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EXTEND YOUR APP **IN MINUTES** WITH

MALL PROMO
PRO-SALE COMPONENTS

# YOU ALREADY HAVE AN APPLICATION BUT…

1. Don't have the budget or resources to expand or develop it?

2. Or it makes it difficult to introduce new promotional mechanisms?

3. Maybe it is unable to report campaigns results and control KPIs in real time?

4. Or are you just bored with standard pro-sale campaigns?

We've heard that many times, so we've squeezed the **ESENCE** out of our modern **Mall Promo Platform** to deliver it as easy to use and inexpensive to implement:

MALL PROMO COMPONENTS

INTRODUCING MALL PROMO COMPONENTS

▸ **Mall Promo Components** is an innovative solution that allows businesses to enrich existing mobile and web applications with interactive promotional actions and campaigns enabling:

    ▸ increase of participant's engagement and satisfaction,

    ▸ deepening participants behavioral insights,

    ▸ increasing turnover and application profitability.

▸ The **Components** are based on the latest, state-of-the-art interactive solutions used in our flagship **Mall Promo Platform** including:

    ▸ highly configurable contests, buy&get and buy&win actions,

    ▸ engaging games, interesting quizzes, shopping challenges,

    ▸ field games, instant lotteries and sweepstakes, easy scratch cards,
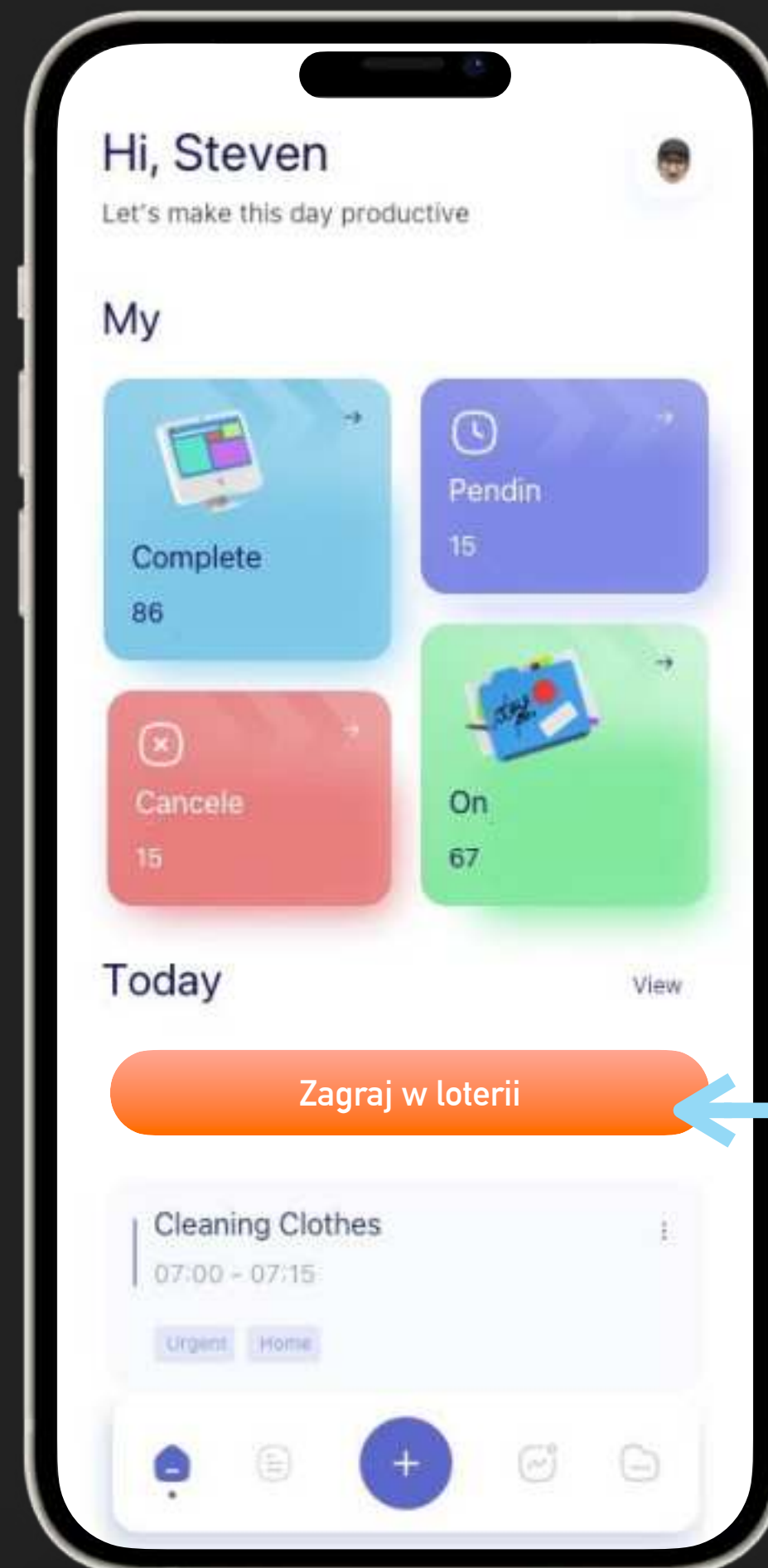
    ▸ and even dedicated loyalty or stamp schemes.
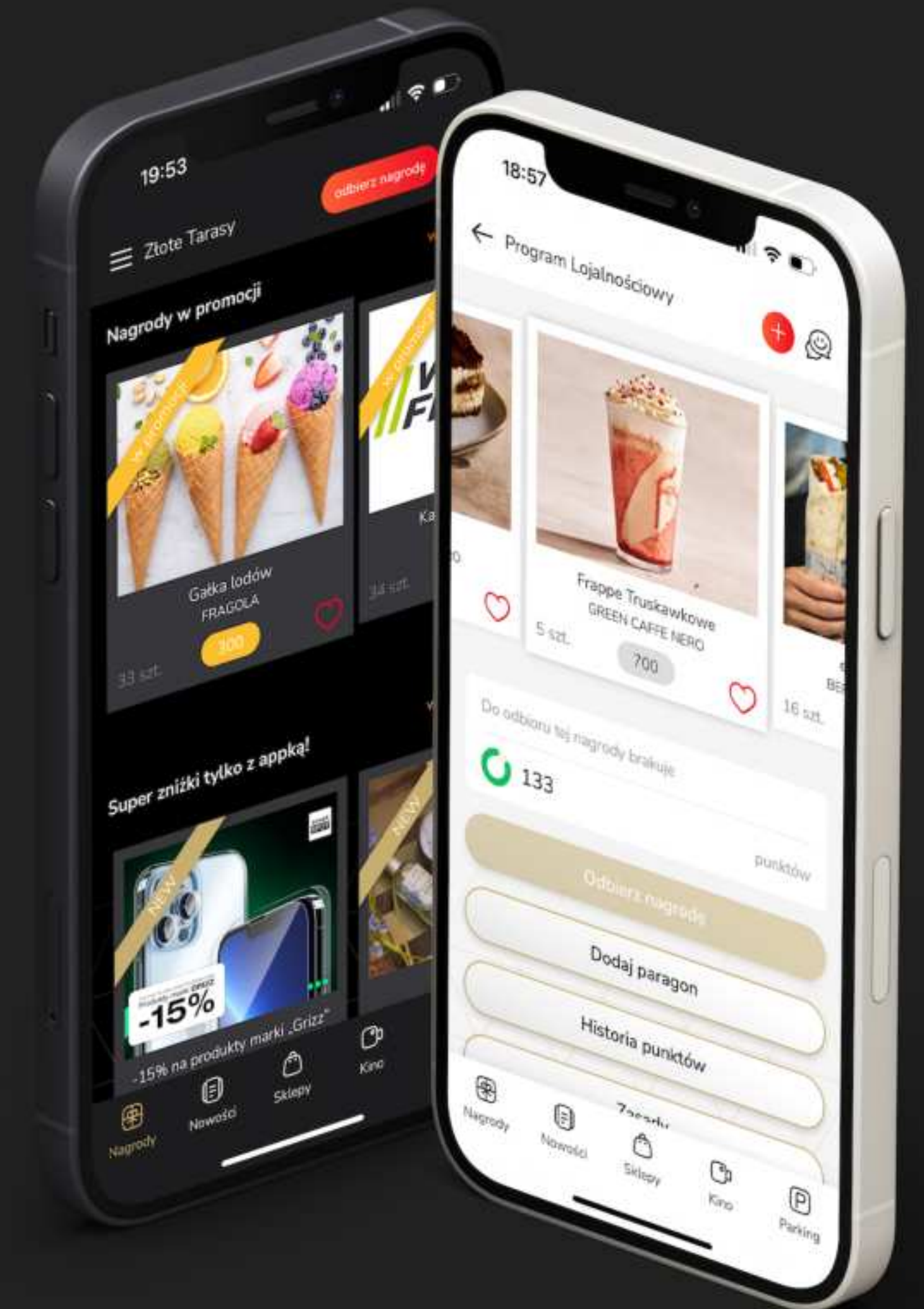
AS SIMPLE AS 1-2-3

Your mobile application

Mall Promo Lottery Component

1. **Click on Component Trigger** displayed in host application will prepare data requested by the Component (like user ID and user's points balance and latest purchase transactions if needed),

2. and then Mall Promo Component will be **opened in pop-up** window with provided data.

