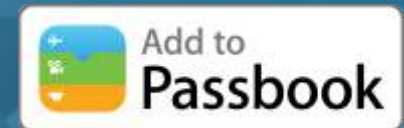




iVend Passes

Digital Passes for Apple Passbook and Android Devices



New York | Mexico | Panama | Nairobi | London | Dubai | New Delhi | Singapore | Sydney



Product Overview

iVend Passes is a platform for retailers to deploy Digital Passes on Apple Passbook and Android devices. Engage customers with a digital Loyalty Card, digital Coupon or digital Gift Cards. iVend Passes remove the technical challenge in doing so allowing to focus on consumer engagement. iVend Passes is a cloud based application that enables retailers to use the service seamlessly at their point of sale.

iVend Passes helps retailers to stay connected with their customers. Build pass template for targeted customer base and send Passes to all customers without the hassle of a custom mobile application



What are iVend Passes

Digital passes enabling retailers to distribute Gift Cards, Coupons and Loyalty cards to their customers

A subscription based application which works with Android/iPhones (iOS 6 and above)

Have scanable barcodes eliminating the need to carry physical papers or cards

Enabling end customers to store and view their digital passes

Product Features

Easy to Deploy

Template Designer

Use WYSIWYG template designer to layout design. Once done, use the template to create even more personal passes for the masses.

Email Designer

Email Designer enables sending customized email messages along with your passes. As an added touch there is an option to send an image of the pass that they are receiving.

Comprehensive Dashboards

Density Map: An important section in the dashboard, allows to analyze the highest concentrations of passes and where they are being used.

Usage Ratios: View the ratio graphics to evaluate ROI. At a glance one can view Add vs. Del, Sent vs. Opened and more...

Notifications: View notifications and updates in real-time of usage. Manage pass quickly at a glance to maximize your ROI.



Geo fencing in iVend Passes

iVend Passes utilizes the geo fencing feature to specify the different store locations of the retailer.

Retailers can specify the coordinates of the different stores while designing the template of the digital passes (Gift Card, Coupon, Loyalty card). Tagging of the stores on the digital passes ensures a notification is received on the customer's locked phone as soon as he reaches the vicinity of stores tagged in the digital pass.

Valid until dates of coupons, points and currency balance in Loyalty cards and Gift Cards are some of the notifications that a customer receives on their phones.

iVend Retail Integration

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Seamless integration with iVend Retail

Simple intuitive setup – just refer the templates in iVend Retail

Customer has the option for digital or physical passes

Business Benefits

Always updated

- Customer has the most updated status of the balances and expiry dates (GC, Coupons, Loyalty Points)
- Geo fencing allows retailers to tag the stores on the digital passes just by specification of coordinates while designing the template

Enhanced Customer Experience

- Customer actually gets to enjoy the benefits extended by the retailer
- Instant updates based on geo tagged passes

Better insight into customer

- Timely and insightful pass usage and customer engagement statistics

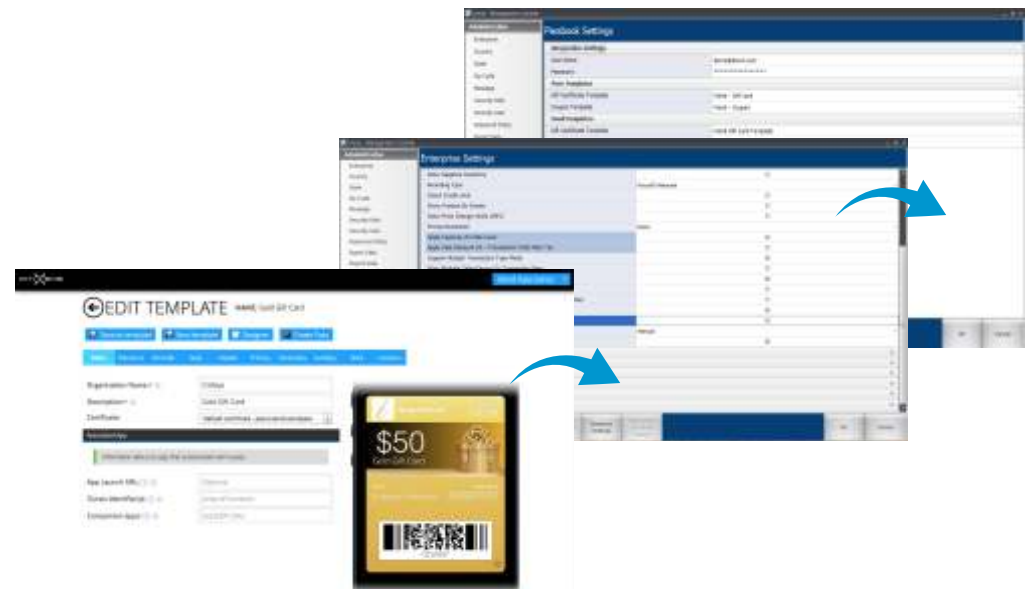
Enhanced Customer Engagement

- Increase social media exposure and gain new customers
- Constant Customer engagement

No misuse

- iVend Passes ensure that the benefits are accrued by the actual customer
- Customer can digitally wipe passes in the event of a phone theft

A Greener Alternative to paper and plastic



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