

Introducing the **Business Builder** POS



ECHO DAILY
www.EchoDaily.com



Echo Daily's Goal

Echo Daily helps you increase sales by taking advantage of your number one opportunity, customers at the point of purchase.

Introduction

Customers reveal valuable information about their buying habits when they are at the point-of-sale, including:

- What they purchase
- How much money they spend
- What motivated them to purchase
- When they purchase (Date/Time)
- Purchase frequency

In addition, they are engaged!

This is the perfect time to enhance their experience and take steps to get them to return.

Echo Daily's Business Builder Point-of-Sale (POS) is here to help a business seize the moment and take advantage of the opportunity.

Echo Daily's POS is the only proprietary iPad driven software that integrates a digital loyalty & marketing program with point of sale software and the payment transaction with all the hardware needed to run the point of purchase.



Digital Loyalty & the Customer Facing iPad



Loyalty Programs make a difference

10X's

On average, loyal customers can be **worth up to 10X more** than their first purchase.

95%

Increasing customer retention rates by 5% can **increase profits as much as 95%**.

7-10X's

Finding a new customer can be **7-10X more expensive** than keeping a current one.

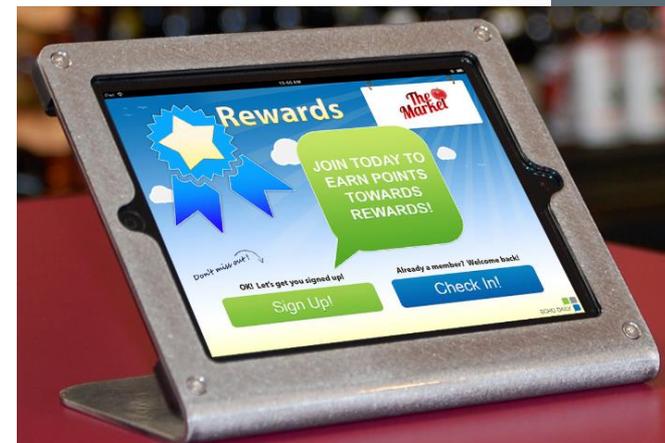
Seamless Process

The iPad that faces your customer will invite them to enroll into your loyalty program by entering their contact information while that happens you ring up the transaction.

The customer is incentivized to enroll for two reasons:

1.) To receive points for future purchases and earn rewards. Points to dollars or points for certain products.

2.) To receive a join incentive (optional)
Get 10% off your next purchase when you join our loyalty program!



Welcome Email

Come see us at



Welcome to our Rewards Loyalty Program!

Here are some important things to know about your membership in our Rewards Loyalty Program!

- 1) Since you have joined, a special reward has become available to you! Make sure and "Check In" on your next visit to redeem it!
- 2) Don't forget to "Check In" at the point of purchase during ALL of your visits to accrue points towards rewards on your purchases!
- 2) Some promotions may ask you to "Claim" them. It is important to do this so you may redeem the special promotions available you!

*Thanks!
See you soon!*

Get the App!

Download the mobile app to keep track of rewards and special member only promotions!

Available on the [App Store](#) or get it on [Google Play](#).



You are receiving this communication because you are a member of the Merchant Name Rewards Loyalty Program and you have agreed to receive such messages. To [Unsubscribe](#), click here.