3. When action is finished the Component will **send action results data to host** app database and/or allocate reward if needed, then close the window.

①

②

Mall Promo Component Trigger
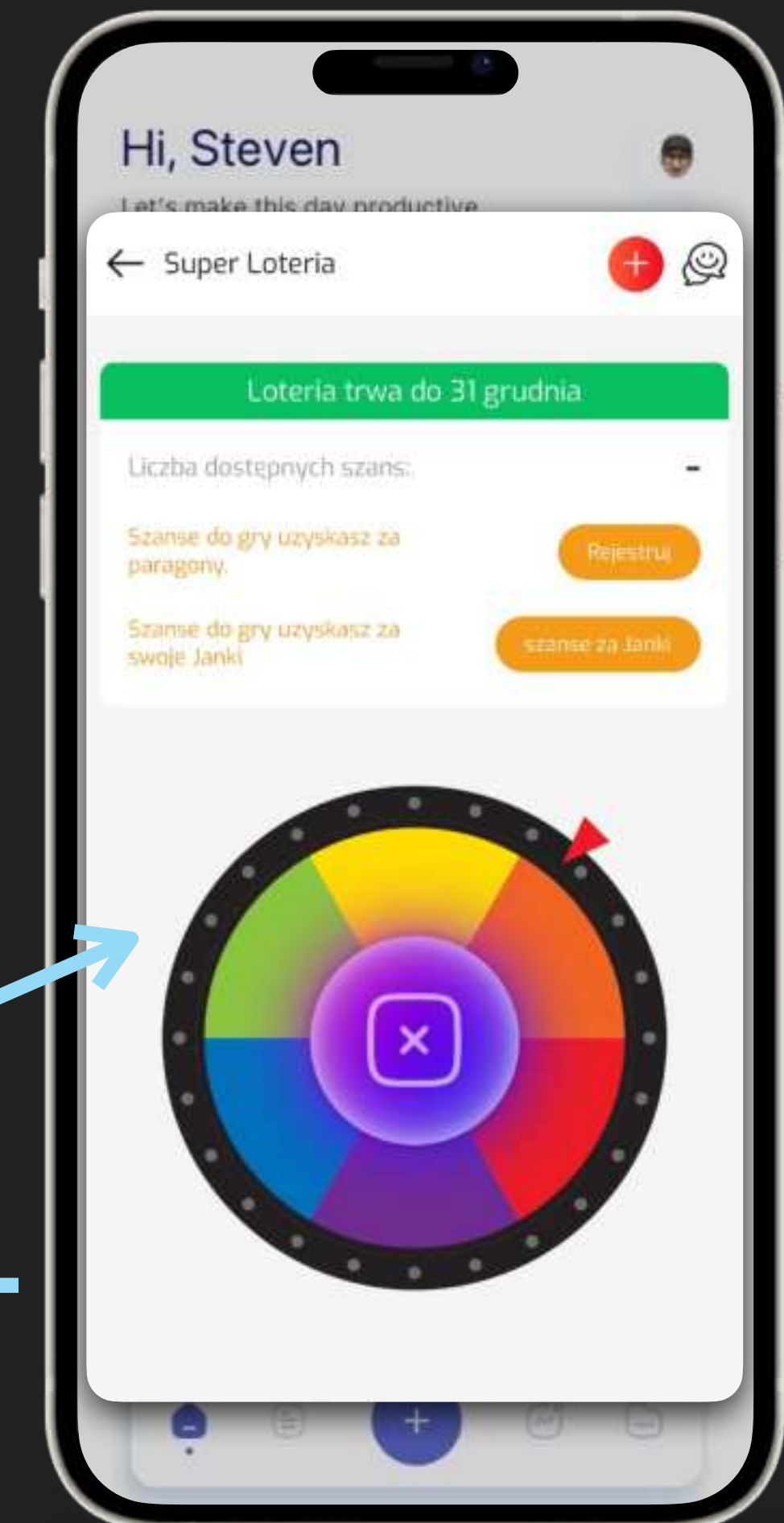
Mall Promo Component window on top of host app

③

Optionally passing result data back if requested

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KEY COMPONENTS FEATURES

▸ **Quick Integration** – add Mall Promo features to your existing app in minutes (in self-contained mode).

▸ **Flexibility** – over 100 ready-to-use promotions and games variants or ask us to create a dedicated proprietary custom action for you.

▸ **Advanced Analytics** – real time monitoring and scheduled reports.

▸ **Data Integration** - allows bidirectional action data flow if needed.

▸ **Customization** – adjustable UI/UX and API integration.

▸ **No Long-Term Commitment** – Pay as you go only for actual usage.

▸ **Data Security** – no personal data exchange required.

EASY, YET POWERFUL MANAGEMENT

▸ Easily configure and launch your actions in our management panel.

▸ Choose Wizard Mode to let us configure your action with reasonable defaults.

▸ Or immerse into Advanced Mode to open the whole new world of action customization.

▸ Made a mistake? No problem, you change all action settings in realtime even when action is already running.

▸ Stuck? At any time you can ask for our team help via integrated support chat.
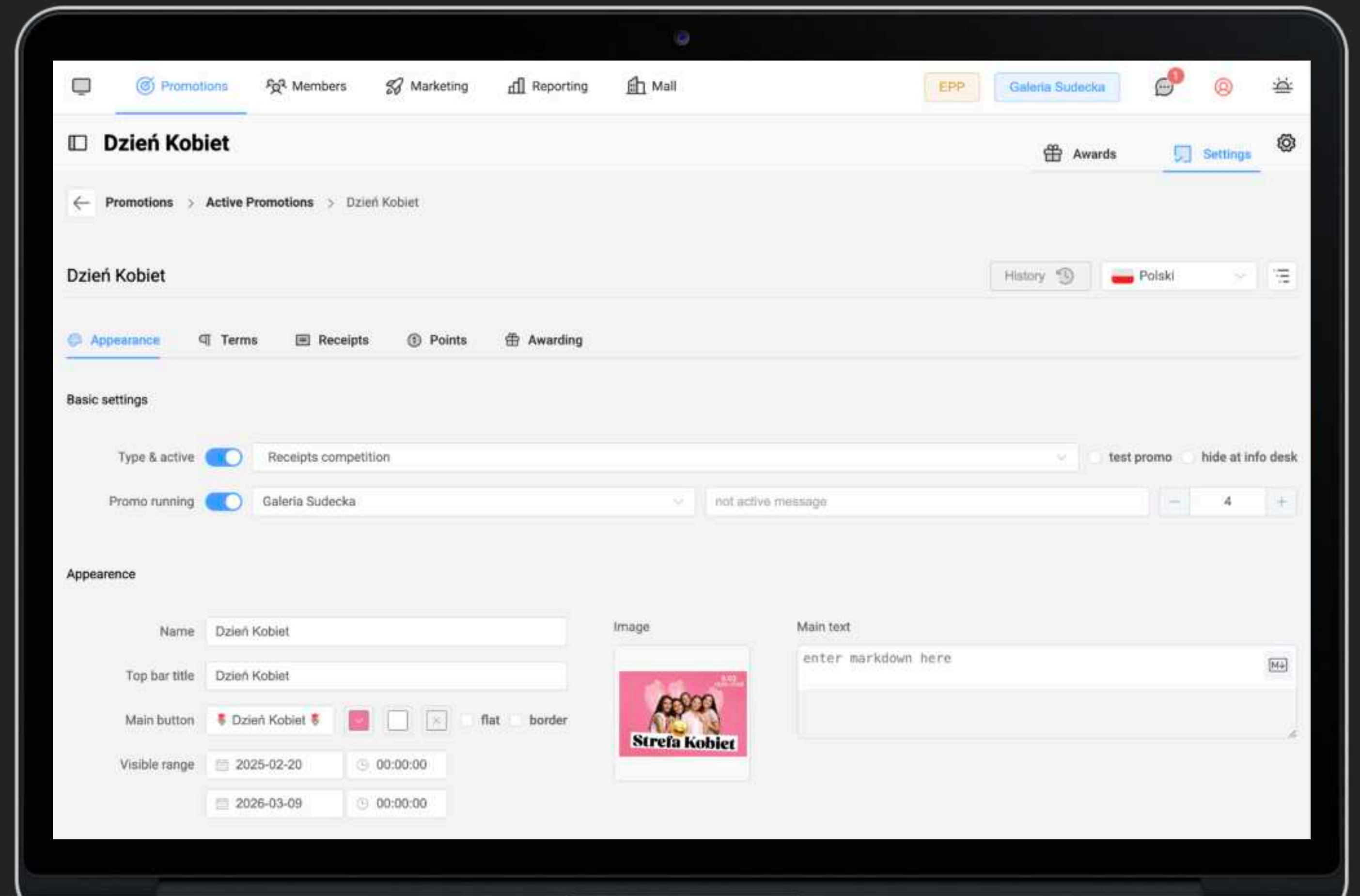
REAL TIME REPORTING

▸ The Component action performance data are **available in real time**.

