



Extra**360**

Extra empowerment for **your customers**, Extra empowerment for **your business**


## ■ Proven Results

Over 100 + Companies trust Extra360 to deliver exceptional business results. We work as an integral part of our Clients' teams.

**35%+**   
increase in basket size  
revenues

**25%+**   
increase in number of  
products placed in basket

**Up to 20%**   
drop of Churn Customers

**Over 18%**   
response rate to direct  
segment-based campaigns  
(sector avg. 5-8%)

We well understand the customer behaviour driven insights as well as our Clients' Market positioning strategies and competition.

Our flexible innovative technologies and management support services help our Clients to act fast and easy.

## ■ Awards

We are proud that our clients and industry experts have consistently recognized our expertise and high standards of service through a wide range of award categories

### Stevie Awards International - USA

2016 – 2017 – 2018 – 2019 - 2023

-  Solutions Provider of the Year
-  Reward, Recognition and incentive Management Systems
-  Sales Enabler of the Year
-  Best Use of Technology in Sales
-  Incentive Management Solution of the Year
-  Marketing Solution of the Year
-  Demand Generation Program of the Year
-  Innovation in Sales
-  Innovation in Customer Service
-  Best new product, Health and Wellness Solutions

# Strategic Clients And Partners

Global Coverage  
N.America, UK, Europe, Africa

Users  
+18m end users

Transactions  
+400m p.a

## Retail | QSR | Supermarket | Gas Station | Employee Incentive | Fan Club | Memberships



## FI & Insurance



## Health Tech



## Strategic Partners



## Core Capabilities / **Multi-Industry Experience**

Versatility is our strength:  
**Multi –sector  
solutions for all businesses**

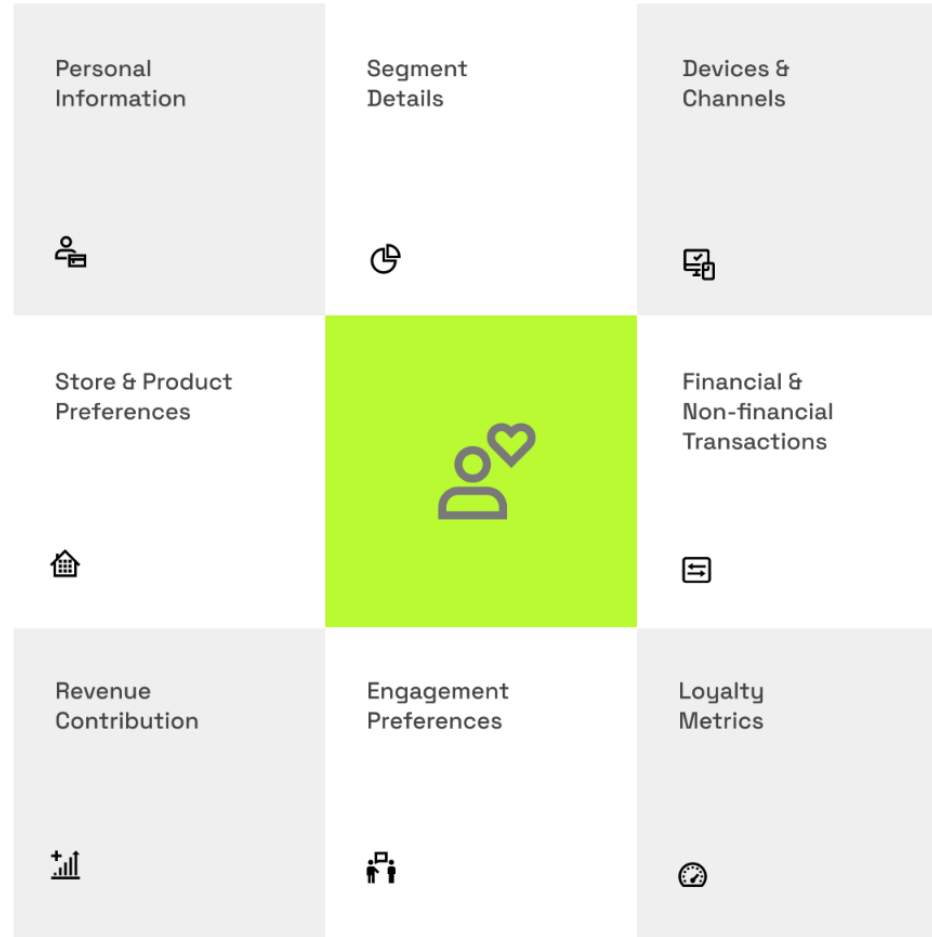


### **Wide range of expertise**

- Cross-industry insights
- Diverse Perspective
- Faster time to market
- Reduced risk

# Core Capabilities / **Customer 360**

Empower your  
business with the  
comprehensive view of  
**Customer 360**



## Our key steps to Customer360

- Understand the customer
- Map the customer journey
- Personalise the experience
- Provide a seamless experience

