

**Simple Strategies
to a Powerful
Loyalty Solution...
You Can Monetize.**

Hello! I'm Pierre Barbeau.



About Moblico

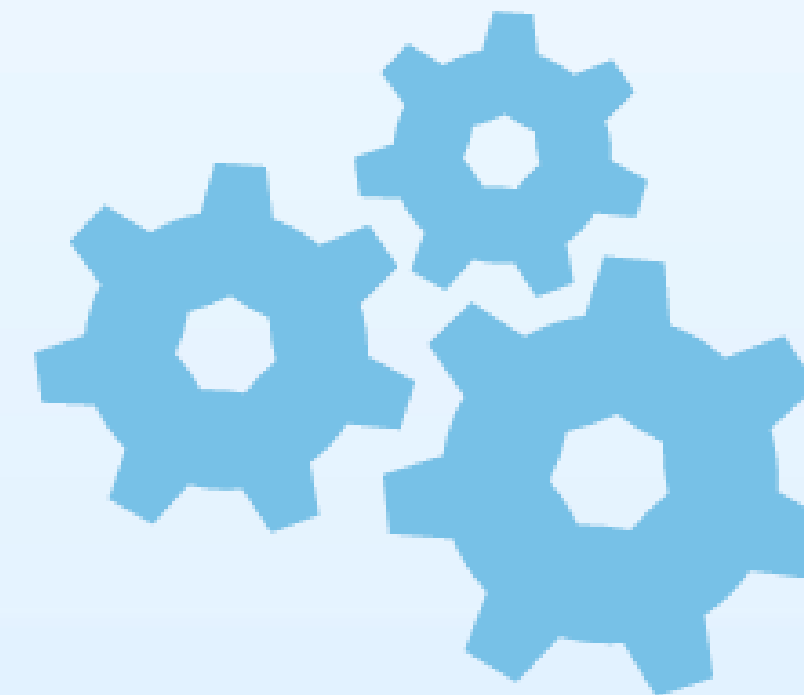
Moblico helps publishers engage, drive loyalty and monetize audience... and content.



Analytics



Engagement



Loyalty
Engine



Ready-Made
Apps

25,000 Companies Engage with Moblico



Monetize Not Only Your Content...But Your Audience.



Business Growth Objectives

- Subscriptions
- Digital Activations
- Page Views
- Social Media Followers
- Engagement with Advertisers
- Partner In-Store Traffic
- Ticket Sales
- Event Participation

Engage Cross Functional Team

Internal	External
Executive Editorial Marketing Loyalty Digital Mobile Sales IT	Sponsors Advertisers Partners

Focus on Customer



Build Your Audience Profile

Name

Ethnicity

Age

Employment

Gender

Ownership

Email

Financial

Phone

Voter

Social IDs

Shopping

Bios

Attitudes

Following/Followers

Entertainment

Klout Score

Travel

Location



Social Media Append Example

Photos

Facebook Photo



Linkedin Photo



Twitter Photo



Demographics

First Name	Bill
Last Name	Misrasi
Full Name	Bill Misrasi
City	Bountiful
State	Utah
Country	United States
Continent	North America
Gender	Male