▸ When the action is running you can check its current progress in the **interactive dashboard**.

▸ You can also ask for **scheduled email PDF reports** tailored to your specific requirements (address list, time schedule, recipients roles etc).

▸ API is also available for getting life results if you would like to integrate your own reporting solution.
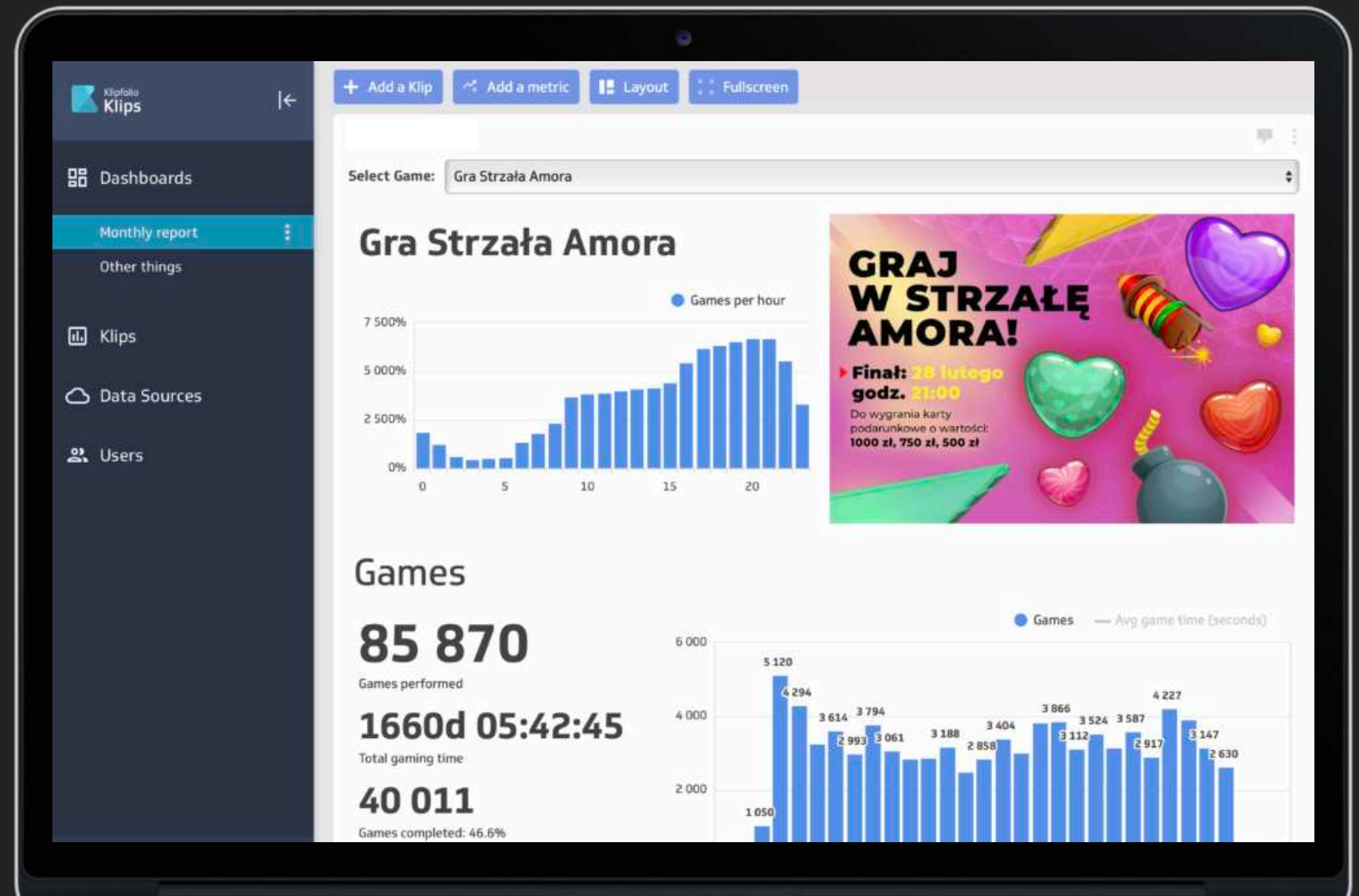
WHO IS IT FOR?

▸ **Loyalty program organizers**, who would like to extend and enrich its scheme with engaging games, contests, lotteries, AR content…

▸ **Owners of customer's application or website** looking for cost effective, attractive ways to boost customers' activity.

▸ **Marketing agencies** seeking for the solution to integrate their offline promo events with their client's customer database.

▸ **Applications developers** interested in quick and easy app extension.

WHY CHOOSE MALL PROMO COMPONENTS?

▸ **Easy Integration** – No brainer integration with existing applications.

▸ **No Hidden Costs** – Transparent billing with scalable options.

▸ **Future-Proof Innovations** – AR, AI, interactive games, field games, challenges…

▸ **Immediate Access to Reports** – Real time monitoring and insights.

▸ **Cost effective** alternative for fully blown Mall Promo Platform.

APPENDIX

COMPONENTS DIRECTORY

MALL PROMO PLATFORM – THE COMPONENTS SOURCE

▸ **Mall Promo Platform** provides comprehensive, highly customizable set of modern pro-sales actions displayed inside dedicated Mall Promo mobile or web App or **as the external Components** in 3-rd party apps.

▸ **Mall Promo Platform** in its full version is the comprehensive and complex system with GDPR compliant personal data management, realtime reporting, integrated marketing automation, dedicated high quality mobile app, multiple role Administration panel, etc.

▸ **Mall Promo Platform** components directory offers 30+ interactive games, 20+ ready to use quizzes, 100+ variants of Buy&Get / Buy&Win schemas, flexible instant lotteries, Multiple QR-code based presence actions and field games, 100+ variants of more complex user activity challenges - and this list is growing every month (on the way there are also AR games, AR advertising, AR navigation, as well as AI-powered mini apps).

POINTS LOYALTY SCHEMES	STAMPS LOYALTY SCHEMES
MULTI-AWARDS BUY & GET	MULTI-AWARDS BUY & WIN
INSTANT AWARDS LOTTERIES	POINTS INTERACTIVE GAMES
FINAL AWARDS LOTTERIES	INSTANT AWARD QUIZZES
MULTIVARIANT CHALLENGES	RECEIPTS GAMES
RECEIPTS COMPETITIONS	PRESENCE COMPETITIONS
FIELD ACTIVITY COMPETITIONS	RANKING GAMES & QUIZZES