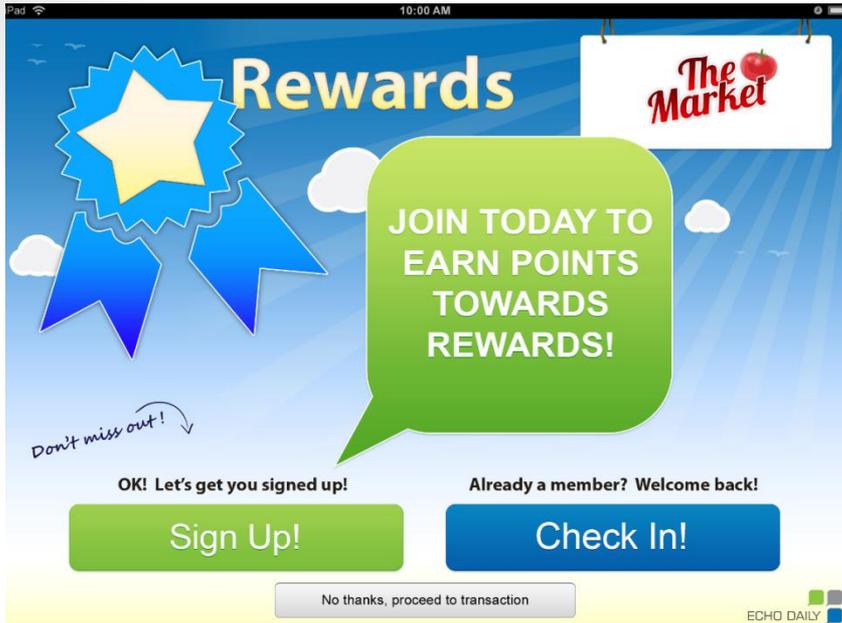


Consumer App

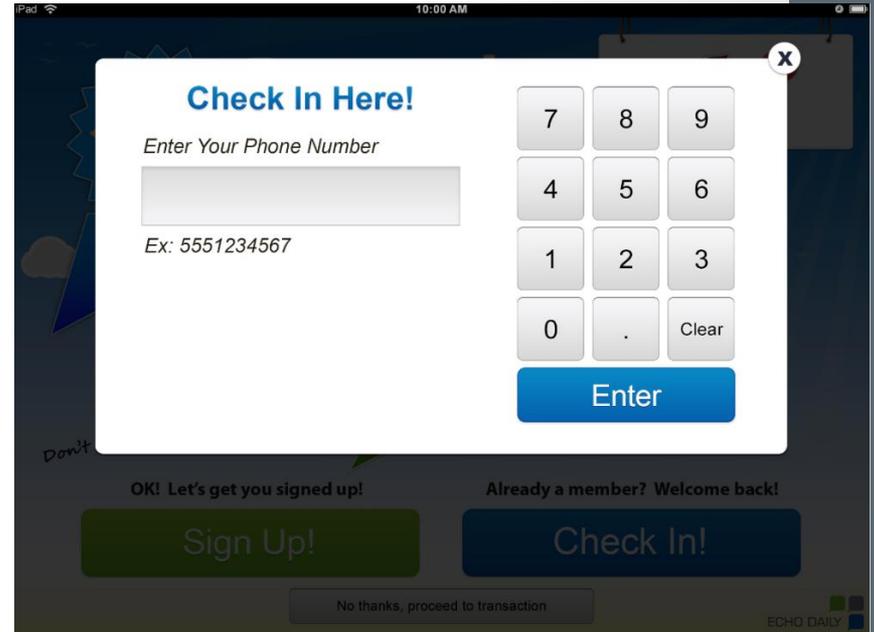
- Echo Daily provides an app that customers may download to their mobile phones to keep track of rewards they have earned, special promos and progress on new rewards.
- Being located on the customer's mobile phone it will serve as a constant reminder that they are part of the business' loyalty program and can earn rewards at the business.
- This is also an opportunity for businesses to attract new customers (and adds urgency to the sale for you). Consumers who are not already enrolled into their loyalty program can search out a business and its rewards using the **mobile map** feature.
- The app can be downloaded by clicking on the link in the email sent to the customer after they join the business' loyalty program. Each email promotion sent out also contains a link to download the app. A customer can also download it directly from the Echo Daily website, Android Marketplace and the Apple App Store.



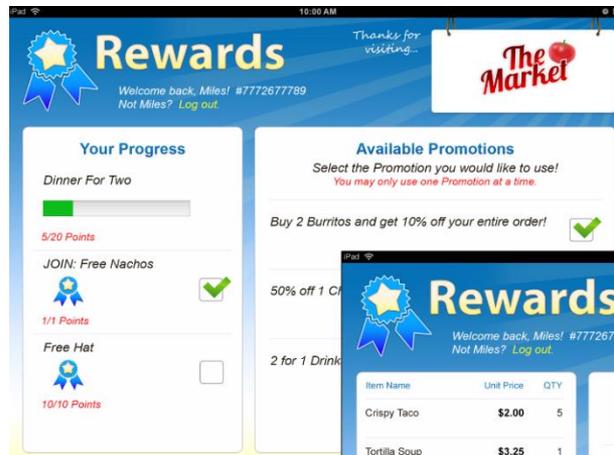
Check In Process



Home Screen

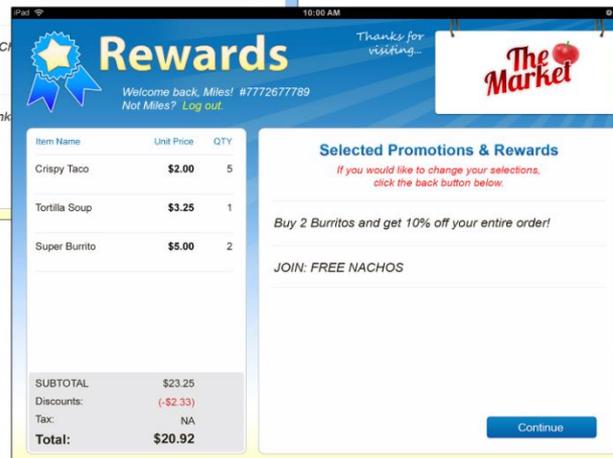


Check-in Screen



Monitor the Transaction

Select Available Promotions



Out of Store Customer Engagement

The Echo Daily Business Builder's loyalty enrollment and check-in process will seamlessly build an opt-in database with customer contacts and analytics.

