



## REVIEWS

### Online reputation within your control.

93% of consumers check online reviews before dining or shopping, making your interactions with customers more visible than ever. With SpotOn, you'll see all of your online reviews in one place and get alerts when something new is posted.

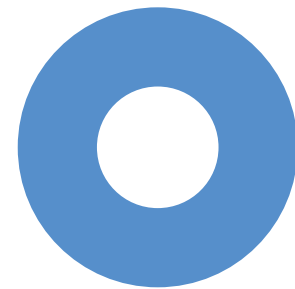
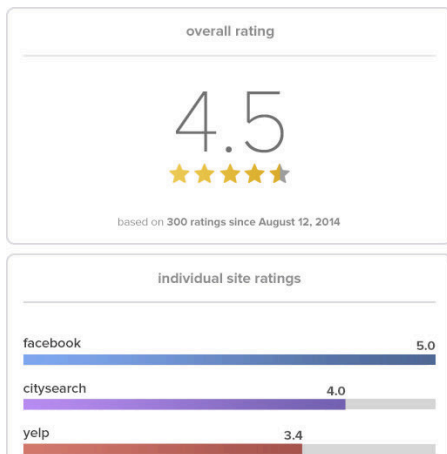
#### Did you know?

A one-star increase on Yelp can increase your revenue by 9%. A negative review will cause 4 out of 5 customers to change their mind about a purchase.

Source: Harvard Business Review (2011)

#### Features

- All of your reviews from all major sites in one place!
- Hourly Internet searches for reviews and alerts, so that when something new is posted you can address concerns immediately.
- SpotOn will prompt loyal customers to submit reviews and help increase your ratings.



# SpotOn

Acquire. Retain. Repeat.

An all-in-one marketing program at your fingertips.

support@spoton.com



## CAMPAIGNS

Don't just email your customers,  
get to know them.

SpotOn gives you tools to collect email addresses and then build relationships via email, Facebook or push notifications. You get a social media strategy that doesn't require extra work!

### Features:

- Collect email addresses with an app you will not find elsewhere!
- Create custom campaigns in minutes with proven templates, optimized for mobile viewing.
- Easily integrate with Facebook, Twitter and push notifications to extend your reach and build engagement.
- Customize offers based on your customers' behaviors.
- Automate emails to reward customers for individual activity, special occasions or frequency of visits.

### Did you know?

65% of email is opened first on mobile devices and 71% of people will delete it if it doesn't look good.

Source: Litmus.com (2015)



"Sending special offers via push notifications during slow periods brings customers in the door—it's a game changer!"

— Daniel Kim  
Paris Morning Bakery



## LOYALTY

Keep your customers  
coming back for more.

Develop a loyalty program that your customers want. SpotOn is dynamic enough to increase your customers' visits and impact same day sales.

### Features:

- Build loyalty by awarding points with every purchase.
- Customize rewards to fit the needs of your customers by giving them control over how they use their points.
- Data to help you determine which rewards work best.
- Enough flexibility to even impact same day sales!

### Did you know?

New customers are 5 to 25 times more expensive than an existing customer. Increasing customer retention rates by 5% can increase profits by 25% to 95%.

Source: Harvard Business Review (2014)



"I can understand my customers, connecting on a more personal level; my business grows as a result."

— Josh Manso  
Florida Bait and Tackle