Employment History

Organization: iGlobal Cities, LLC

Start Date	2002-01
End Date	Not Available
Title	CEO/Founder

Handles

GTalk	Not Available
Skype	Not Available

Websites

Website #1	http://cityclickers.com
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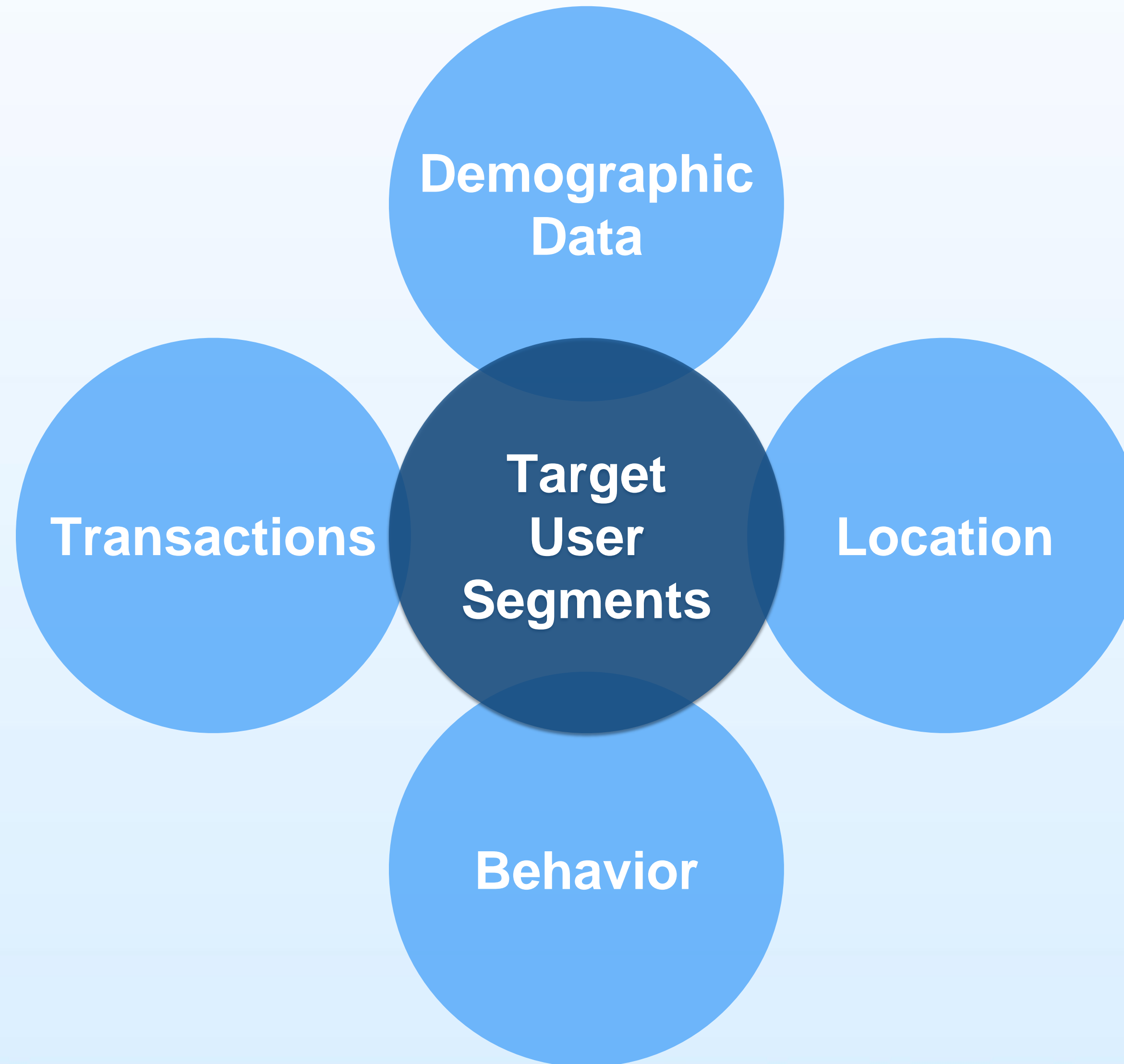
Facebook

User Name	bmisrasi
URL	https://www.facebook.com/bmisrasi
Bio	Small business Funding sources, HyperLocal, Social, eCommerce, Live streaming TV & Web marketing for all start up & current entrepreneurs.
Followers	410
Following	1080

Integrate Your Customer Touch Points



Segment Your Audience



Build Your Segments

User Demographics ▾

Gender ▾

Male ▾

Remove

User Demographics ▾

Age ▾

From 35 to 55

Remove

User Location ▾

Existing Location:

Johnny's Tavern – Power & Light District (Kansas City, MO)

Remove

Target Radius: *

100 meters

Time Period Of Action: *

30 last x days

Frequency Of Action: *

0 times

User Behavior ▾

Action: *

Redeemed Offer ▾

Remove

Time Period Of Action: *

30 last x days

Frequency Of Action: *

0 times

User Transaction ▾

Amount Type: *

Single Purchase ▾

Remove

Product:

Appetizer

Amount In \$ (USD): *

20 Greater Than ▾

Time Period Of Action: *

30 last x days

Frequency Of Action:

1 times

Reports and Actionable Data

Total App Registered Contacts

140,670

New

10,002 (7.11%)

[View](#) / [Edit](#)

New contacts added within the last 30 day(s).

Active

55,301 (39.31%)

[View](#) / [Edit](#)

Contacts who have used the app 1 time(s) in the last 30 day(s).

