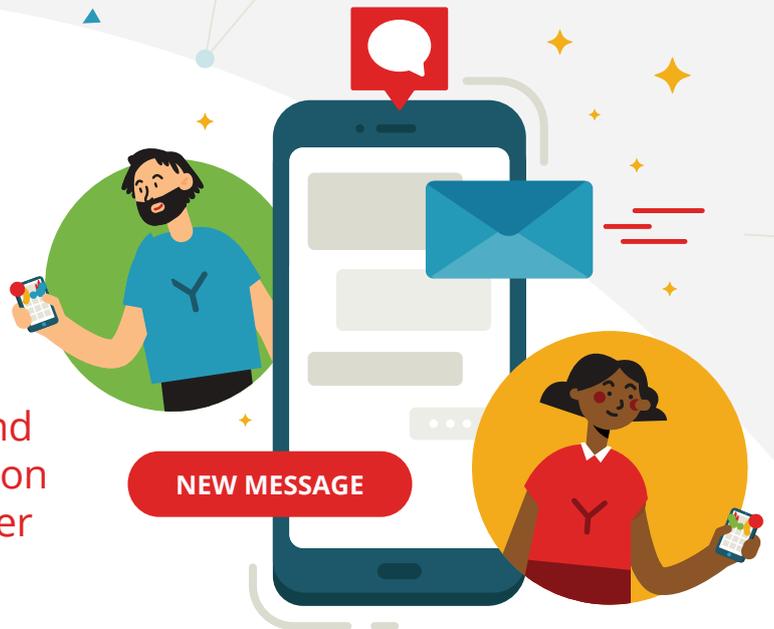# YUMBI®

Engage

Unlock more value from your customers, build brand equity, and foster loyalty through the utilisation of targeted marketing and voucher campaigns.

NEW MESSAGE

In today's world the contemporary marketing space has become cluttered and noisy, with an increasing likelihood that reaching your customers with engaging content is proving more and more difficult, and getting them to take action on the messaging can, at times, feel impossible. In order to yield the most benefit from your available marketing budgets, **clever messaging with customer specific and targeted delivery** is an absolute necessity.

*At YUMBI, we believe that knowing (and understanding) key customer drivers and decision levers is critical to succeed. We have leveraged this knowledge to build **Engage** - an on-demand campaign management solution that enables you to create rich, **brand-specific content and deliver targeted communication to your customers at the click of a button.***

With a high-degree of customisability, a flexible evouchering system, and specific targeting criteria, this powerful tool is used by our existing clients to reach millions of customers on a monthly basis. Whether delivered by push notification, or SMS, these messages have helped **establish customer loyalty, build brand relationships, and drive customer purchase behaviour that increases order frequency and spend.**

Engage gives you ultimate control over your brand and marketing messages, and is conveniently accessible via desktop or mobile device. Easy-to-use, with built-in customer communication preference routing, this solution offers a high-degree of auditability - including automatic and centralised SMS opt-out management. We've built-in real-time reporting functionality that allows you to assess campaign performance, track where customers came from, and effectively determine Return On Investment (ROI).

Some of the key product features include:

Targeted marketing campaigns which enable you to effectively reach and engage your customer. Brands and Restaurants can select the number of customers and/or the type of customer (e.g. frequent purchaser or lapsed customer) that will receive a particular campaign message.

A flexible e-vouchering solution enables you to drive transactions on our Storefront powered e-Commerce apps or websites, and can be promoted using a variety of channels such as social media, SMS, or push-notification. To create even greater control, the evouchering can be restaurant-specific.

Seamless integration with the YUMBI platform, means that you can create a holistic approach to customer-engagement and deliver on your customers' needs.

Campaign viewing and activation via the YUMBI platform, creates great line-of-sight for all key parties and enables you to review and act quickly.

A mobile-responsive campaign manager dashboard ensures that campaigns can be activated anytime, anywhere.

More control of your marketing budget. Enhance the efficiency of your spend by allocating the budget to a carefully-selected group of customers.

Real-time insights into campaign performance enable you to make quick decisions when it comes to your marketing efforts. This tool enables you to assess things like the number of evouchers redeemed, and the number of customers that placed an order versus the total number of messages sent.

Unlock value from your Customers and own your Brand Experience with YUMBI Engage. Get in touch for a free demo and to learn more.