates Types of Lead Gen Experiences: Prize Draws Sampling Coupons Exclusive Content

Meta

This ad has been shared with you.

Apothic Wine (GB, DE, ES, ...)
Sponsored (demo) · 🌐

When it comes to smooth red wine, we don't think you can get smoother than Apothic Red. Request a free 250ml bottle & try it for yourself! 18+ only.



APOTHIC RED

When it comes to smooth red wine, we don't think you can get smoother than Apothic Red.

Request a free 250ml bottle & try for yourself!

18+ only.

FORM ON FACEBOOK

Beyond Smooth. Request your FREE sample.
Try it for free! 18+ only.

Like Comment

APOTHIC Lead Gen Giveaway Mechanics

Self-service campaign tool that helps marketers set up incentive experiences within the Meta environment. Experience is in Facebook, Not Post-Click. Building security, trust and eliminating barriers to entry which increases engagement rate and first-party data.



Total Trial Terms

Apothic Wines use a third party called Total Trial to process your request. Please accept Total Trial terms and acknowledge this information from Apothic Wines Europe

Sample Size: 250mL. Wine of U.S.A. Alc. 13.5% vol. 3.4 UK units. Contains Sulphites. The UK Chief Medical Officers recommend adults do not regularly drink more than 14 units per week. For the facts visit drinkaware.co.uk.

<https://apothic.total-trial.com/#termsConditions>

Over 18's only. 1 free 250ml bottle per household while stocks last. UK residents only. I confirm I'm over 18 years old

I'm happy to receive a feedback survey by email

I have read and accept the Total Trial terms and conditions of entry

I agree to the Terms and Conditions

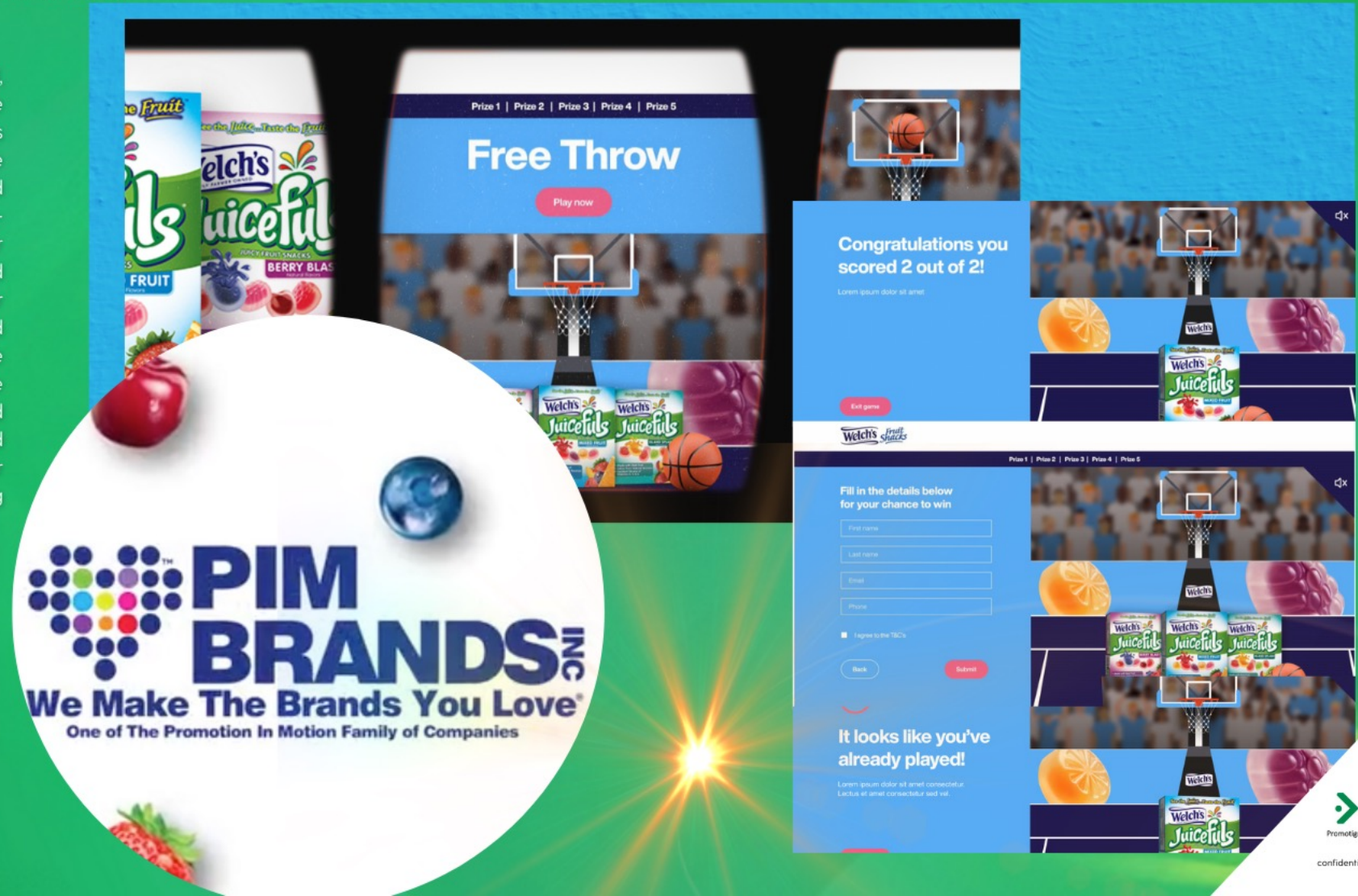
examples of how our clients used our technology

