SKALE's Agency Partnership Program

All-In-One Marketing Platform for Offline Businesses

As featured on

THE STRAITS TIMES · THE EDGE MALAYSIA · PenLah · e27 · DISRUPT PROPERTY · TECHINASIA · THE BUSINESS TIMES · RISE

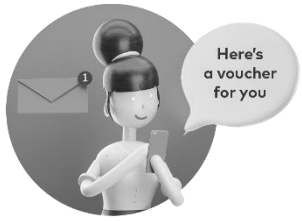
Meet SKALE

Every Digital Solution For In-Store Success

We are The Go-To Platform for Digitizing Offline Businesses
…with a Proven Track Record Enabling Thousands of Brick-and-Mortar Businesses Globally

Shopping Malls

FMCG



Retailers
(Big and Small)

THE STRAITS TIMES · MONEYFM 89.3 STAY AHEAD · THE EDGE MALAYSIA BUSINESS & INVESTMENT WEEKLY · artechasia · MIA Marketing In Asia Get Asia To Notice You · e27 · advertising+marketing THE MARKies AWARDS 2021 Finalist

SKALE Partners Agencies Globally to Empower the largest of FMCG brands, Regional Shopping Mall Groups and Retail Brands to Drive 30x and more Sales Uplift

Notable clientele:

CapitaLand · hypermart Low prices and more ... · Unilever · Anchor FP Food Professionals · The Face Shop · WingTai Asia · Skechers · Subway · DUO Galleria · MyTown Shopping Centre · Millenia Walk · Under Armour · MINISO · メイソウ · IKEA · Harvey Norman · HLA · MUJI 無印良品 · nichii · and many more..

4 Offices Serving
A Global Client Base

advertising+marketing's AGENCY OF THE YEAR 2022

advertising+marketing's MARKIES AWARDS 2022

12 FINALISTS • 1 LOCAL HERO • 2 GOLD • 1 SILVER • 2 BRONZE

- **12 Finalists** — AOTY & MARKies Awards
- **1 Local Hero** — Analytics Agency of the Year
- **1 Gold** — Analytics Agency of the Year
- **1 Silver** — Specialist Agency of the Year
- **1 Bronze** — MarTech Agency of the Year
- **1 Gold** — MARKies's Media Use - B2B Marketing
- **1 Bronze** — MARKies's Creative Idea - Experiential

SKALE's Agency Survey: Top Challenges in Winning and Retaining FMCG, Malls and Physical Retailers

1

Challenging to Drive Impact In-Store
(Footfall, Sales, Customer Data)