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INSTANT AWARDS LOTTERY

Lottery Component provides visual, animated „wheel of fortune", tools for acquiring drawing chances, customizable scratch card for reward presentation, full compliance with legal regulations for lotteries.
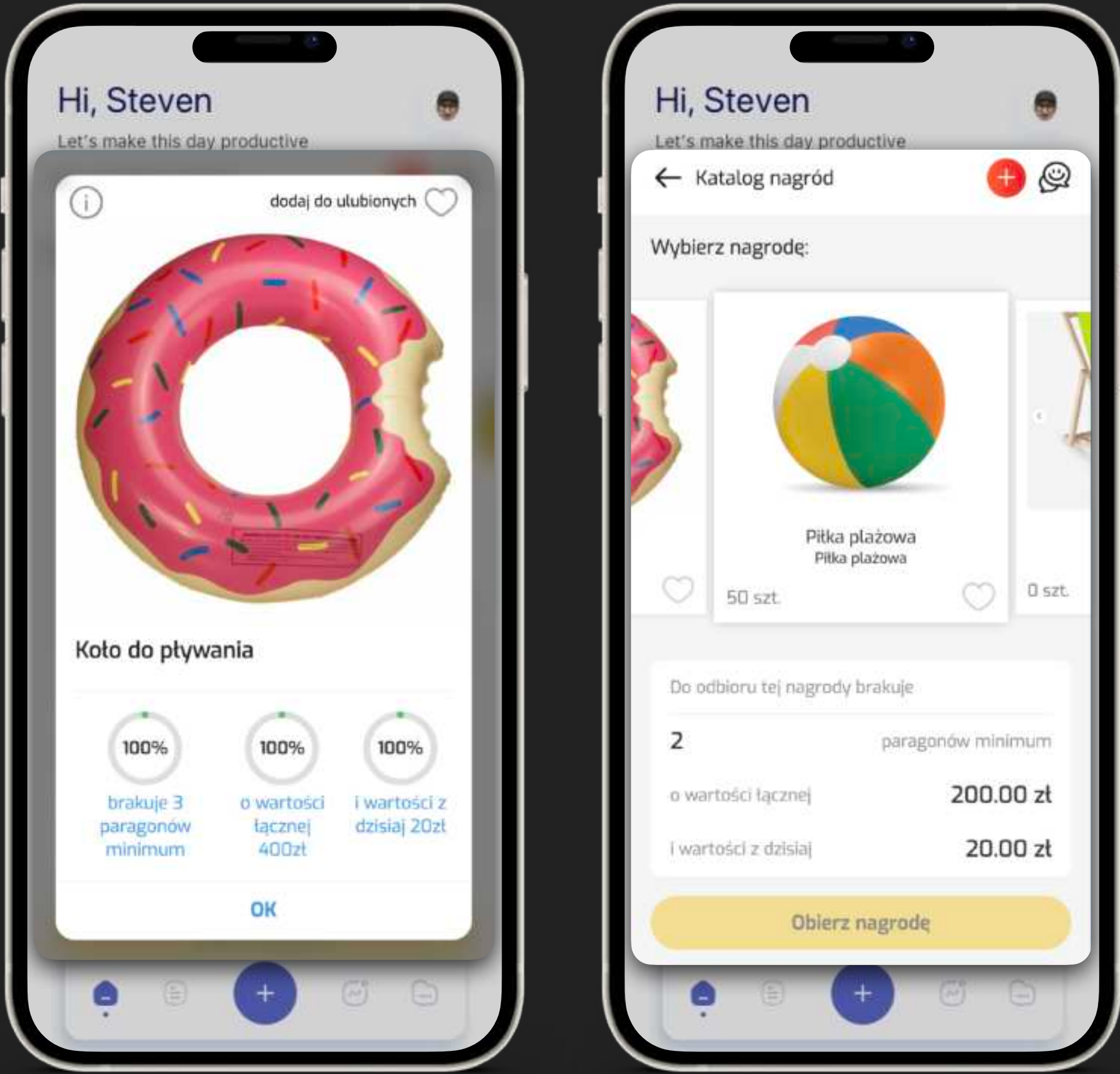
parameters	details
action variants	1. with instant rewards 2. with final drawing 3. instant rewards and final drawing 4. for multiple locations / malls / shops / segments etc
drawing triggers	1. chances from loyalty points 2. chances from registered transactions 3. chances from lottery drawings 4. flexible rules for transactions (value, brand, date, restrictions, special rules)
actions rules	1. selected days 2. selected hours (per day) 3. drawing and awarding limits for day, per action, per reward
rewards	1. set type, name, description, image, delivery details 2. initial drawing (to avoid hazard games regulations of drawing machines) 3. delivery Qr codes, delivery via host app, delivery at desk, …
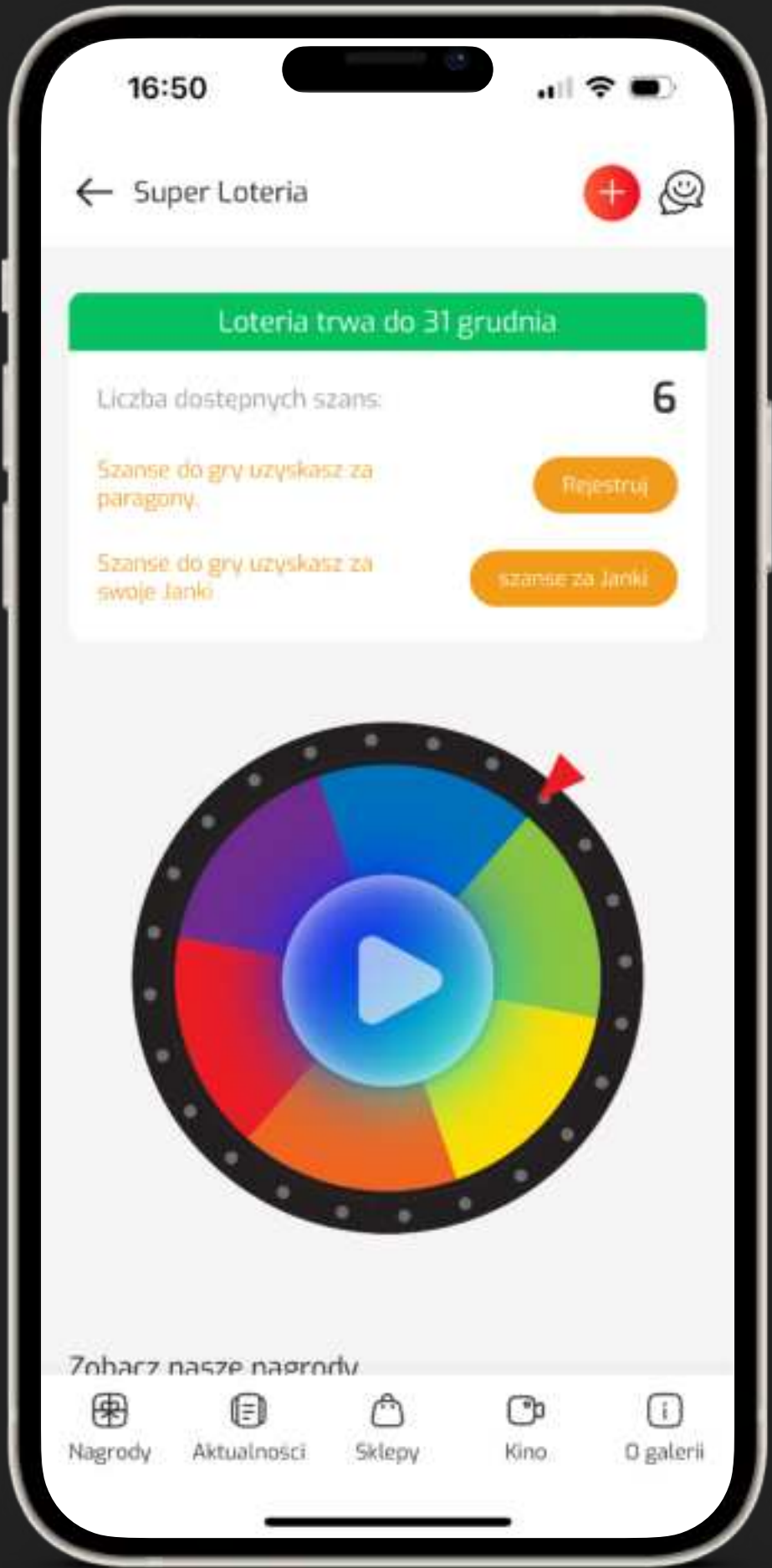
BUY&GET

Buy&get is a simple contest in which a guaranteed prize is issued. However, we recommend expanding it to include several prizes with different conditions for receiving them.

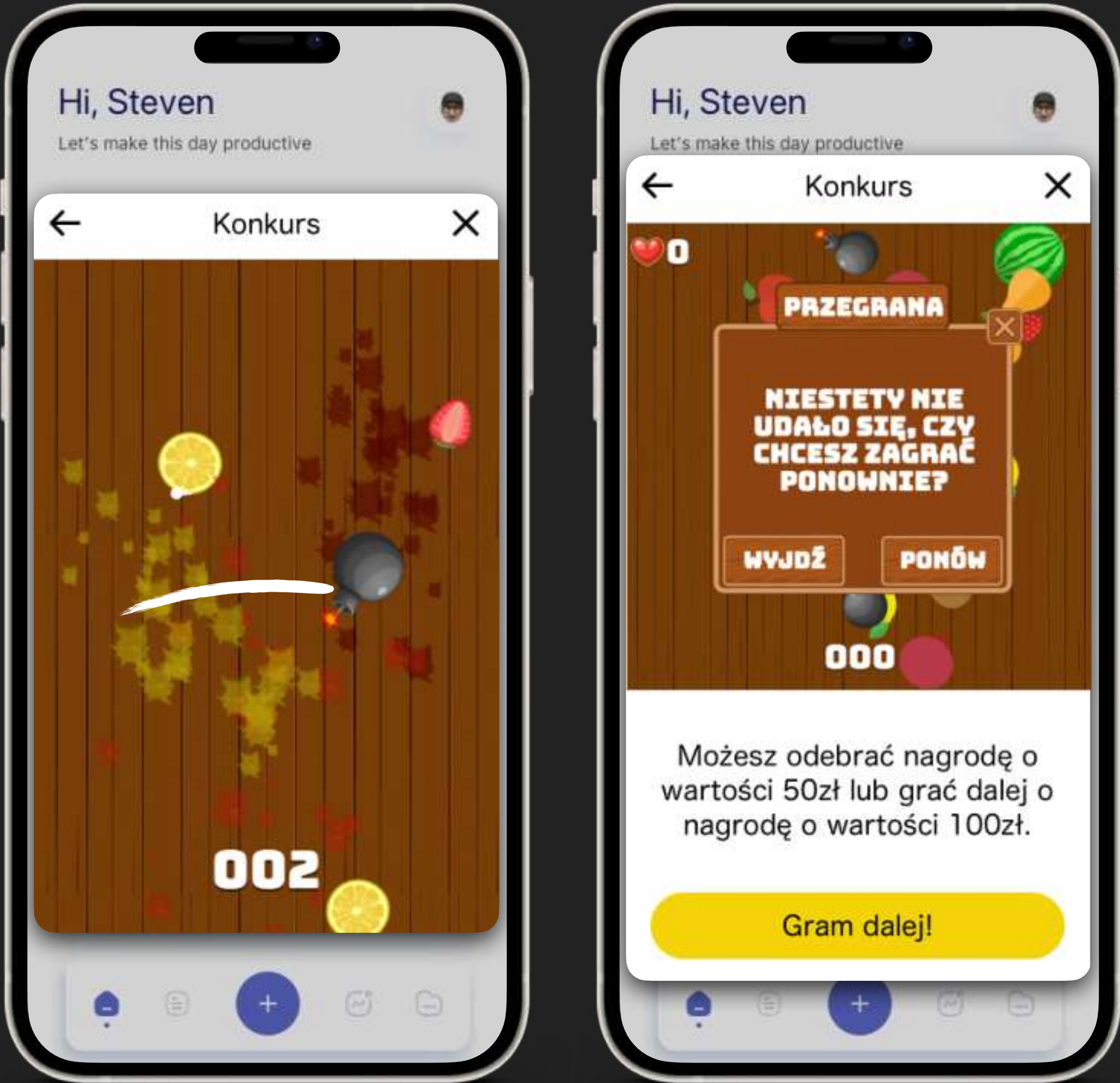| parameters	details
action variants	1. with several rewards 2. several rewards with increasing requirements 3. with just one reward
rewarding rules	1. minimum number of transactions 2. minimum value of transactions 3. minimum value of transactions from today
actions rules	1. control number of rewards for each day 2. issue rewards on selected hours
rewards	1. rewarding limits per participants, per day 2. set type, name, description, image, delivery details 3. delivery Qr codes, delivery via host app, delivery at desk, …

