



FEATURE CALLOUT

- Accelerate time-to-value with a more cost-efficient option than a branded mobile app
- Engage your customers via an additional marketing channel
- Trigger messages based on customer location
- Encourage offer redemption through reminder notifications
- Track downloads, installs, updates, and deletes
- Available to Cheetah Messaging and Cheetah Loyalty clients

MOBILE WALLET

Overview

Today, with a single, native mobile application, consumers no longer have to worry about leaving coupons at home or missing earning valuable rewards because they forgot their membership card.

Forward leaning brands are increasingly leveraging digital wallets to store this information, making it available anywhere and anytime. Cheetah Digital takes this one giant step further by leveraging this always-on mobile feature and turning it into another channel for brands to engage with customers. We call this capability Cheetah Digital's Mobile Wallet, and it's available to Cheetah Messaging and Cheetah Loyalty customers.

Personalized Engagement Opportunities

Today, mobile wallets are more than just a digital ID card. By leveraging the "always-on" wallet, brands can send customers unique messages and offers anywhere, anytime.

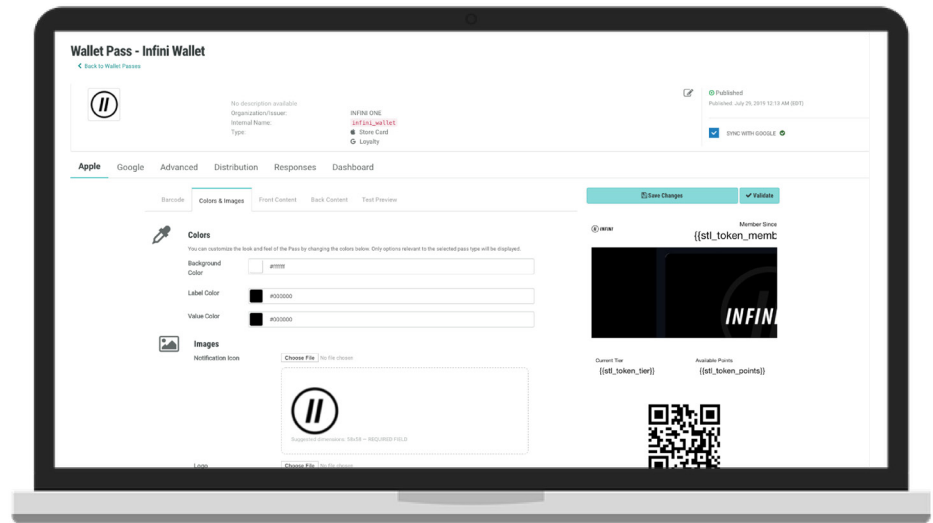
Cheetah Digital's Mobile Wallet enables brands to fully customize customer experiences — and we're not just talking about design. Every element of the pass, including labels and values, can be dynamic. The same sophisticated decisioning engine that powers our Messaging and Loyalty solutions can dynamically populate the wallet pass with any customer data that is stored on their profile. It can display store details, like location and hours, and deliver store-specific messages, such as information on sales and events.

Geolocation Enabled

One of the most important attributes of mobile wallet is that it is geolocation enabled. This allows brands to trigger location-based notifications on a customer's proximity to a store or other location, reminding them about available promotions or to simply open the wallet and facilitate a point of purchase (POS) check in. And since geolocation is native to customers' mobile wallets, it's less likely they will disable it than they frequently do with branded apps.