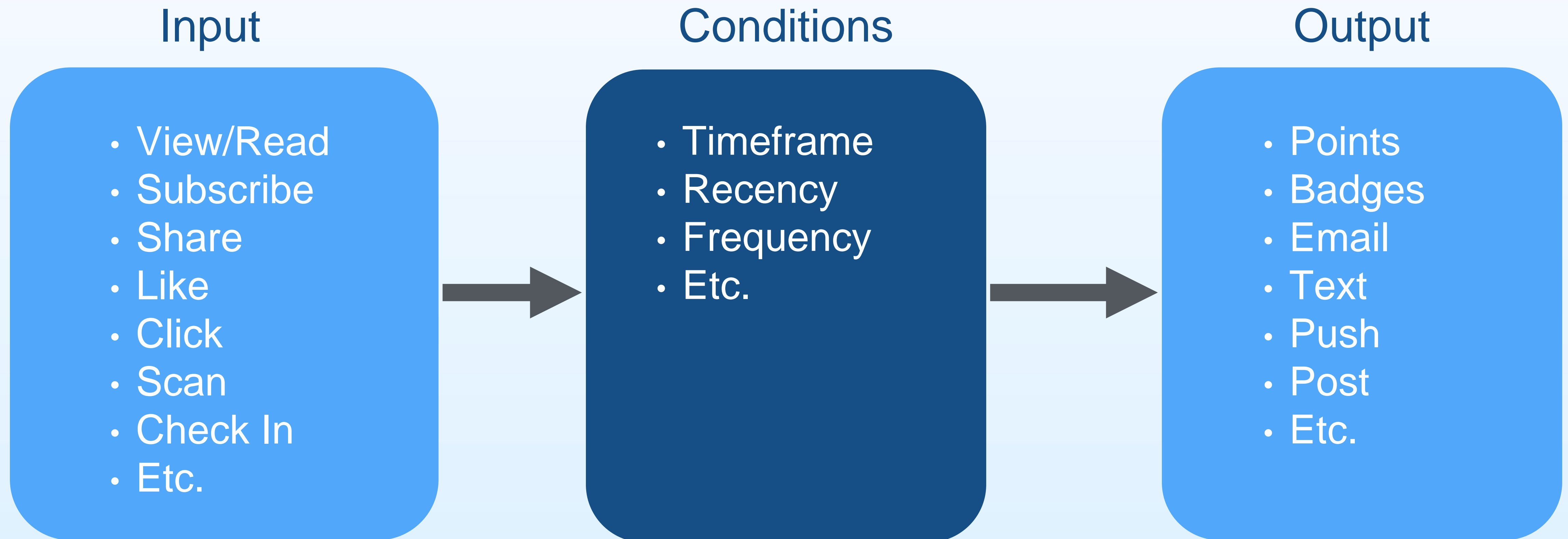
Slipping Away

3,501 (2.49%)

[View](#) / [Edit](#)

Contacts who have not used the app in the past 90 day(s).

Apply Objectives Through Marketing Triggers



Engage and Reward Anytime, Anywhere.

HOME

REWARDS

HISTORY

EARN POINTS

LOCATIONS


EVENTS

VIDEO

CARDS (1)

