

# Visual Voucher™

## Measurable Sales Conversion – Made Easy

Finally! A seamless way to connect the dots between any consumer touch-point and an in-store purchase. Introducing *Visual Voucher™*, the easiest way for retailers to attract, identify and reward consumers who engage with their brand.

### Maximum Reach & Easy Redemption

*Visual Voucher™* offers are available to anyone with a smartphone. Unlike other approaches to mobile couponing, there are no applications to download and no special hardware or software required at the point-of-redemption.



1 Promote offers across any media channel (online & offline).

2 Upon request, offers are delivered to a consumer's mobile phone.





**3** Voucher redemption is initiated by the customer with a simple touch on their screen. Visual Voucher™ does the rest!

Retail staff person visually verifies that the on-device redemption process was completed. Existing process for applying a discount at point-of-sale remains. A reconciliation report is sent to the retailer in real-time.

### Real-Time Reports & Actionable Insights

A live campaign dashboard reveals the true reach and performance of your marketing efforts.

- Drive customers to your stores from all media channels - offline and online.
- View offer requests and redemptions as they happen; see how quickly your customers are converting!
- Compare activity by offer, customer, media channel and redemption location.
- Build a database of your most loyal customers.

**COUPON**

**Sales Conversion 23%**

**ENGAGEMENT**

Channel	Sent	Viewed	Redeemed
Document	10%		
TV	16%		
Radio	12%		
Store	24%		
Facebook	16%		
Email	22%		

**JENN SAUNDERS**  
 Age 28  
 @JSaunders80  
 Opt-in ✓  
 Redeemed: 07/09/2013  
 (8hr 15mins)  
 Store #291

Request a demo at [visualvoucher.com](http://visualvoucher.com)

MobileXCo is a mobile technology and solution provider that specializes in connecting brands with consumers in measurable ways