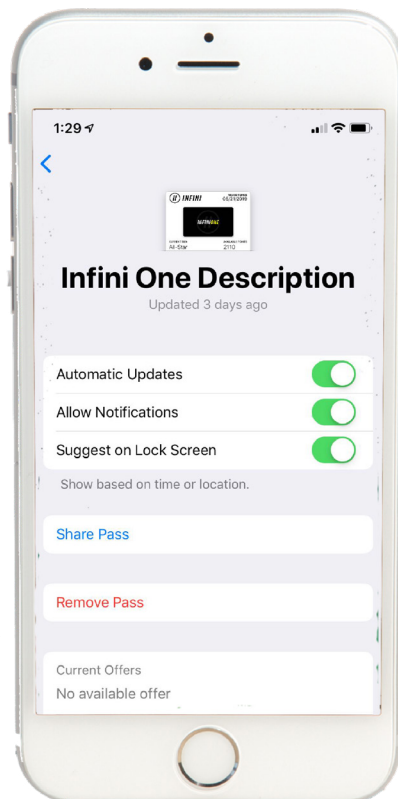
No App? No Problem

Cheetah Digital's Mobile Wallet leverages the wallet app, which is included with iOS and Android mobile operating systems. Users can conveniently store and access passes from their favorite brands, including ID cards, coupons, event tickets, and gift cards. With mobile wallet, clients are not required to develop a branded mobile app or update an existing one.



Intuitive Editor

It's easy to refresh Cheetah Digital's Mobile Wallet with new content and offers through our intuitive, form-based editor. The editor walks marketers through both iOS and Android setup and enables easy editing, testing, and proofing. With support for barcodes and QR codes, we help distribute the passes first with email messaging then redirect to landing pages with the 'Add to Wallet' functionality. This creates a frictionless install, leading to higher download and adoption rates.





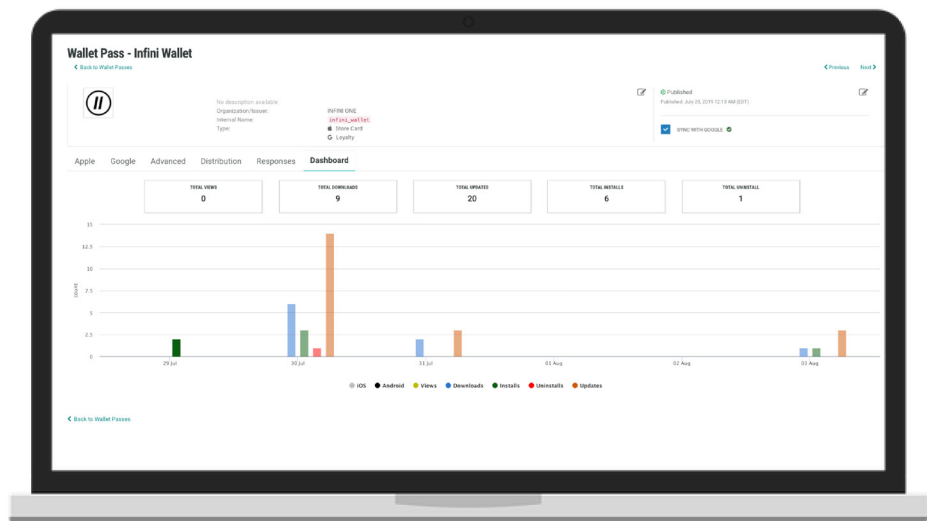
Types of Passes

Loyalty and membership cards can be customized to match brand guidelines and are readily available for check in at POS to capture rewards.

Coupons and offers can be stored in the mobile wallet for instant redemption during purchase. As the expiration date nears, you can send a reminder to the customer, prompting them to redeem their offer and effectively driving store traffic and incremental purchases.

Stored value cards allow for convenient management and redemption of digital gift cards. Customers can view their balances and receive location-based reminders when close to a store.

Event tickets can be stored in the mobile wallet for fast, easy entry into an event. Ticket Information can be updated in real time to provide important event details. You can even deliver attendees concessions or merchandise offers during the event, seamlessly increasing revenue.



Tracking and Analytics

Measuring the success of Cheetah Digital's Mobile Wallet is simple and straightforward. We track the metrics that matter most: downloads, installs, updates, and, of course, deletes. Visualized in an easy-to-read report, you can view performance by metric and time period and easily configure custom dashboards.

Want to learn more?
Our experts are here to demo our platform and chat through any questions you may have, whenever is most convenient for you.