HELP

MY REWARDS

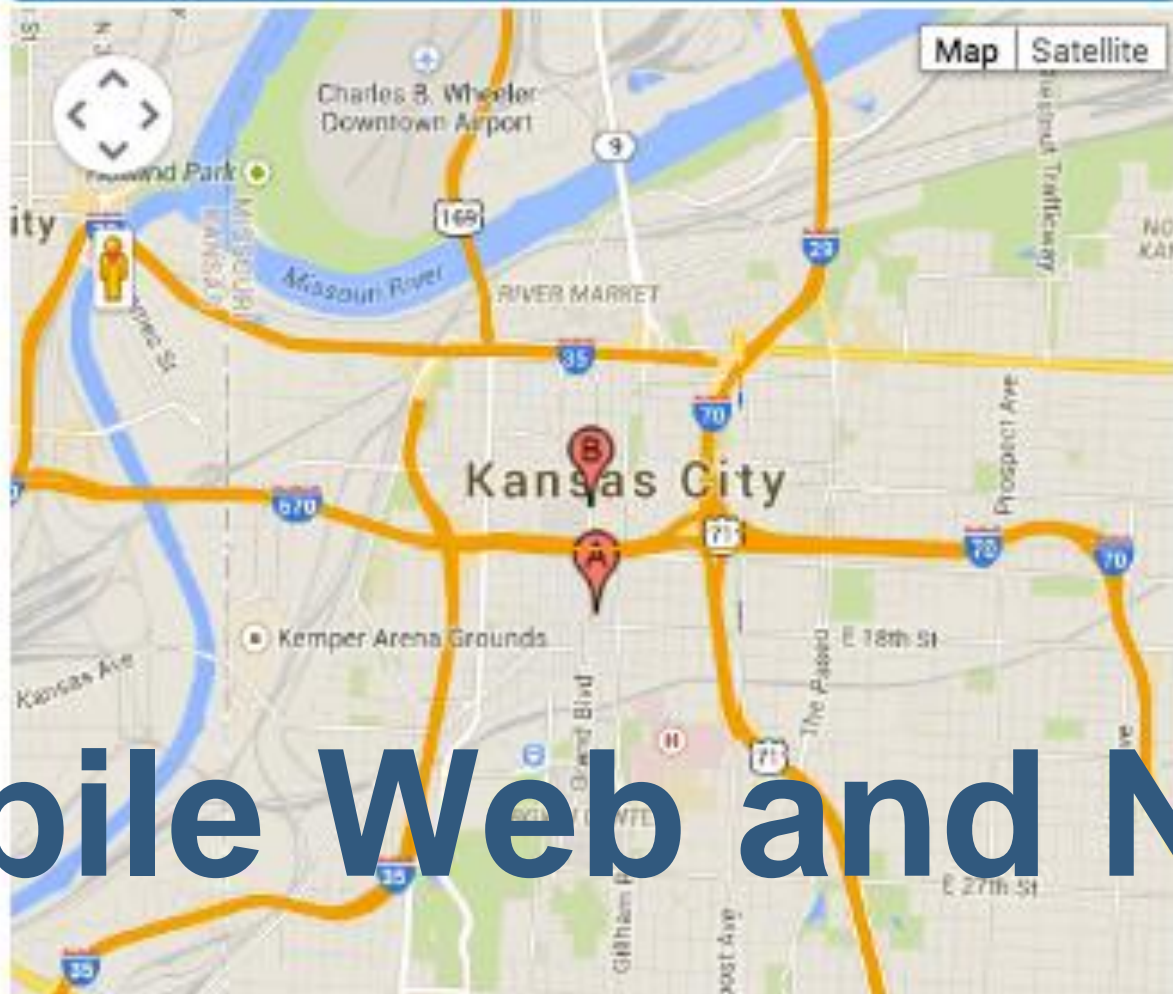


Johnnys offer

LEADERBOARD

1. jaydog	1820 Points
2. jimmyb	600 Points
3. k	200 Points
4. KW	0 Points
5. katie	0 Points