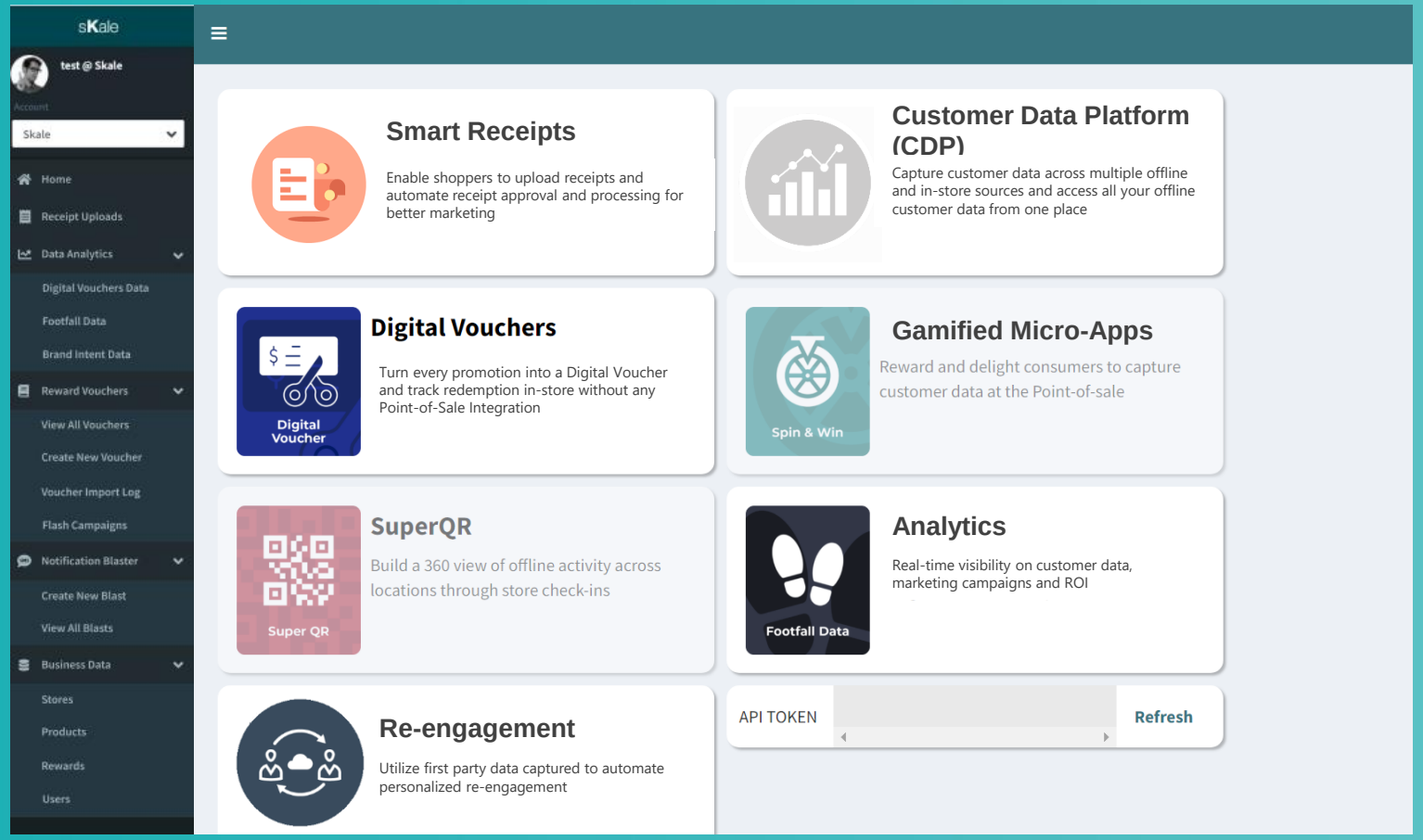
2

Unable to Track Online → Offline Sales & ROI
(Retailers do not want new hardware or integration into POS)

3

Fresh & Engaging Gamified Ideas that can be Seamlessly Executed Offline

A Fully Integrated Marketing Platform for Brick and Mortar (FMCG / CPG / Malls / Retailer) Businesses