## Core Capabilities / Personalised Campaigns

**Put your customers at the centre of your marketing with the power of personalised promotions**

- Increased customer engagement
- Improved customer satisfaction
- Greater customer loyalty
- Better ROI and ROC

**Emily, 33, Banker**

**Promotion Participation**  
Low

**Interest**  
Reading, Scuba Diving

**Segment**  
Can't Lose



**Leo, 50, Pilot**

**Promotion Participation**  
Low

**Hobbies**  
Yoga, Cooking

**Segment**  
At Risk



**Florence, 56, Doctor**

**Promotion Participation**  
High

**Hobbies**  
Fishing, Singing

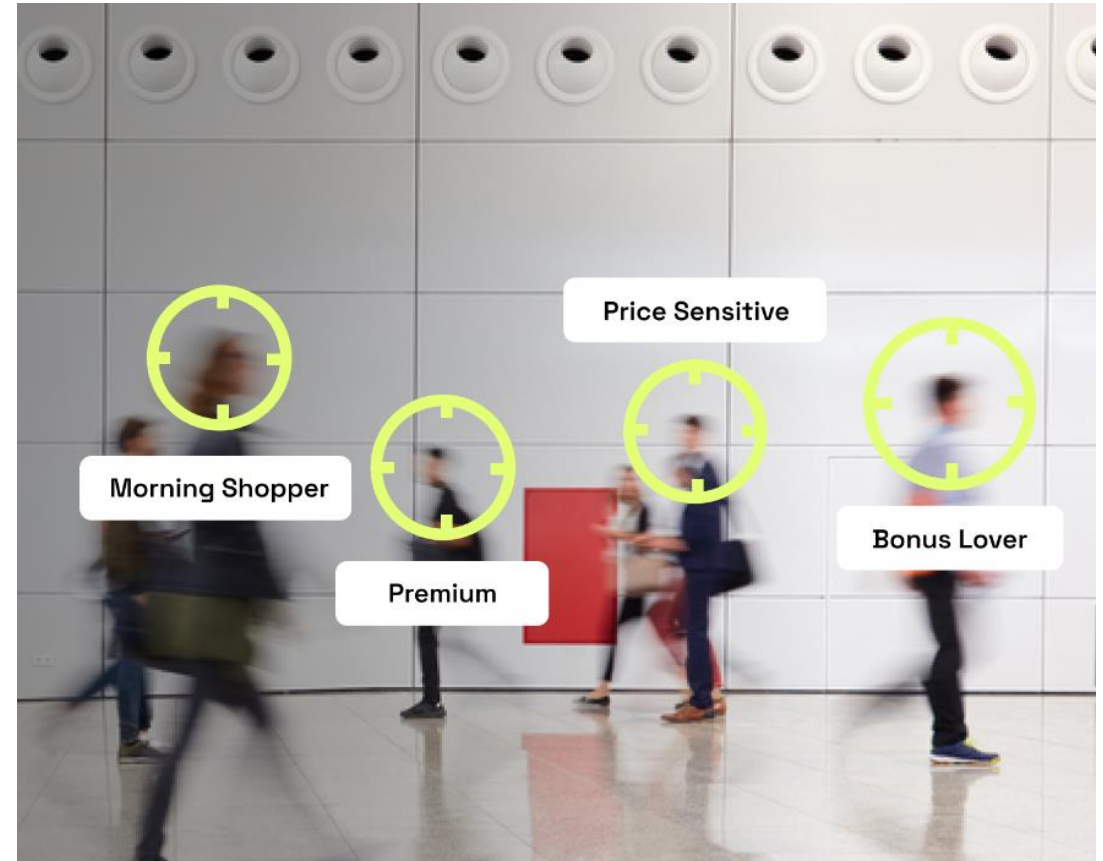
**Segment**  
Champions



## Core Capabilities / **Dynamic Segmentation**

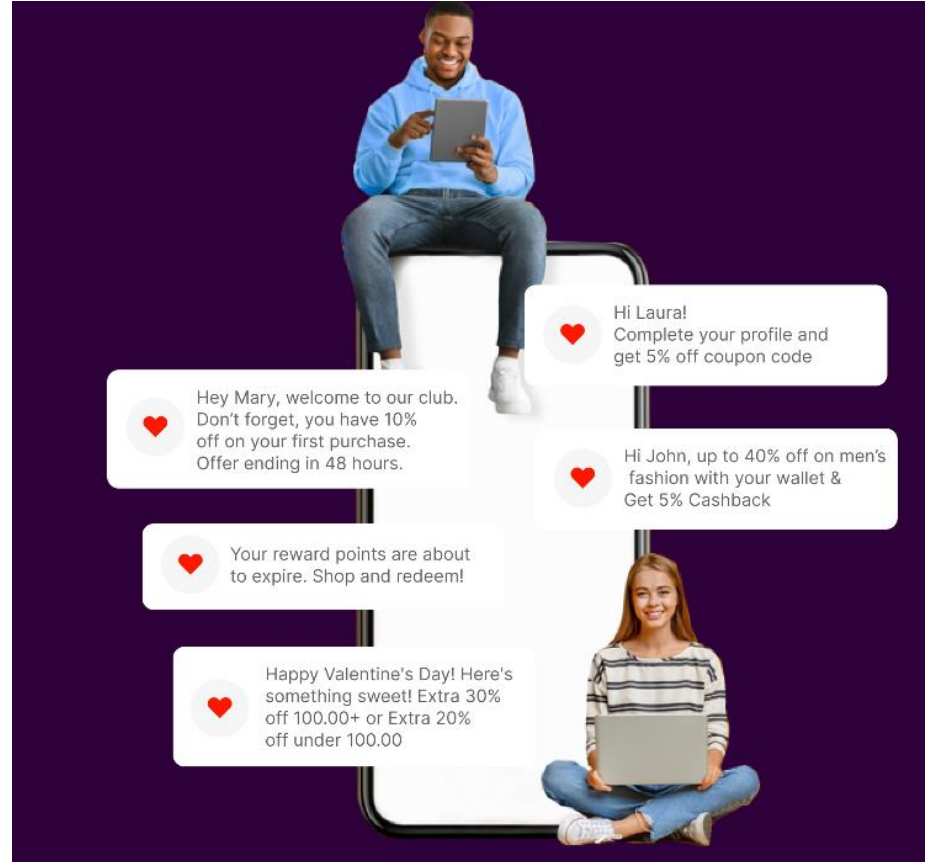
**Leveraging dynamic segmentation helps to improve your marketing effectiveness, increase customer engagement and loyalty, and gain a competitive advantage in your industry**

Tailor your loyalty strategy to each customer segment with dynamic segmentation



## Core Capabilities / Data-Driven Messaging

**Speak Directly to your Customers -**  
**Harness the Power of Data-Driven Messaging**



**Personalise your messaging, boost your ROI with data-driven strategies**

- Seamless and personalised engagement across all customer touch points
- Gather your customers feedbacks
- Create personalised e-mails
- Send push notifications & in-app messages
- Customise and automate your SMS messaging