6. cam	0 Points


LOCATIONS MAP



LOCATIONS


FinditKC

1729 Grand Blvd
Kansas City, MO, 64108



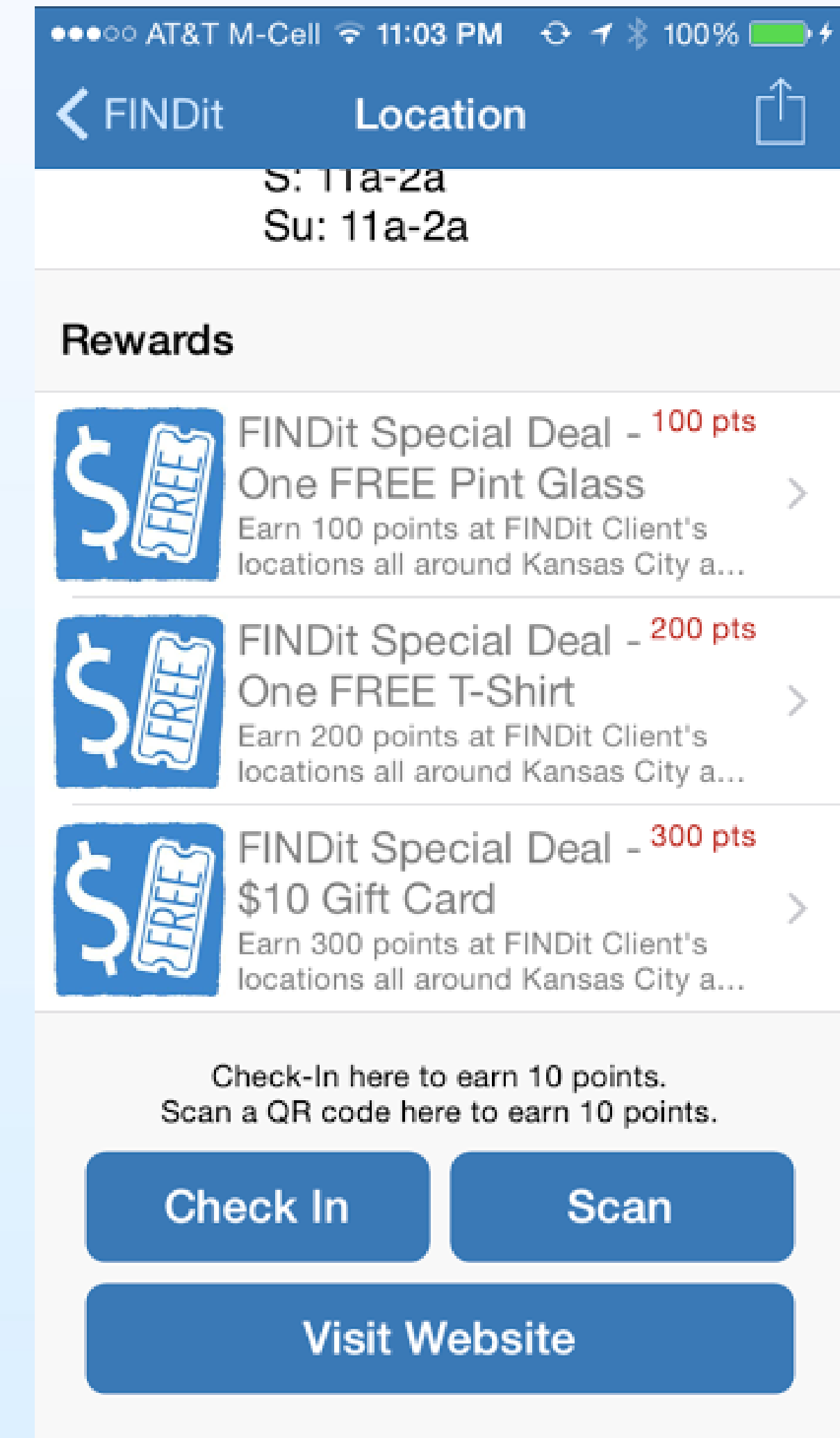
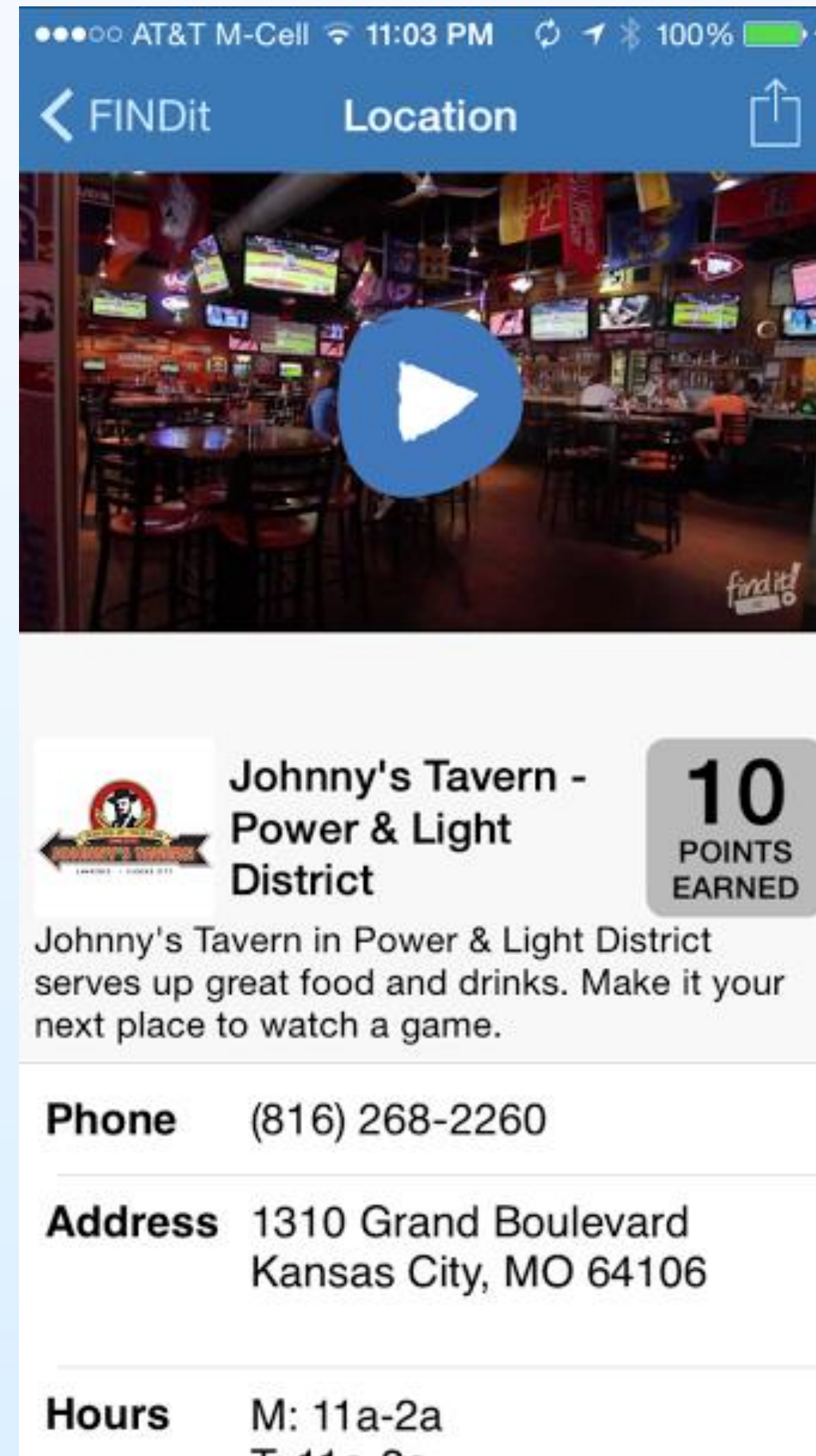
Johnnys Tavern

