

### Proof Points:

**Businesses need more efficient ways of collecting and segmenting customer information:**

- ✓ Capture location-specific customer data and integrate across many locations
- ✓ Segment customers based on actual visit behavior
- ✓ Identify your most frequent and highest-spending customers based on actual visit metrics

**Businesses need a flexible, scalable, and powerful solution**

- ✓ Leverage existing access point networks that provide guest WiFi access
- ✓ Streamlined deployment of the Zenreach integration to your access point network

**More than ever, businesses need a marketing platform that can help support a successful digital transformation:**

- ✓ Know which customers are visiting your business driven by your marketing emails
- ✓ Understand the "invisible" customers who frequently visit your business but you can't identify
- ✓ Measure the true effectiveness of your email marketing dollars based on actual detected foot traffic rather than vanity metrics like opens and clicks.

### Benefits:

- Use Zenreach's location-based marketing tool to create a network-wide CRM for all of your locations
- Collect and enrich the information of the foot traffic (actual customers) for each of your locations
- Automatically detect customers who walk in - driven by marketing emails you send
- Calculate the true impact of your email marketing with accurate customer visit data
- Get more value from the money you already spend on internet / Guest WiFi
- Expert Zenreach support (M-F 8am-5pm AZ/MST)

*COVID19 Update: Contactless Menu implementation to keep guests (and staff) safe*

### Pricing

MSRP	50+	100+	150+
\$195	\$175	\$150	As low as \$110*

*\*Deal specific pricing*

# Zenreach - Marketing Tools Comparison

For Internal Use Only

<a href="#">Click to compare Zenreach to other marketing tools</a>	Zenreach	Email Marketing Tools	Zenreach	Wifi Marketing Tools
<b>CRM &amp; Collection Methods</b>	Wifi Portal, Web Widget, Forms, API	Web forms, API (Paid Versions), CSV Import	Wifi Portal, Web Widget, Forms, API	Mostly CRM options are in Enterprise level licenses
<b>Contact List Size Limits</b>	Unlimited	Severely limited and based on pricing	Unlimited	None Published
<b>Reputation Management</b>	Included at no additional cost	Not available	Included at no additional cost	Typically only available with highest license tiers
<b>Billing Options</b>	Fixed Rate	Varies- usually usage and tier levels	Fixed Rate	Varies- usually usage and tier levels
<b>Can attribute visits to emails opened</b>	Yes	No	Yes	No
<b>POS System Integration</b>	Yes, Multiple	None Established (Possibly via API)	Yes, Multiple	None Established (Possibly via API)
<b>Behavior Based Smart Message Types</b>	Email: First visit, Birthday offers, Lost Customer messages, Visit Behavior message	Email opens, Email clicks, Website actions	Email: First visit, Birthday offers, Lost Customer messages, Visit Behavior message	Proximity messaging, 1st visit messaging, some behavior messaging
<b>Passive Detection</b> <i>"Passive detection: can you detect the people who don't log into the WiFi?"</i>	Yes - If someone has logged into any Zenreach location anywhere in the world, a subsequent visit can be detected even if that person doesn't log into the WiFi	Not Capable	Yes - If someone has logged into any Zenreach location anywhere in the world, a subsequent visit can be detected even if that person doesn't log into the WiFi	Most cannot passively detect a device that is not currently connected to the network. Some can detect if it has connect to its local network before
<b>Reporting Types</b>	Visits, Collection, Walk Through Rate, Average Ticket Price, Lost Customers, Open Rate, Bounce Rate, Unsubscribe rate	Deliverability, CRM Growth, Interaction with emails	Visits, Collection, Walk Through Rate, Average Ticket Price, Lost Customers, Open Rate, Bounce Rate, Unsubscribe rate	Usually real time reporting based on various metrics for connectivity

### Marketing Director

- Decision Maker
- Concerned about Revenue ROI
- Wants you to lead with value
- Likes new technology and outside of the box strategy
- Motivated by market share and business growth
- "Zenreach is extremely easy to use and our open rates are over 20% for newsletters"

### VP of Marketing


- Vision Setter - Thinks high level
- Focuses on results - Allows peers to make decisions
- Thinks holistically about how to provide a seamless buying experience
- Strategic thinker - Understand their vision and position how Zenreach can align with that vision
- Prioritizes customer acquisition - demonstrate how Zenreach can fit into this from an ROI perspective

### IT Manager

- Can be a blocker - owns WiFi
- Concerned about security
- Traditional and stays within comfort zone
- Focus on integration rather than AP replacement
- Motivated to address pain points
- "Zenreach has allowed us to collect more data in a 24 hour period than we've ever been able to before"

### Business Owner

- Decision maker
- Tight on time
- Motivated by reputation - Always wants a memorable experience
- Multi tasker who sometimes is technologically challenged
- Prioritizes activities that product the best short term results
- Lead conversation with the streamlined implementation process



Know the relationship between these two - they need to work together or they could block each other

### Watch Out!

Things to consider during the sale

- Does this business have a Static IP requirement?
- Is this a business prohibited from using a guest WiFi solution?
- What are the current loyalty, CRM, or tech stack items currently in use?
- Are there internal conflicts between stakeholders?