When a customer leaves a business there is always the liability that the customer won't return no matter how strong the business' loyalty offering is.

This is why the Business Builder has promotional capabilities that will drive sales on demand through out of store engagement with direct mobile and email marketing campaigns.

Options for Sending / Text Message Email and App Push

All promotions are sent via email and/or text message and/or mobile app.

Text Message Promotions

- ✓ 95% of adults own mobile phones with text message capability making text messaging the most universal way to effectively advertise to consumers.
- ✓ 96% of all text messages are read within the first 3 minutes of receipt.
- ✓ Response rates for mobile marketing are **15%** compared to 1-4% generated by other mediums.

Email promotions/newsletters/announcements

- ✓ Loyalty email promotions have a 30% open rate.
- ✓ Email templates. HTML editor for custom templates.
- ✓ Unlimited emails to unlimited contacts

Mobile App Push

- ✓ The mobile app is free to a business' customers.
- ✓ Unlimited pushes

All messages sent out via email and text will automatically include an opt-out option as required by the SPAM-Act.

MOBILE MARKETING



Drive sales on demand with targeted promotions using mobile & email.

3 minutes

90% of all text messages are read within **3 minutes** of receipt.

99%

Text (SMS) open rates exceed 99%.

134% more

People who buy products marketed through email **spend 138% more** than people that do not receive email offers.



Have questions? Call us TOLL FREE: 866.796.7297 Visit us at EchoDaily.com



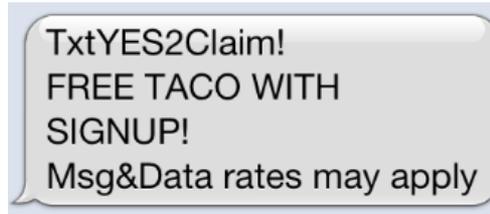
ECHO DAILY

Example Customer Promotions

SAMPLE CONSUMER APP SCREEN



SAMPLE TEXT PROMO



SAMPLE EMAIL PROMOTION



\$10 Off your next purchase!

Claim this offer now & redeem it during your next visit!

Claim This Now!

Valid: 6/15/2013 Open to 6/25/2013 Close

Get the App! Download the mobile app to keep track of rewards and special member only promotions!

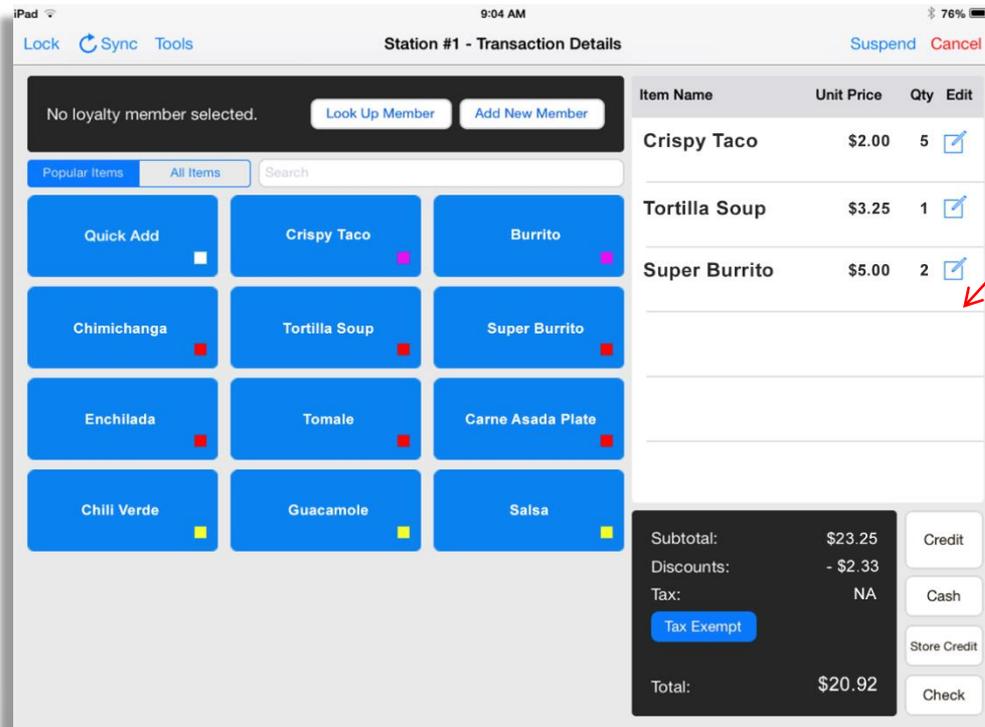
Available on the [App Store](#) or get it on [Google Play](#).