1310 Grand Blvd
Kansas City, MO, 64106

14.58 mi 

Web, Mobile Web and Native App User Interface

Reward Page View, Visits, Check In and Purchases



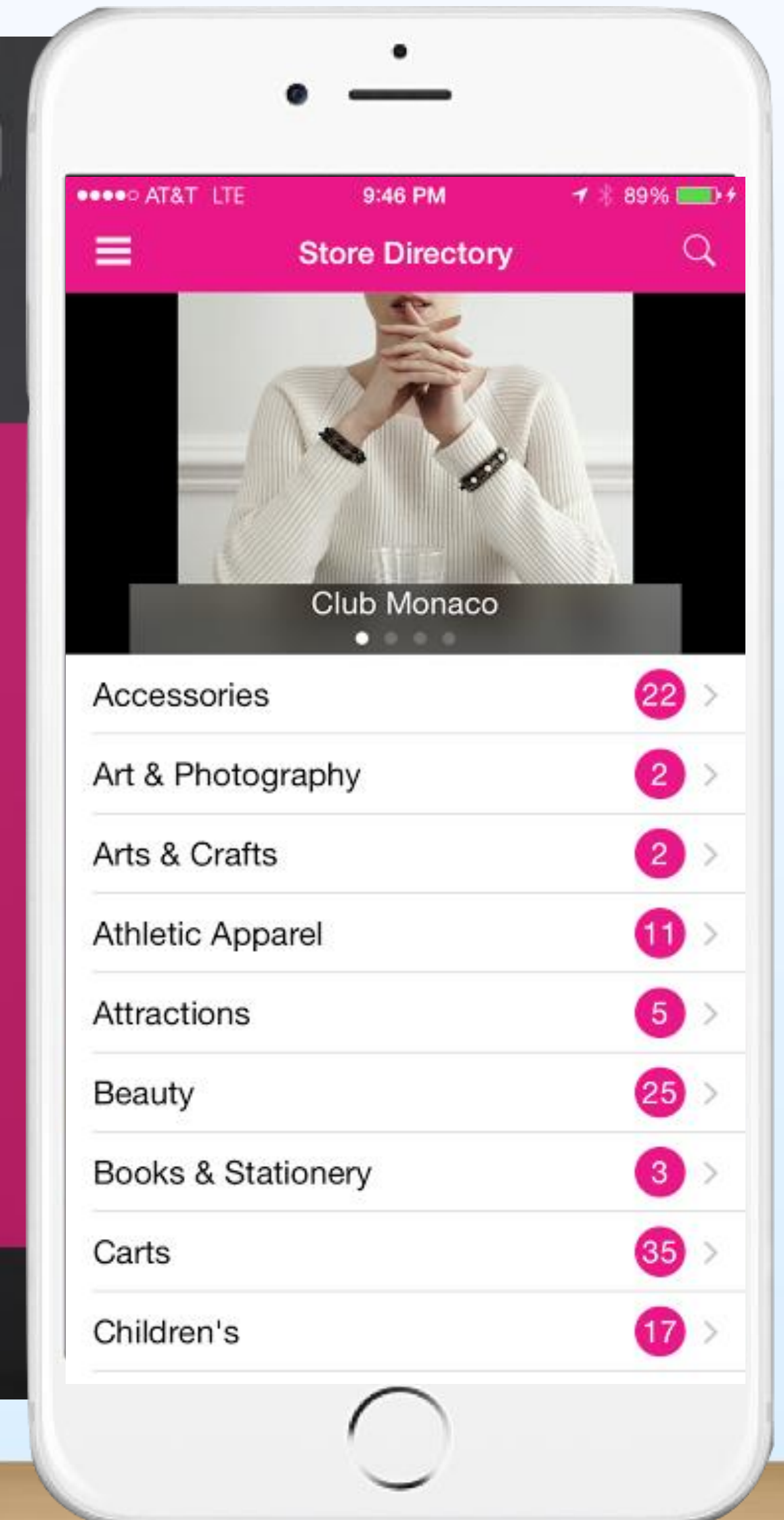
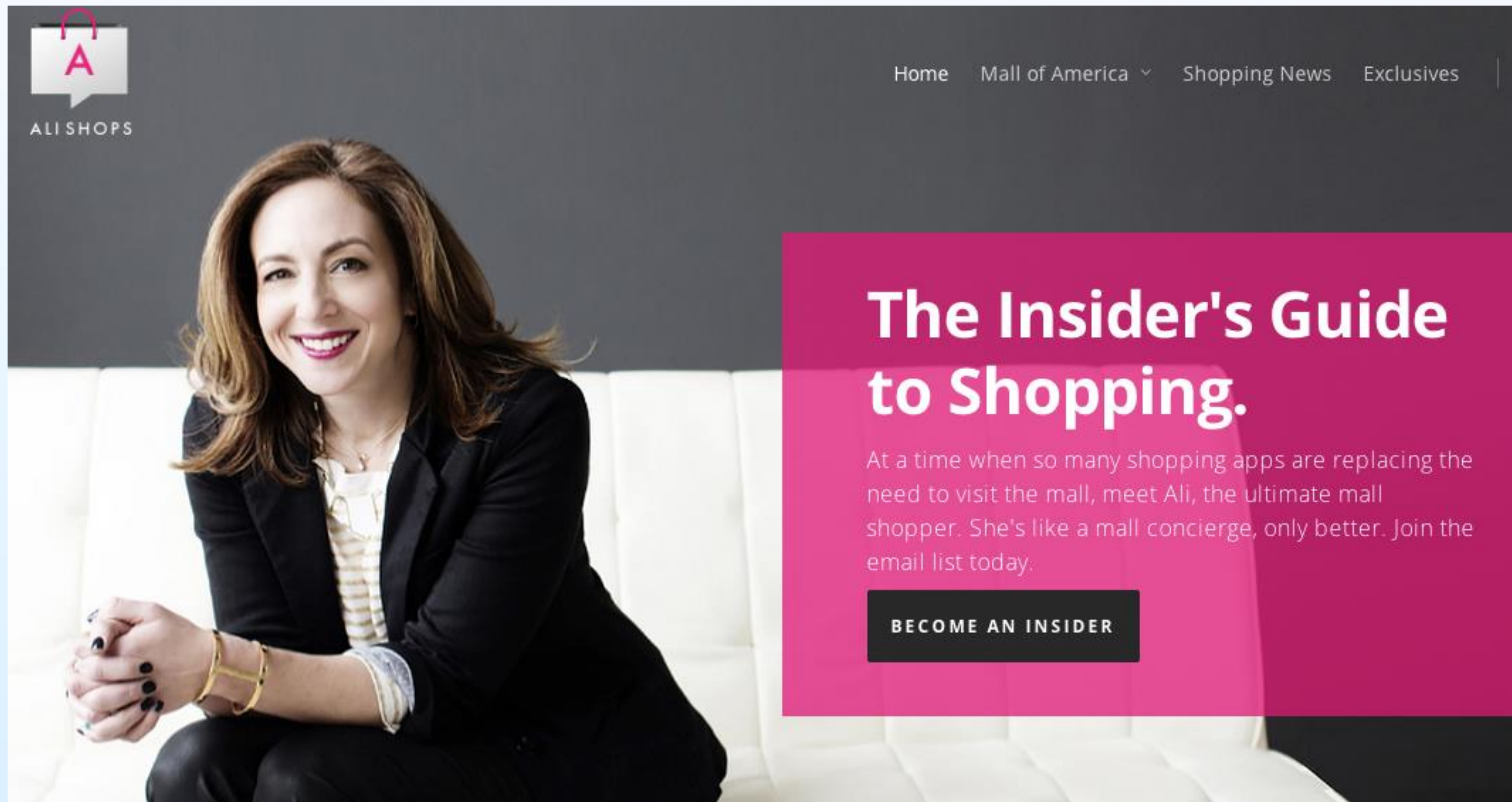
Reward Surveys, Page View, and Scans