BUY&WIN

In the Buy&Win action, in addition to the conditions of participation, one must also solve a task or play a short game. Thanks to this, not every participant wins, which increases the cost effectiveness of the scheme.

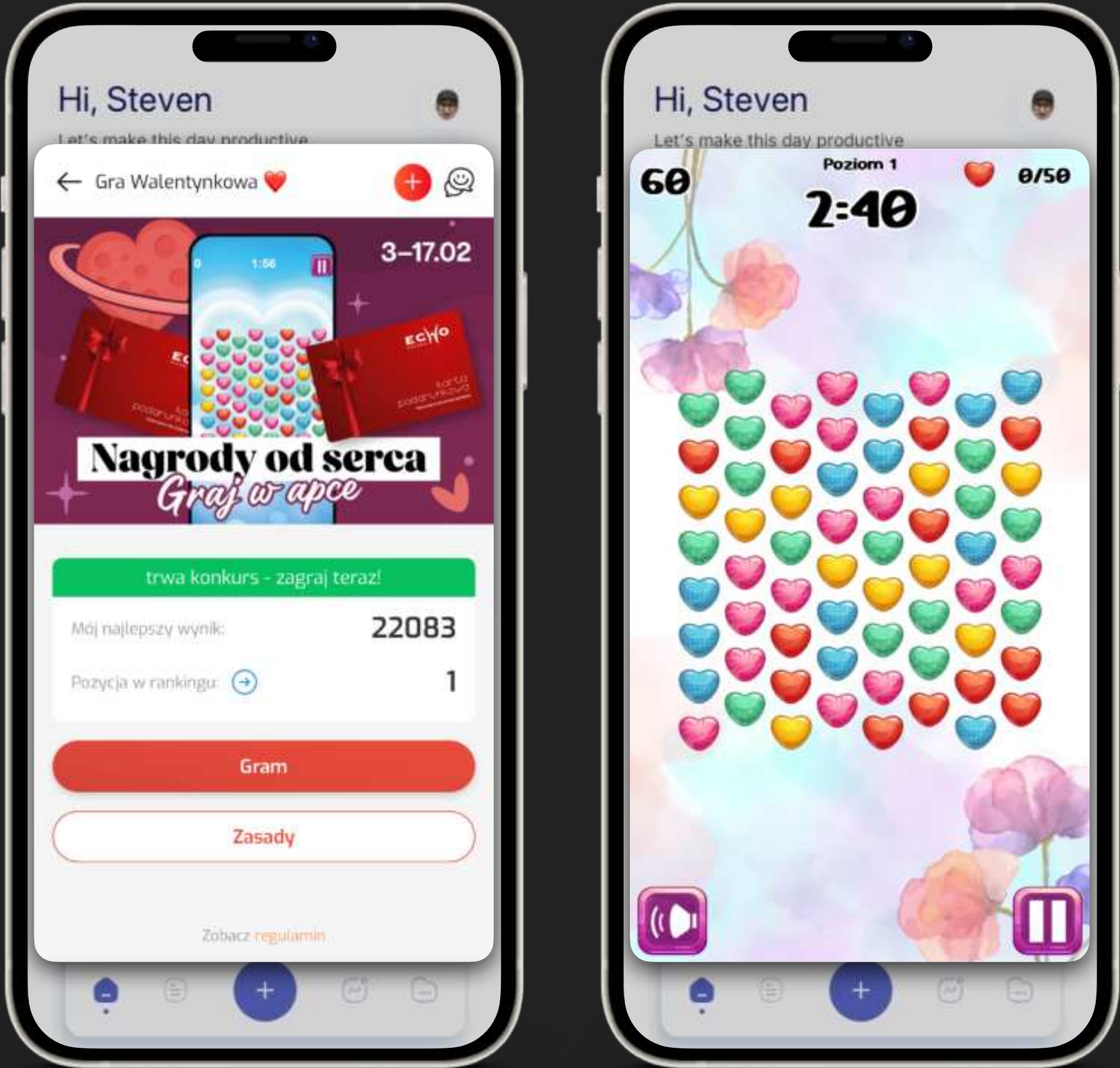| parameters	details
action variants	1. rewards allocated based on score 2. possibility to stop competition on selected level 3. multilevel actions
gaming rules	1. chances from loyalty points 2. chances from registered transactions 3. flexible rules for transactions (value, brand, date, restrictions, special rules)
actions rules	1. control number of rewards for each day 2. issue rewards on selected hours
rewards	1. rewarding limits per participants, per day 2. set type, name, description, image, delivery details 3. delivery Qr codes, delivery via host app, delivery at desk, ...

VALENTINE'S GAME 3

In this third edition of our best selling game player has to connect more than two hearts of the same color in order to achieve provided goal - different at each of 18 game levels.

parameters	details
action variants	1. with instant rewards 2. with players ranking 3. instant rewards and players ranking
game triggers	1. chances from loyalty points 2. chances from registered transactions 3. flexible rules for transactions (value, brand, date, restrictions, special rules)
actions rules	1. selected days 2. selected hours (per day) 3. drawing and awarding limits for day, per action, per reward
rewards	1. set type, name, description, image, delivery details 2. initial drawing (to avoid hazard games regulations of drawing machines) 3. delivery Qr codes, delivery via host app, delivery at desk, …

# OUR GAMES EXAMPLES

ASK ABOUT THE LATEST GAMES CATALOG

QUIZ

The quiz is an engaging game where it is easy to relate to a business opportunity or to the idea of rewards. A quiz can be a competition mechanism where prizes are instant or a ranking of players is built.