Games of Chance, Games of Skill

Welch's Fruit Snacks Game of Chance,
Guaranteed Reward Mechanics

'Free Throw Splash' How Promotigo's flexible templates made it possible to adapt the 'Score To Win' winner selection mechanic to leverage the excitement of the NCAA 'March Madness' basketball tournament in the United States.

PPIM Brands, a leading US Confectionery brand, wanted to talk to the massive national audience of the NCAA Basketball tournament. PIM selected Promotigo's 'Score To Win' Game template to quickly tap into the power of what is known as 'March Madness'. Front-end gameplay was created using Promotigo's 'Score-to-Win' template and adapted for basketball. The winner selection mechanic was a guaranteed reward mechanic based on making two shots, one shot, or missing both shots. Promoting adjusted the Front-End game template, set up a microsite, and launched in one week. The campaign ran with no media, links to the site from PIM Brands Facebook page (1.2 M followers and Instagram Page (50 K subscribers). 120,00 entries and 67% opt-in rates meant that almost 1 % of their followers consented to first-party data for ongoing personalized marketing campaigns.



examples of how our clients used our technology

➤ Cashback Mechanics

The Vodafone 'VeryMe' Rewards programme is available exclusively to Vodafone mobile customers. Rewards range from 2-for-1 deals at local restaurants to vouchers for popular stores. In addition, VeryMe Rewards also holds prize draws, giving customers a chance to win significant prizes. In this case, the campaign is to help people get compensated for the extra day's work a Leap Year brings.

Promotigo generated unique promotional codes and built a 5 page responsive microsite include code verification & customer data collection for winners.