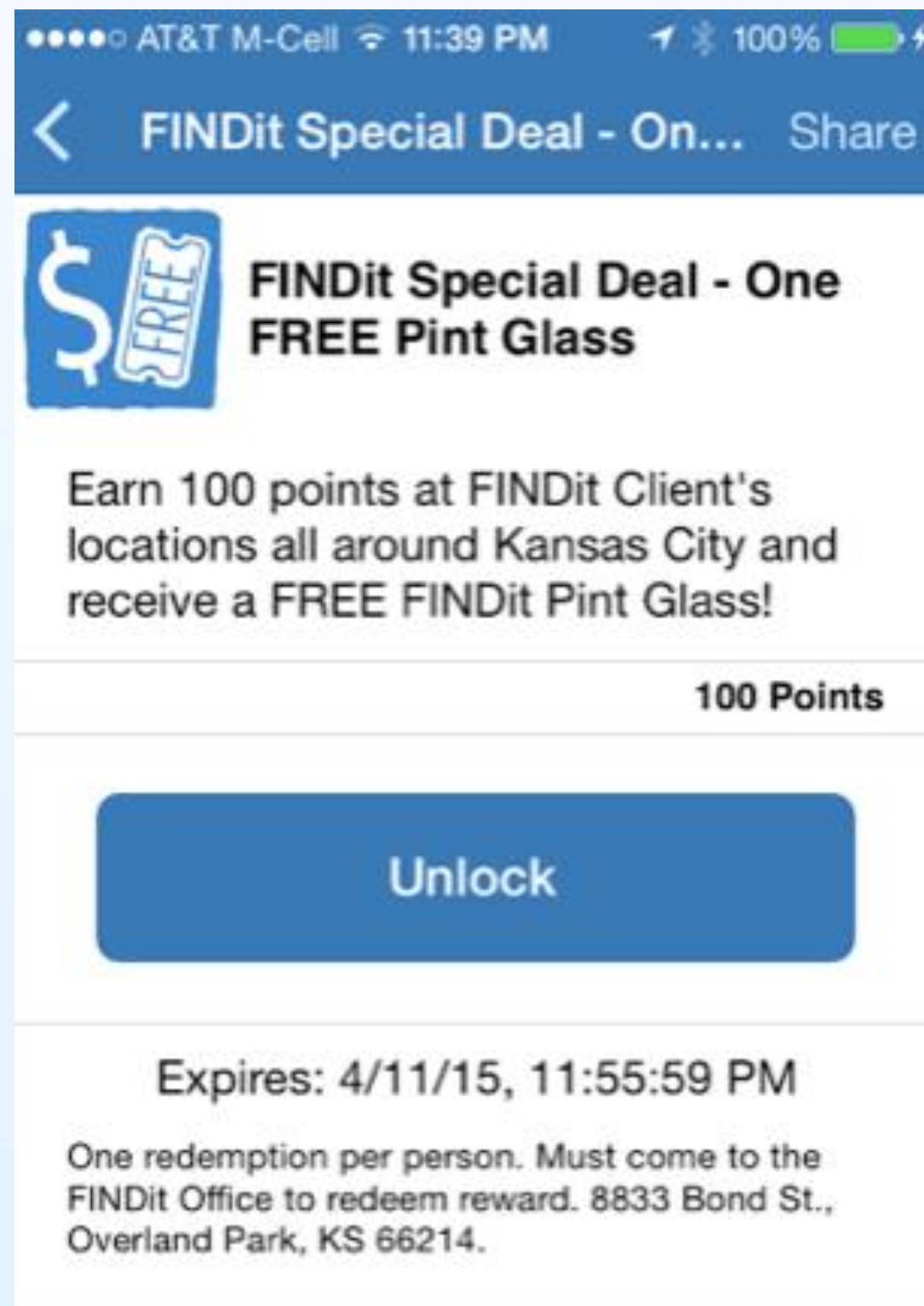
Reward Listening Time, Sponsor and Ad Clicks



Reward Store Visits and Hint Views



Monetize with Partners



Digital
Redemption



Re-Loadable
Custom Loop
Gift Card



Linked
Credit Card

Enjoy the Results!

