



SWITCHBLADE™ MOBILE WALLET ENHANCES THE CUSTOMER EXPERIENCE ACROSS PROMOTIONAL, LOYALTY, AND TRANSACTIONAL ENGAGEMENTS

With smartphone penetration approaching 80% in the U.S., consumers are quickly taking advantage of utilities such as Mobile Wallet—presenting an opportunity for retailers to establish valuable real estate on their customers' device for marketing, CRM and commerce. From loyalty and coupons, to gift cards and payments, 3Cinteractive's (3C) Switchblade Mobile Wallet platform helps brands establish a perpetual presence on their customers' device to drive lift and loyalty.

DYNAMIC MOBILE WALLET ENGAGEMENT

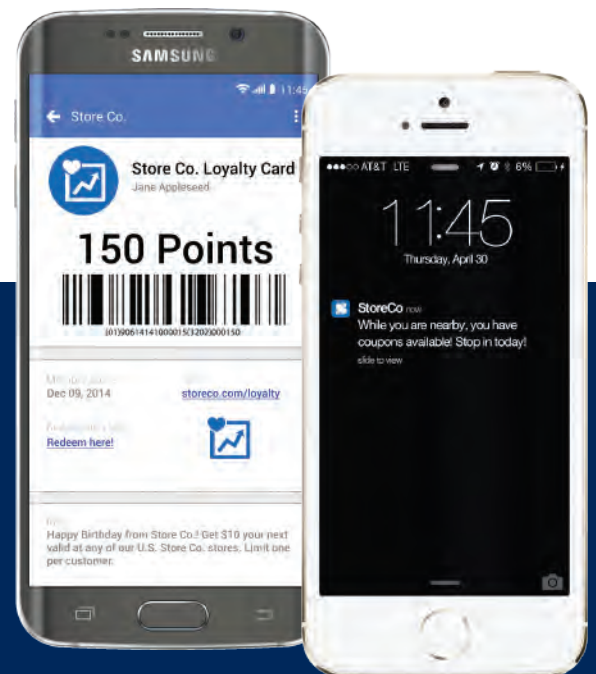
- **Coupons and offers** – Deliver personalized, trackable mobile coupons that average 10x higher redemption rates than paper counterparts
- **Loyalty cards** – Increase loyalty program acquisitions and drive engagement that moves users through the loyalty funnel
- **Tickets and boarding passes** – Send real-time updates of travel details including gate and departure changes—increasing brand affinity
- **Multi-channel delivery** – Communicate with customers and deliver wallet items through virtually any digital channel—including SMS, email, web and social networks
- **Proximity marketing** – Initiate the delivery of relevant content to customers with pre-defined geofences
- **Brand persistence** – Drive continued engagement with permanent placement on mobile devices
- **Point-of-sale (POS) simplicity** – Tie coupons and loyalty into your digital payment strategy making it fast and easy to make a purchase

PROVEN TECHNOLOGY AND EXPERTISE

- With **Apple Wallet, Apple Watch and Android Pay support** you can reach a large universe of your existing customer base
- **Beacon support** gives the ability to trigger micro location-based events that are relevant and contextual to your customers
- **Real-time updates** to loyalty and store cards, as well as offers and coupons, provides valuable utility for customers—strengthening brand loyalty
- **Location-based notifications** are delivered to customers' lock screen with predefined geo-fences for information that is relevant to your customers
- **POS integration** includes Aztec, PDF417 and QR code support—making wallet objects scannable at POS
- **3C's URL shortening service** provides deep insight into campaign performance and user behavior

RESULTS DELIVERED

- Using location-enabled Mobile Wallet coupons, a 3C client generated a **300% lift in coupon redemption** over traditional email coupons
- A 3C client drove a **40% redemption rate** with Mobile Wallet coupons—more than double the average of their text-based mobile coupons





WHY CHOOSE SWITCHBLADE MOBILE WALLET?



Much more than just a payment mechanism, Mobile Wallet provides brands with an opportunity to reach their customers at the right time and place with promotional, loyalty, and ticketing engagement—simplifying and improving the customer experience.



Establish a perpetual presence on your customers' device—leading to persistent brand awareness, and enriching promotional, loyalty and transactional experiences.



Amplify the effectiveness of existing digital marketing efforts and promotions with beacon/location-based lock screen notifications and automatic updates.



Cross-channel integration makes it easy to add mobile wallet marketing into the digital marketing mix—distribute mobile wallet objects through SMS, MMS, email, web and social channels.



With our fully managed service, 3C normalizes a fragmented wallet ecosystem—making it nearly effortless for brand marketers to launch cross-platform mobile wallet marketing programs.

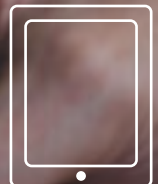


3C is a PCI Certified Level 1 Service Provider.



TEXT WALLET TO 34343

to see a Switchblade Mobile Wallet demo
or visit 3C.com to learn more about the impact
Switchblade Mobile Wallet can have on your business.



By texting WALLET to 34343, you will receive text messages with a 3C Mobile Wallet demo. You will receive recurring messages according to your choice selections. Msg&data rates may apply. See: 3csms.mobi/3Cdemo for terms and conditions and 3c.com/privacy for privacy policy.