| parameters	details
action variants	1. double sided or single sided 2. with text and graphics or text only 3. flexible number of questions
game triggers	1. chances from loyalty points 2. chances from registered transactions 3. flexible rules for transactions (value, brand, date, restrictions, special rules)
actions rules	1. time constrained 2. limited instant rewards for each score 3. ranking based on score and time
rewards	1. rewarding limits per participants, per day 2. set type, name, description, image, delivery details 3. delivery Qr codes, delivery via host app, delivery at desk, …
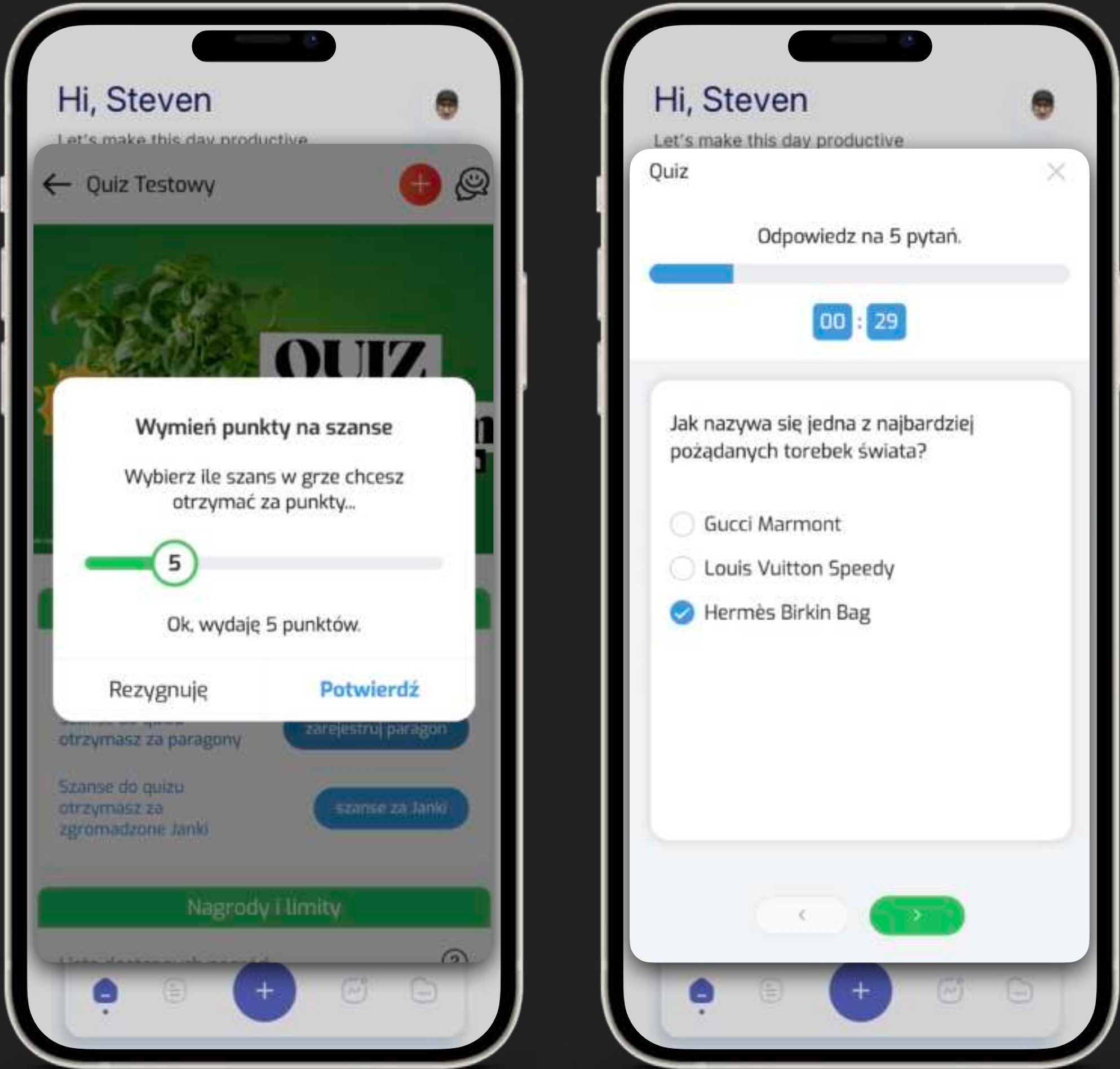
LOYALTY OR STAMPS SCHEMES

Even if your application supports a loyalty program natively, our loyalty scheme module can be useful for actions targeting selected tenants or brands or as a short-lived special action inside your program.

| parameters	details
action variants	1. bases on points 2. based on transactions 3. based on stamps or stickers
game triggers	1. Points for loyalty program 2. Number and value of transactions 3. participant activities
rewarding rules	1. based on internal points 2. based on transactions 3. based on QR codes, participate tags or lists
rewards	1. set type, name, description, image, delivery details 2. initial drawing (to avoid hazard games regulations of drawing machines) 3. delivery Qr codes, delivery via host app, delivery at desk, …

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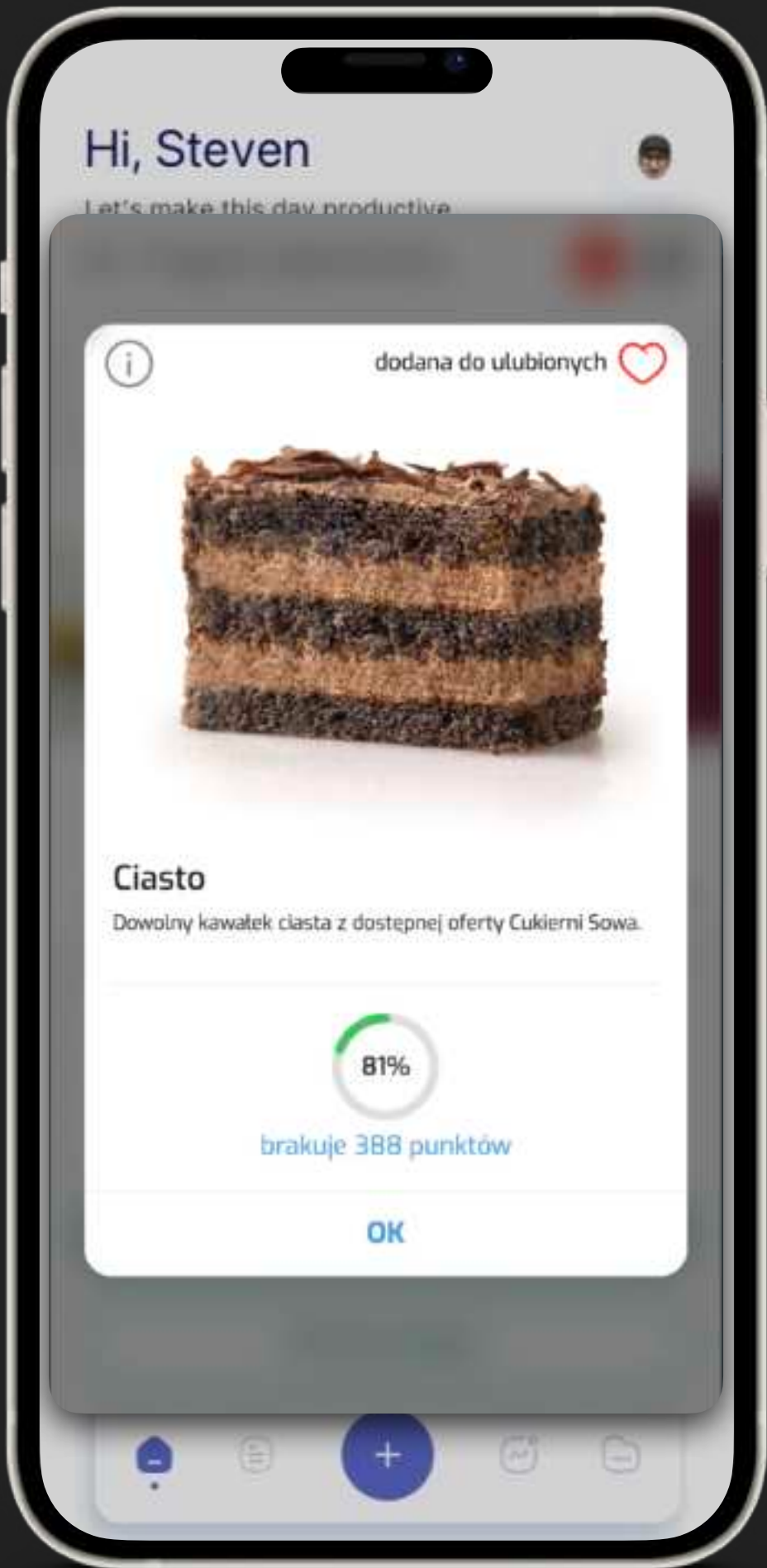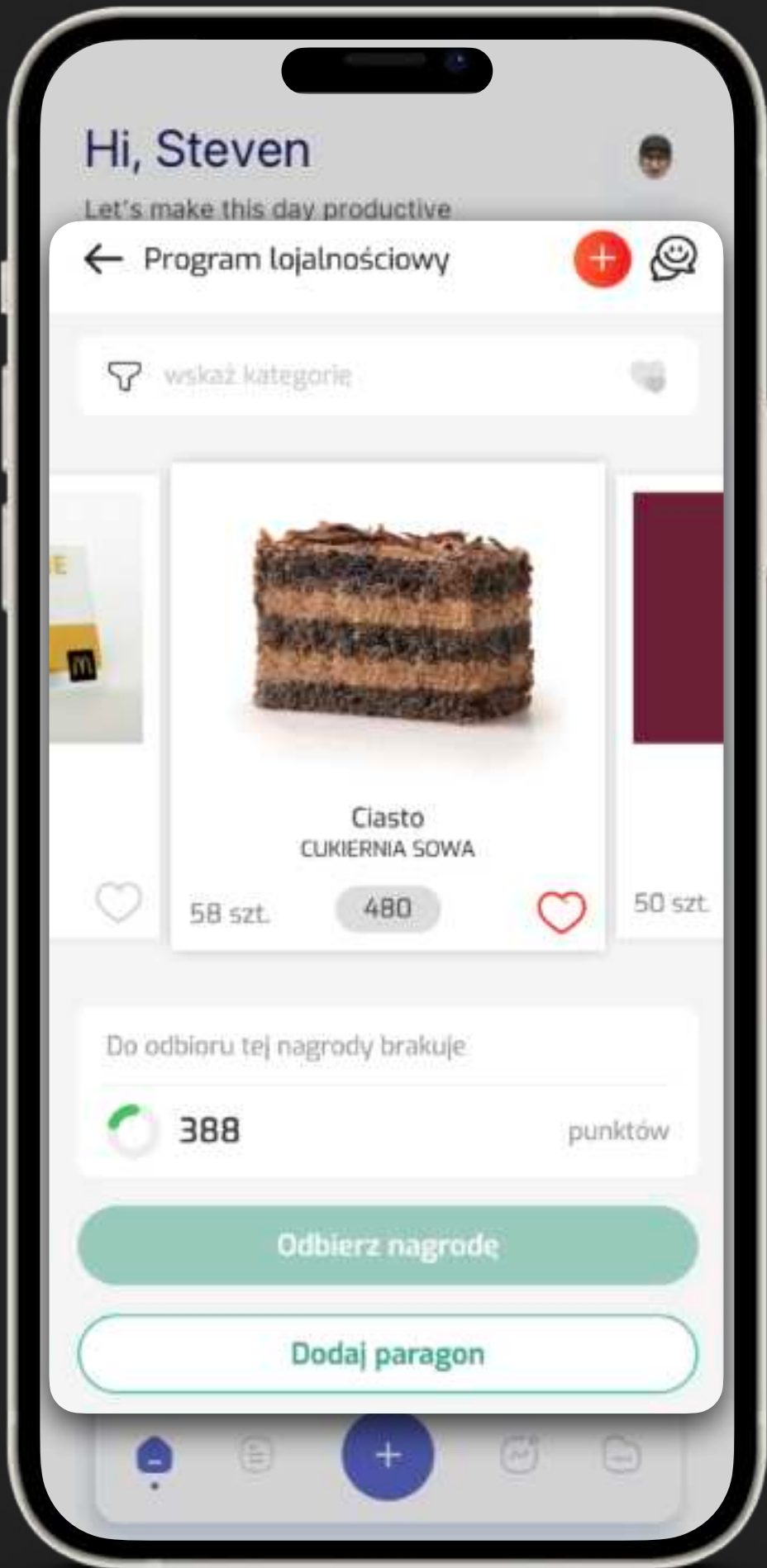
DISCOUNTS

