



## Deepening Connections for Retailers

Retailers need new resources for connecting with customers in digital and physical spaces. Captello makes it possible to bridge digital-physical gaps by providing experiences that engage and educate while collecting important data from new and existing customers so you can stay in touch anywhere.



### DIGITAL SIGNAGE

Remote or local provisioning with advertisements and promotions.

### ATTRACT LOOPS

Run attract loops with different promotions, ads, or calls-to-action.

### UNIVERSAL DATA CAPTURE

Collect survey and contact data from new or existing customers.

### DATA ENRICHMENT

Collect basic information such as an email address and the system will enrich the record with relevant data such as social profiles, affinities, or wealth information.



### WAYPOINTS

Encourage customers to learn & shop online, visit store locations & explore online content such as product videos and brochures, incentivized campaigns and self-guided tours.

### GAMIFICATION & REWARDS

Engage customers in-store and online. Use games to promote new products or services, offer discounts or rewards, celebrate store openings, and collect customer data.

(SCAN QR CODES FOR LIVE EXAMPLES)



### BRANDABLE QR CODES

Design branded QR codes with your company and/or brand's logo and colors. Use QR codes in store-front windows, product displays, or online to drive data collection, education, and engagement.



### EMPLOYEE TRAINING

Use gamification with prizes and integrated e-Gift Card Rewards to fuel team building events and boost employee morale.

### CORPORATE EVENTS

Run your own corporate events to register attendees, check them in/out, print name badges, and optionally sell tickets. Highlight your events using a brandable online directory which can also be used for sales meetings or corporate gatherings.

### INTEGRATION

Works with existing CRM or marketing automation systems such as Salesforce.com, Microsoft Dynamics, Adobe Marketo, Oracle Eloqua, Salesforce.com Marketing Cloud, Selligent, and more! Integrate with your existing POS system using our API and/or outbound webhooks.

### OMNICHANNEL MARKETING & CUSTOMER COMMUNICATION

Captello's highly integrated, omnichannel marketing automation platform enables B2C marketers to maximize every moment of interaction with today's connected consumers.

### COUPONS

Generate new coupons or import existing coupons for use with the platform. Send coupons out via any outbound campaign, or as a response after new form submissions.

### DRIVERS LICENSE SCANNING

Collect mailing addresses and contact information easily and quickly by scanning a drivers license. Use built-in age verification to admit customers or verify eligibility for products and services.