



YUMBI[®]

Engage

Unlock more **value** from your customers, build brand equity, and foster loyalty through **personalised targeted marketing and voucher campaigns** with YUMBI Engage.

In today's competitive marketing landscape, reaching customers with **engaging content** and getting them to take action can be challenging. To **maximise the benefits** of your marketing budget, targeted messaging and delivery are crucial. An SMS campaign, for example, can result in a **17% increase** in order volume for **quick-service restaurants¹** and a **25% increase** in **customer retention²**.

At YUMBI, we understand the importance of understanding customer drivers and decision-making processes. That's why we've developed Engage, an **on-demand campaign management solution** that allows you to create brand-specific content and deliver personalised targeted communication to your customers with just a few clicks.



Engage offers a high degree of customisation, a flexible e-vouchering system, and specific targeting criteria. Our existing clients use this tool to reach millions of customers monthly, building brand loyalty, fostering relationships, and driving purchase behaviour that increases order frequency and spending.



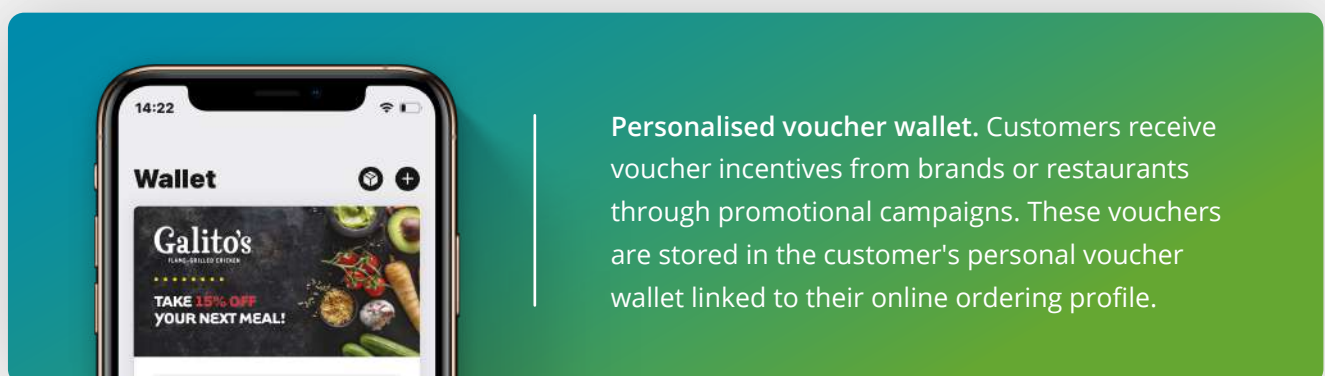
Your Customers. **Your Advantage.**

www.yumbi.com | connect@yumbi.com | +27 31 940 0536

Engage customers seamlessly in real-time, anytime, anywhere with targeted communication

- 01 Seamless integration** with the YUMBI platform means you can create a holistic approach to customer engagement and deliver on your customers' needs.
- 02 Campaign viewing and activation** via the YUMBI platform creates a great line-of-sight for all key parties and enables you to review and act quickly.
- 03 A mobile-responsive campaign manager dashboard** ensures that campaigns can be activated anytime, anywhere.
- 04 More control of your marketing budget.** Enhance the efficiency of your spend by allocating the budget to a carefully-selected group of customers.
- 05 Real-time reporting functionality** allows you to track campaign performance and determine ROI.
- 06 A flexible e-vouchering solution** allows for driving transactions and can be promoted through various channels such as social media, SMS, or push notifications.

Reach your audience with cost-effective, pre-approved campaigns and personalised vouchers



Personalised voucher wallet. Customers receive voucher incentives from brands or restaurants through promotional campaigns. These vouchers are stored in the customer's personal voucher wallet linked to their online ordering profile.



Predefined and/or real time customer segmentation engine. Engage has a customer segmentation engine that lets you target specific audiences based on their historical behaviour, such as order dates, menu items, and ordering preferences.



Campaign template creator. Brands are able to create pre-approved promotions listed on the YUMBI Dashboard accessible only by authorised stakeholders.

Partially settled vouchers give franchisors the ability to settle only a portion of the full voucher value to stores, increasing voucher redemption rates and making campaigns more cost-effective. Franchisees can see a detailed breakdown of redeemed vouchers for reconciliation.

Voucher campaigns positively impact campaign activation rates and can result in a 40% redemption rate.



The voucher engine supports a number of common features, such as:

- ✓ Discounts based on specific product price lock-ups (PLU)
- ✓ A minimum qualifying spend
- ✓ The choice of percentage or fixed value discounts
- ✓ Generation of unique or shared voucher codes with specific single redemption, and total redemption constraints (e.g. maximum redemption of R50 per customer, but a voucher budget of R1000).



Also enjoy advanced features, such as:

- ✓ Discounts based on
 - the ordering channel used (e.g. website, app, call-in, OPAT, SST)
 - Discounts based on the order type (e.g. collection/delivery)
 - Discounts based on a customer's ordering behaviour (e.g. first app order, date of online account registration)
- ✓ Get access to custom order-related metadata (e.g. browser version)
- ✓ Integration to YUMBI campaign template creator and segmentation engine to lock redemptions down to only customers enrolled to a specific campaign

Unlock value from your customers and own your brand experience with YUMBI Engage.

Get in touch for a free demo and to learn more.



¹Epsilon Research Study ²SlickText Survey ³YUMBI Platform Analysis Report 2019/2020 conducted by Hunter Project Management & Advisory



Your Customers. **Your Advantage.**

www.yumbi.com | connect@yumbi.com | +27 31 940 0536