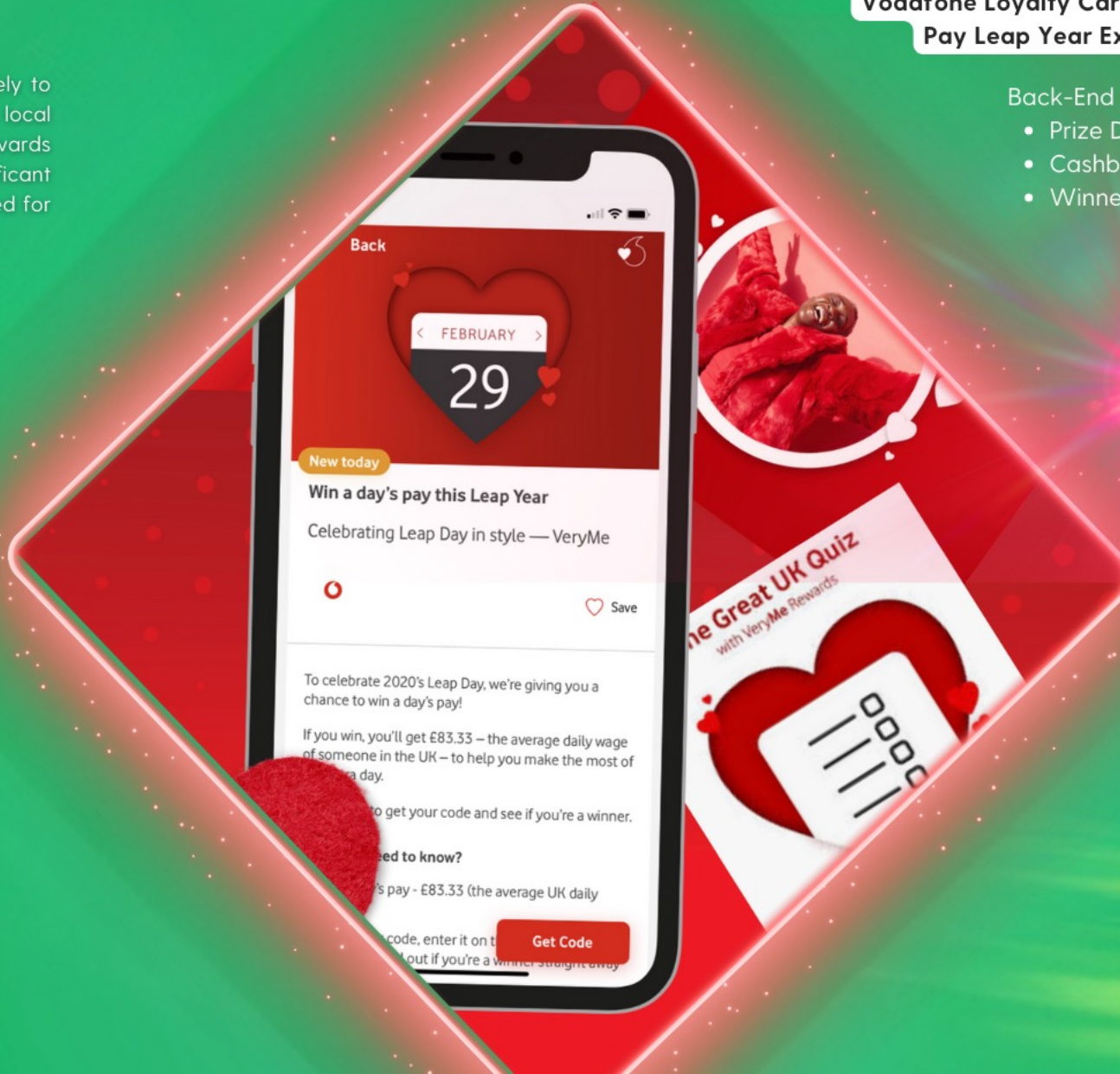
Capacity to manage higher than forecast participation.

Validated data and code entry. Integration with 3rd Party to transfer bank details securely.

