

Increasing Marketing Performance with Traceable Incentives

USE CASE

USE CASE FOR THE RETAIL INDUSTRY

OPTEL's traceability expertise can be applied in a variety of ways to optimize numerous processes, including marketing.

OPTEL's Verify Brand® Software provides Track&Trace functionality for a wide variety of consumer engagements. This loyalty-member acquisition system is a broad, state-of-the-art solution, with a development roadmap that is continuously adding new features and performance enhancements driven by client requests. Brands can leverage our patented platform to:

- Deliver traceable incentives—via coupons, email, SMS mobile, etc.—to consumers who are in the company's CRM database
- Deliver traceable incentives to acquire new consumers for the CRM database
- Establish a platform through which all consumer engagement activity (sweepstakes, digital promotions, etc.) can be managed, tracked and linked to your corporate CRM database



Solution and Benefits

Our solution includes campaign reporting tools that allow marketers to view in real time and in one dashboard all campaigns that use unique, adaptive codes created by OPTEL's Verify Brand® Software. These can include coupon redemptions, sweepstakes entries, loyalty redemptions, non-transactional activities, and any other promotion driven by our codes.

Verify Brand Software can power responsive microsites for coupon delivery, sweepstakes, loyalty and other consumer engagements to capture user data and integrate that data with any corporate CRM. The Verify Platform is customizable to meet specific client needs, and in certain instances, OPTEL technology can enable campaigns to be altered while in market and deliver targeted offers to users based on rules and consumer demographic data.

PLATFORM CAPABILITIES

FEATURES	
Email Coupon Tracking	✓
SMS Coupon Tracking	✓
Retailer Loyalty Card Coupon Tracking	✓
Physical (FSI/IRC) Coupon Tracking	✓
Social Media Distributed Coupon Tracking	✓
Sweepstakes	✓
Loyalty	✓
Cross-Channel Campaign Reporting	✓
CPG Serialization and Tracking	✓
Brand Currency Management	✓
POS Integrations	✓
Mobile App Integration	✓



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