If would like to distribute discounts for brands or tenants and would like to measure its usage and state, this simple Component will do the job. It presents **discount catalogue** and provides its **ordering and delivery** based on **QR codes**.
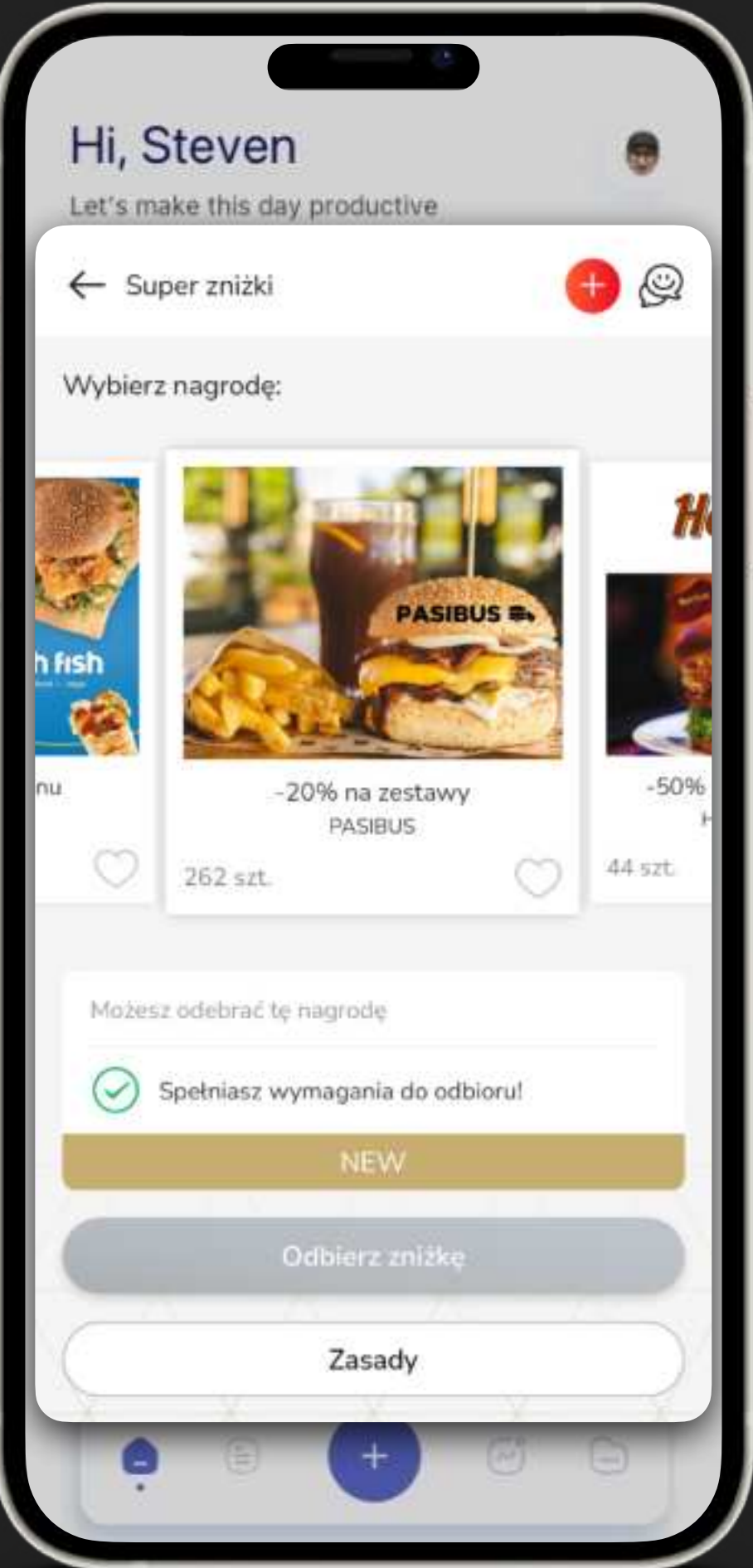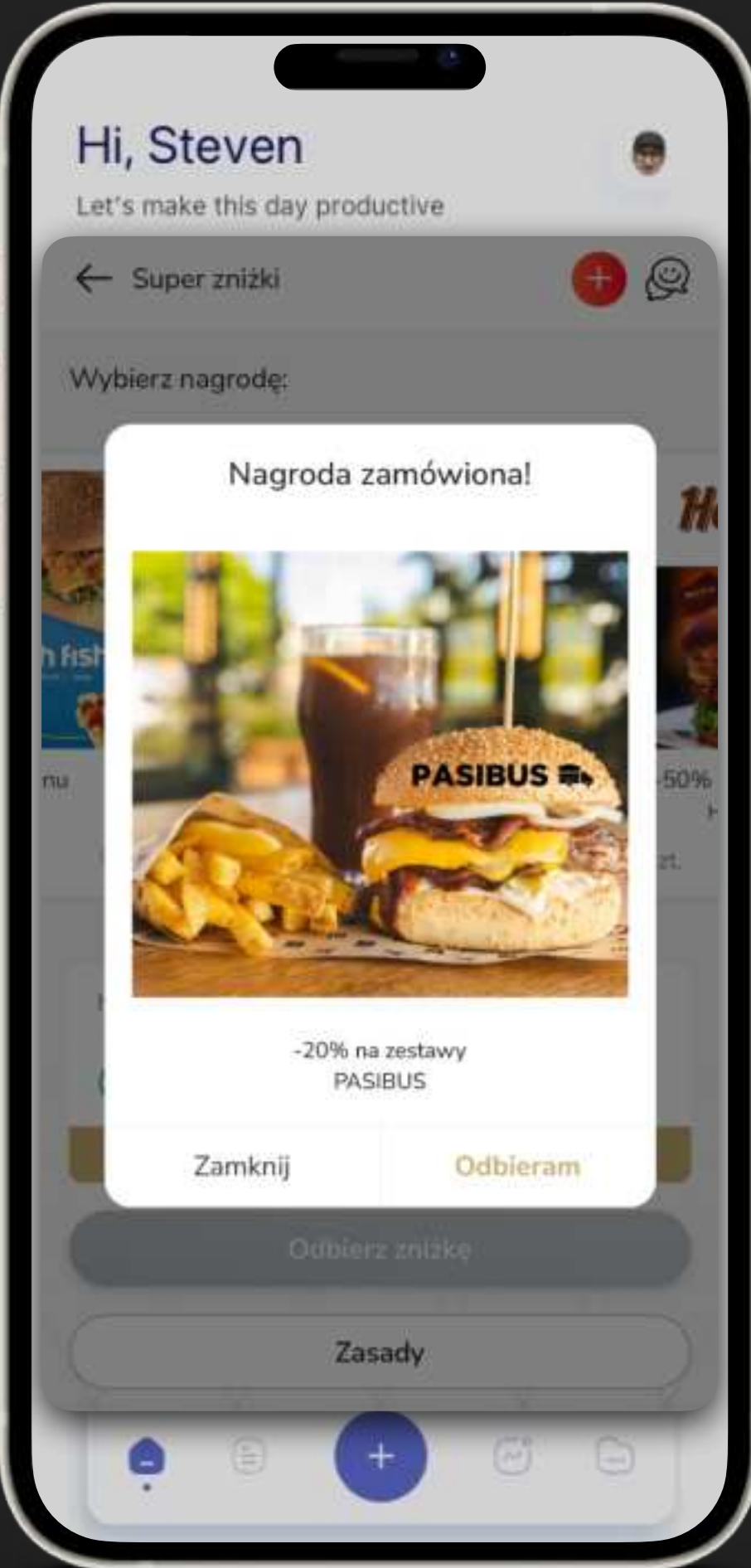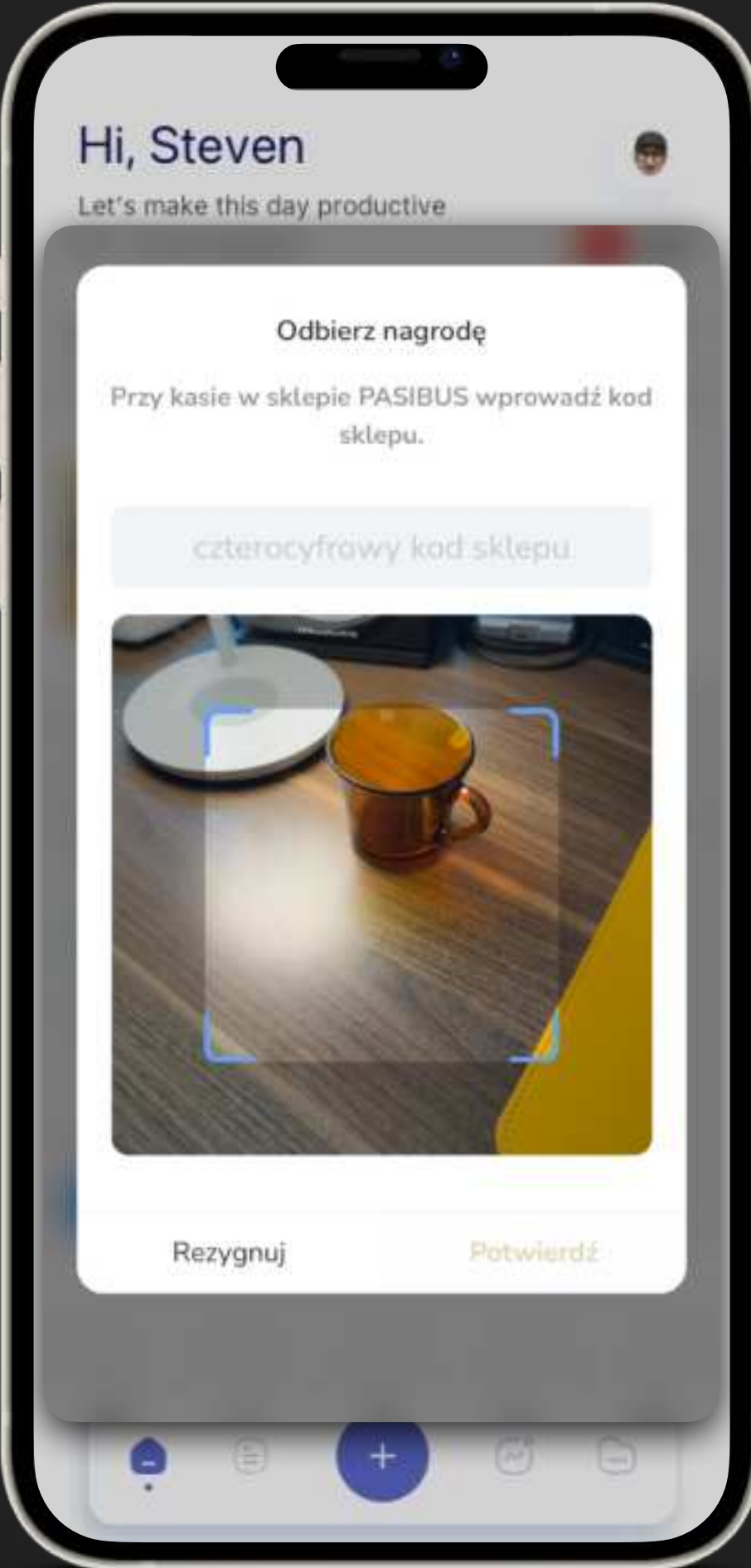
| catalogue | ordering | order confirmation | scan QR at desk | delivery confirmation |