Vodafone Loyalty Card: Win A Day's Pay Leap Year Experience

Back-End Mechanics

- Prize Draw
- Cashback
- Winner Validation



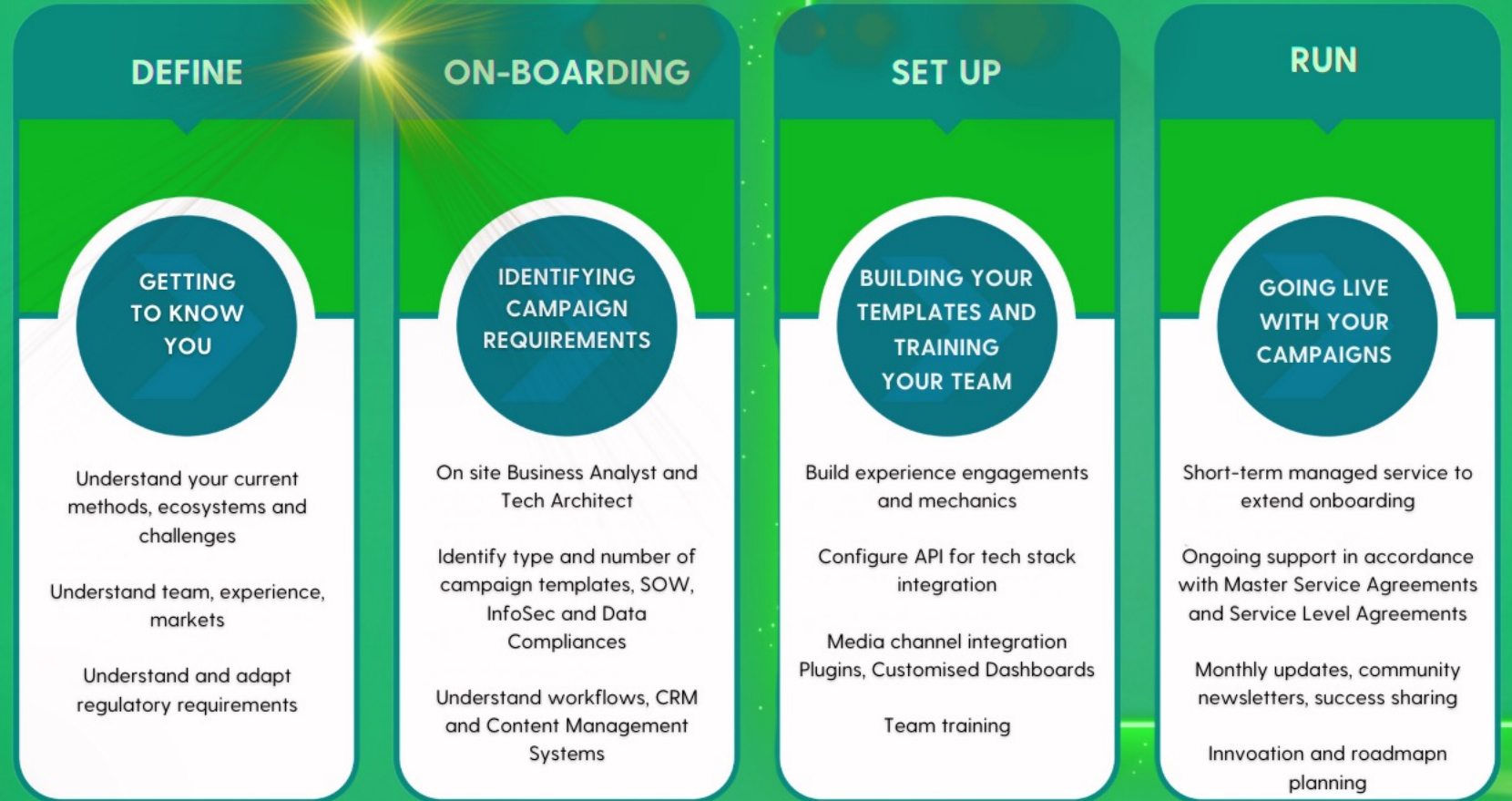
Getting You Up and Running

A comprehensive onboarding process should encompass both technological training AND an understanding of the broader context of promotions.

Initially, Promotigo Onboarding introduces the clients to the basic functionality of the technology, guiding the client through the interface, features, and tools essential for campaign creation and management. This stage is crucial for building foundational skills in navigating and utilizing the platform efficiently.

However, equally important is the familiarisation of the nuances of promotions. This includes insights into promotional mechanics, prize pool consideration, entry design, regulatory compliance, and fulfillment.

This dual approach ensures clients are not only adept at using the software but also informed and capable of crafting effective, compliant promotional campaigns.



➤ THANK YOU

Some final thoughts ...

Promotigo Technology is uniquely enriched with real-world expertise. This knowledge is intricately woven into our back-end systems. Built on an API-first, open architecture, our platform is tailored to foster creative and innovative solutions that drive market differentiation, exceptional engagement, and scalable business results, setting us apart in a crowded SaaS gamification marketplace.

At the heart of our technology lies a fundamental understanding that the success of our technology lies with the people it serves. Building trust in every experience ensures we reduce the barriers to high participation and maintain transparent data management with clear terms and conditions. This trust is pivotal in harnessing the valuable first and zero-party data that fuels today's digital marketing and provides marketers the means to change consumer behavior and scale business results.

We look forward to learning more about the problems you must solve and the opportunities you wish to create.

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BUILDING
TRUST
IN EVERY
EXPERIENCE