50%

Profile Appends

20%

Advertisers

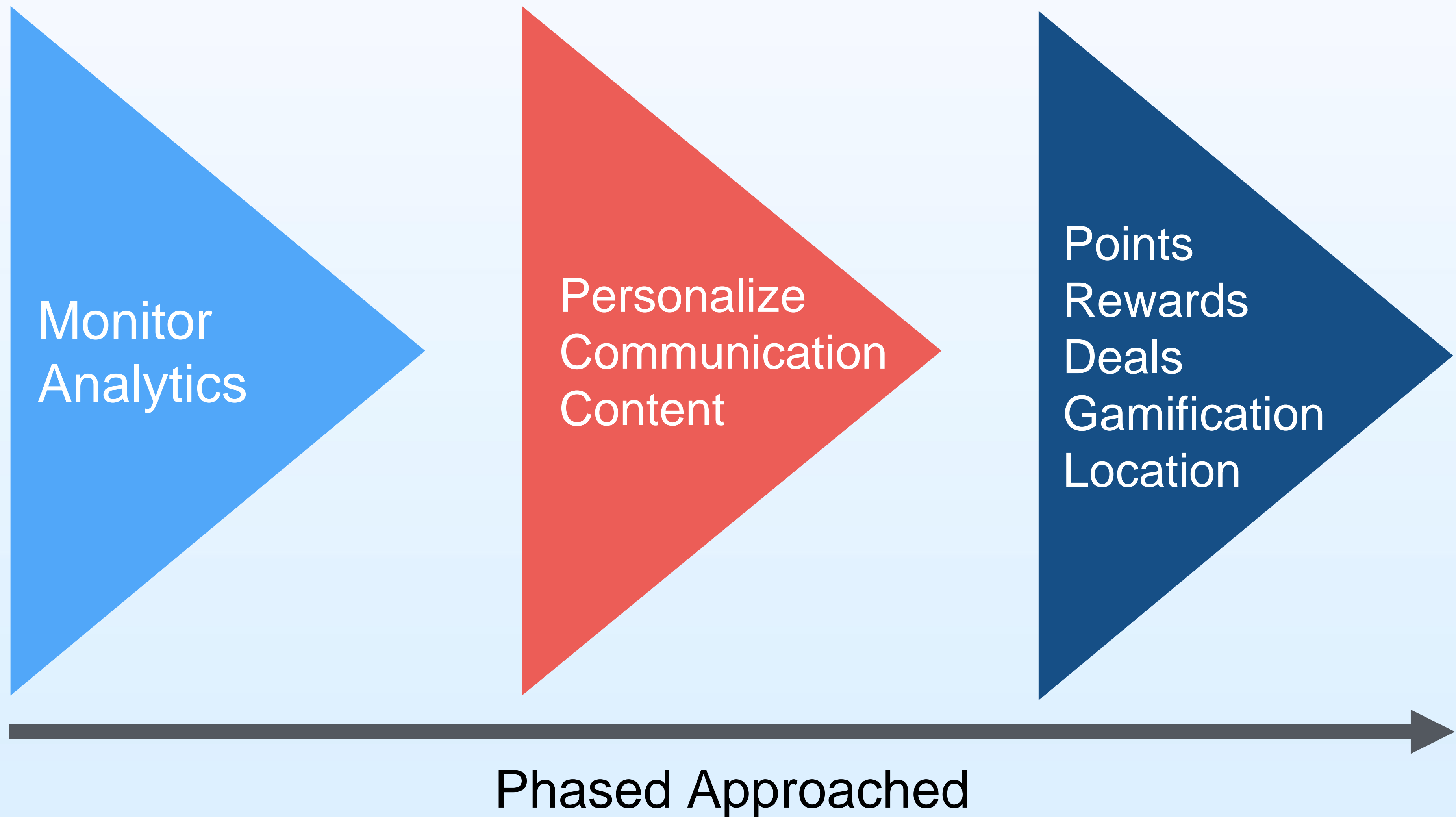
10X

Opt-In Audience

4% - 20%

Conversion Rates

How to Get Started?



Free eBook

Stand out in the blizzard of holiday marketing messages

Download our free eBook,
'Tis the Season to Use Mobile Apps to Drive Revenues.

GET IT NOW!



'Tis the Season to Use
Your Mobile Apps to
Drive Revenues





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