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CHALLENGE

Shopping challenge is an engaging action in which several tasks are set in front of the participant, the completion of which within a certain time determines the rights to the prize.

| parameters	details
action variants	1. flexible number of tasks 2. flexible rewarding 3. instant rewards
challenge tasks	1. number of transactions 2. value of transactions 3. combination of number and value or transactions 4. QR code scan 5. participant's contents or tags 6. gaming activity 7. visits 8. custom events
rewards	1. rewarding limits per participants, per day 2. set type, name, description, image, delivery details 3. delivery Qr codes, delivery via host app, delivery at desk, …

FIELD GAMES

Our field games are based on QR code scanning. These codes are placed in the vicinity or inside commercial objects. Each successful scan unlocks special rewards or access to hunt nad scan more codes.

parameters	details
action variants	1. with instant rewards 2. with players ranking 3. instant rewards and players ranking
game triggers	1. QR code scans 2. loyalty points 3. registered transactions
actions rules	1. simply collect few codes to unlock rewards 2. game trigger unlocks quiz, competition, game, etc 3. rewarding based on ranking of participants
rewards	1. set type, name, description, image, delivery details 2. initial drawing (to avoid hazard games regulations of drawing machines) 3. delivery Qr codes, delivery via host app, delivery at desk, ...
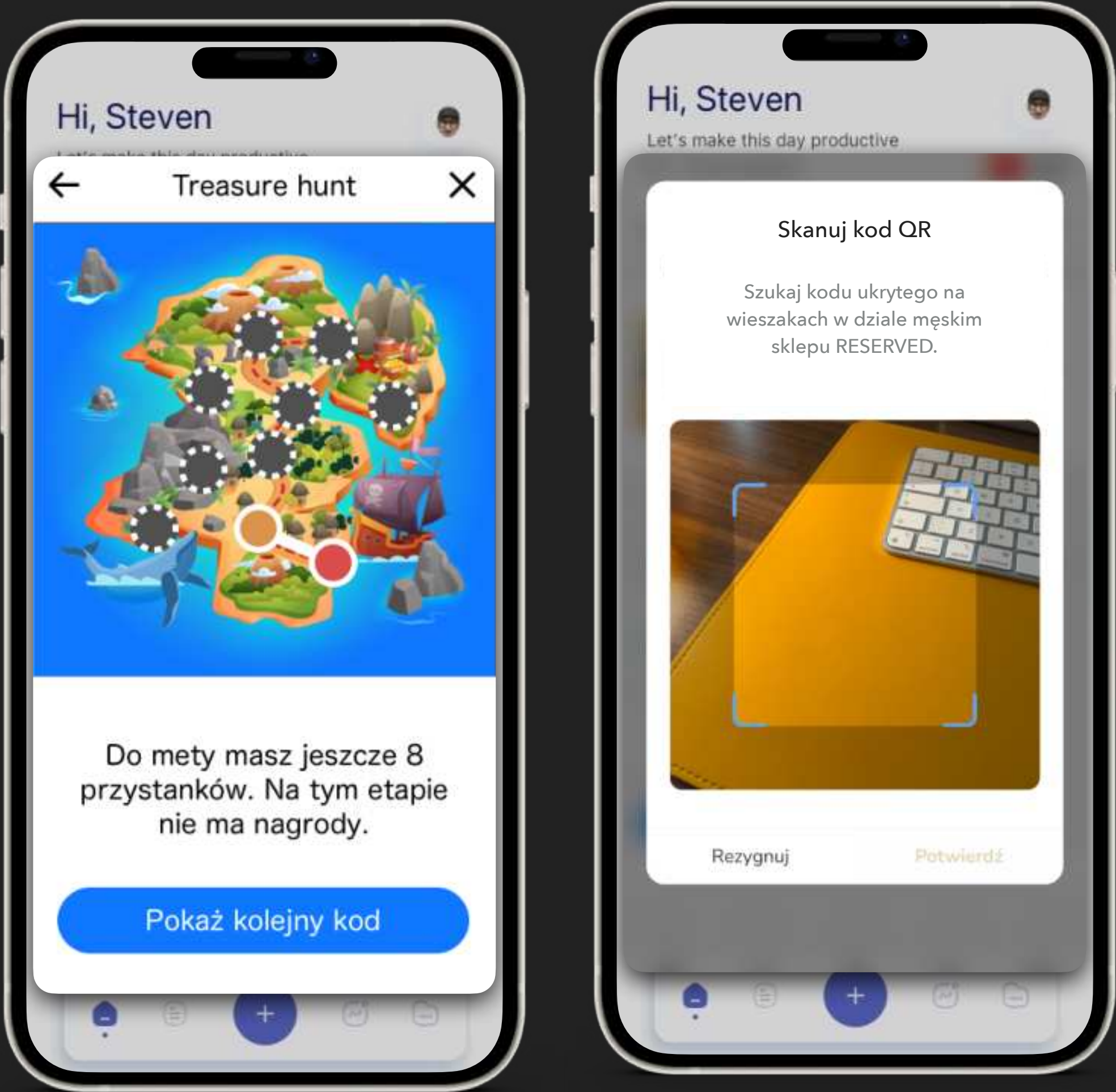
THANK YOU FOR YOUR ATTENTION

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