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Cashier Facing iPad Screen



The cashier may manually pick items the customer is purchasing by tapping on the icons or they can use the scanner to scan barcodes.

Card Transactions

Card Types: Visa/MC, AMEX, Discover, Debit Pin & Signature

Payment Types:

Near Field Communication (NFC). For Apple Pay and Google Wallet



Magnetic Card Reader

EMV (Europay, MasterCard & VISA) Chip based cards

Ring Up Process

Customer facing iPad shows the customer the items purchased with a price and a grand total with any discounts from promotions or rewards.

Rewards
Welcome back, Tara! #7757837212
[Log out.](#)

Thanks for visiting...

ECHO DAILY

Item Name	Unit Price	Qty
Jeans	\$19.95	1
Jacket	\$49.95	1
T-Shirt	\$4.95	1
Shoes	\$29.95	1
Subtotal	\$104.80	
Discounts	\$5.00	
Tax	\$0.00	
Total:	\$99.80	

Selected Promotions & Rewards
If you would like to change your selections, tap the button below.

Sing up Today! Used

< Back

Back End System Homepage

For your convenience Echo Daily provides a internet hosted web portal to launch marketing campaigns and pull detailed reporting. You may access this from any device that has internet access.

The screenshot displays the 'Echo Business Builder' interface. At the top left is the 'ECHO DAILY' logo. The top right navigation bar includes icons for HOME, SETUP, SUPPORT, and LOGOUT. A central header reads 'Echo Business Builder'. Below this, a 'Welcome Back, Miles Johnson!' message is shown, followed by user statistics: 'Your Short Code is: 63566', 'Text Messages Sent This Month: 6', 'Your Relationship Manager is: Shana King', and 'Contact Info: 866.796.7297 Ext: 126'. A large cloud graphic is positioned to the right of the welcome message. The main content area features several functional tiles: 'Customers' (Manage your database), 'POS Back Office' (Manage your Point Of Sale system), 'Performance Center' (See the impact of your campaigns), 'Promotions' (Get more sales from existing customers), 'Grab Promotions' (Attract NEW customers), 'Announcements' (Communicate with customers), 'Reminders' (Market via special dates in customers lives), and 'Waiting List' (Keep your customers in the loop).

Reporting

A variety of detailed reports can be accessed by clicking through the available links.

All reports may be exported into Excel and CSV.

Business Builder

Dashboard Products Inventory Employees Product Categories Vendors Product Brands Transactions

SALES SNAPSHOT

7 Days | 14 Days | 30 Days

Date	Sales
Jul 9	300
Jul 10	100
Jul 11	100
Jul 12	100
Jul 13	100
Jul 14	1700
Jul 15	100

Total **\$2,212.14**

Daily Average **\$316.02**

Per Sale Average **\$88.49**

POPULAR PRODUCTS

7 days | 14 days | 30 days

Product	Percentage
05.5 Liner	23.8%
1 succulent	19%
1 Green Plant	14.3%
1 Container	9.5%
2 succulent	7.1%
1 Fresh Floral	7.1%
Orchid Small	7.1%
Bamboo Strai...	7.1%
Scarves	7.1%
Misc Gift & Body	7.1%

PERFORMANCE REPORTS

By Date Range	By Terminal	By Employee
By Item	By Payment Type	By Supplier
By Customer	By Category	By Brand

Need Help?
Contact your Relationship Manager!
866.796.7297 Ext: 126

PCI Compliant & Data Breach Insurance

- Through our pin pad hardware partner VeriFone, Echo Daily offers one of the only PCI compliant tablet based POS solutions on the market.
- Being PCI compliant doesn't mean that there will not be a data breach and if there is one a business may be liable in thousands upon thousands of audits and fees.
- This is why we offer our customers the option to get data breach insurance for an additional \$5.00 a month. The insurance will cover them up to \$100,000.00 per occurrence with no deductible. The policy is underwritten through AIG.

Getting Started

To move forward order you hardware bundle from Echodaily.com by clicking on the link “get started”. Then fill out the paperwork with your local representative and Echo Daily will take care of the rest.