## Core Capabilities / **Gamify your Customers**

**We add elements of fun in your customer interactions. Transactions made enjoyable!**

**Encourage participation, increase engagement and loyalty**



**Use the power of gamification to increase the engagement of your customers**

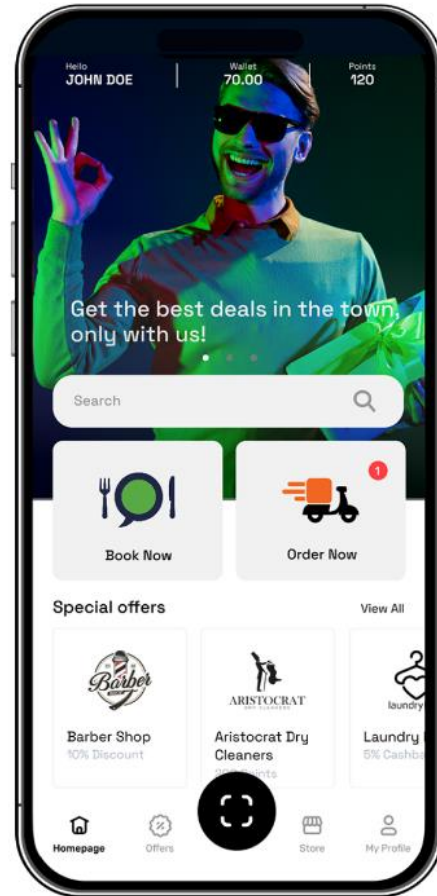
- Shake & Win
- Wheel of fortune
- Dynamic Personalised Points & Discounts...
- Badges and tiers
- Missions and Challenges
- Sweepstakes and instant-wins

# Super App

# Your everyday everything app

Identify, register, reward and engage with your customers!

- Campaigns
- Click to Pay
- Blog(Read, Listen, Watch)
- Online Appointment
- Gamification
- Apple Health / Google Fit Integration
- Referral




- Marketplace
- Geofencing
- Diet App
- Fitness app
- Paid Membership
- Online Expert in-App
- Statement

“By 2027, more than 50% of the global population will be daily active users of multiple Super Apps” GARTNER September 2022



Transform shopping into a rewarding experience for your customers with The Extra Platform

## The Extra Platform





Customer 360	Content Management
Wallet Management	Gamification
Paid Membership	Engagement
Contact Center	Diet App
Marketplace	Fitness App

**Promo Engine**  
Bonus, Discount, Coupon, Cashback, Referral...

**Super App**  
  


**API Studio**  
Onboarding, Sales, Refund, Redemption, QR Pay...

 **Reporting & Analytics**

 **Reporting & Analytics**

Unlock the power of agility and consistency for your business success with the Extra Platform!