Acquire New Customers

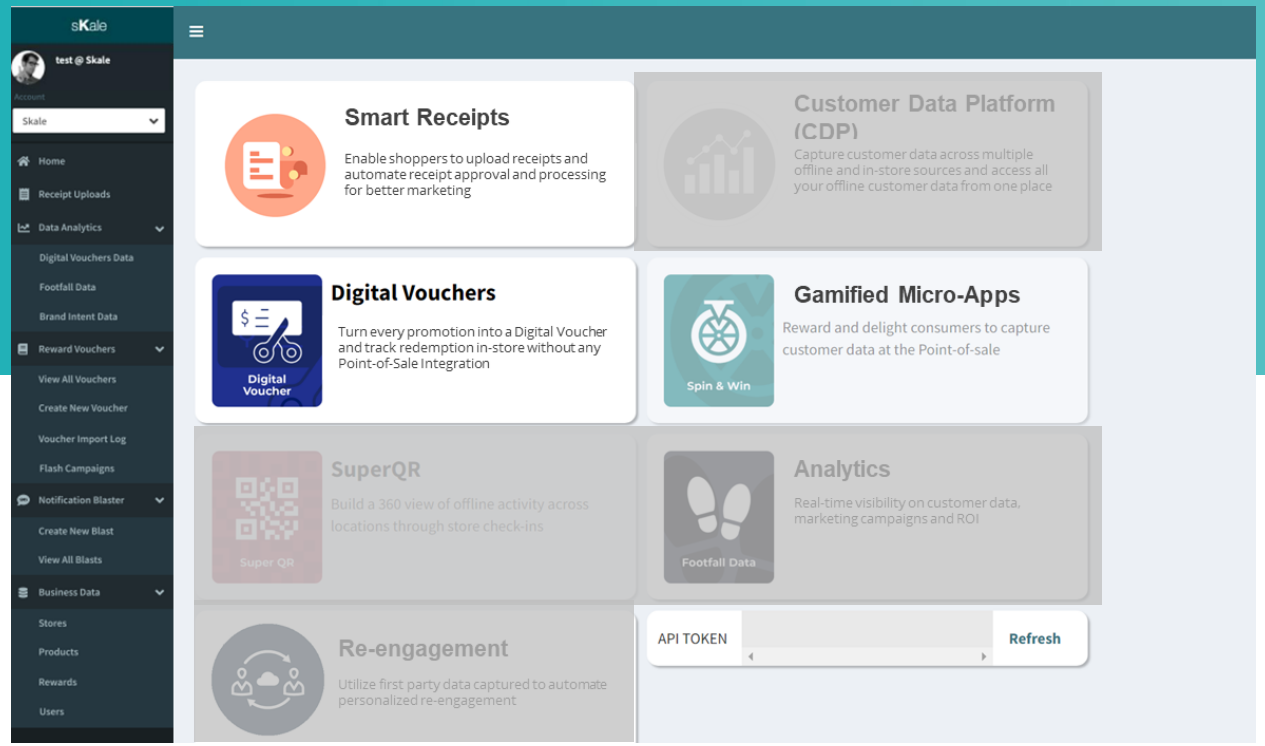
Collect Customer Data

Visualize and Analyze

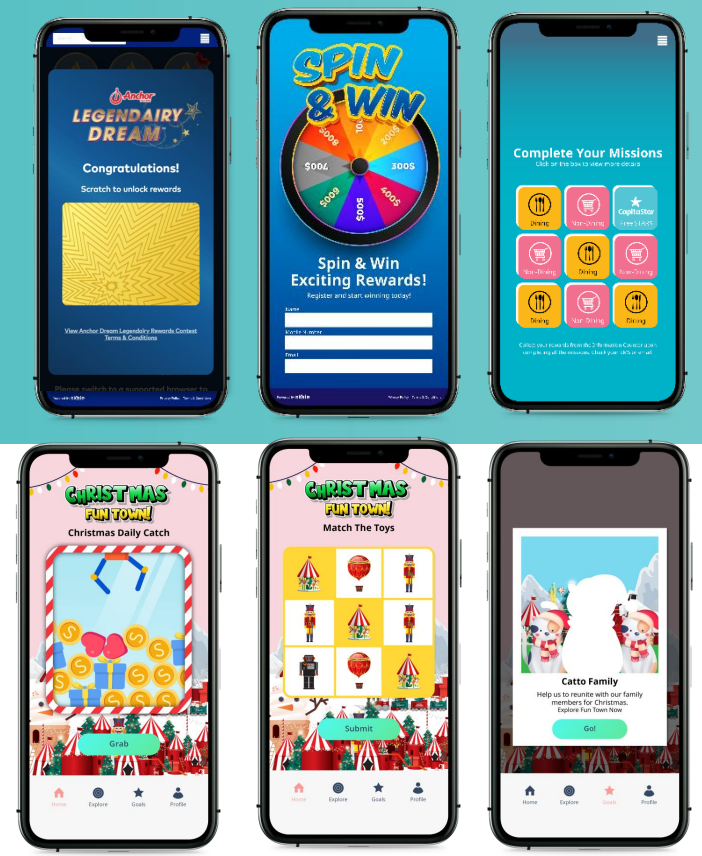
Act Upon It

A Fully Integrated Marketing Platform for Brick and Mortar

Acquire New In-Store Customers for Your Business

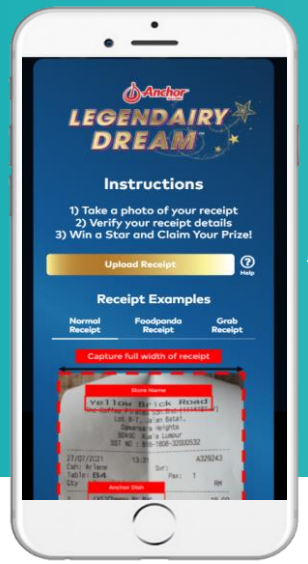


Activate Any Micro App
For Customer Acquisition anytime



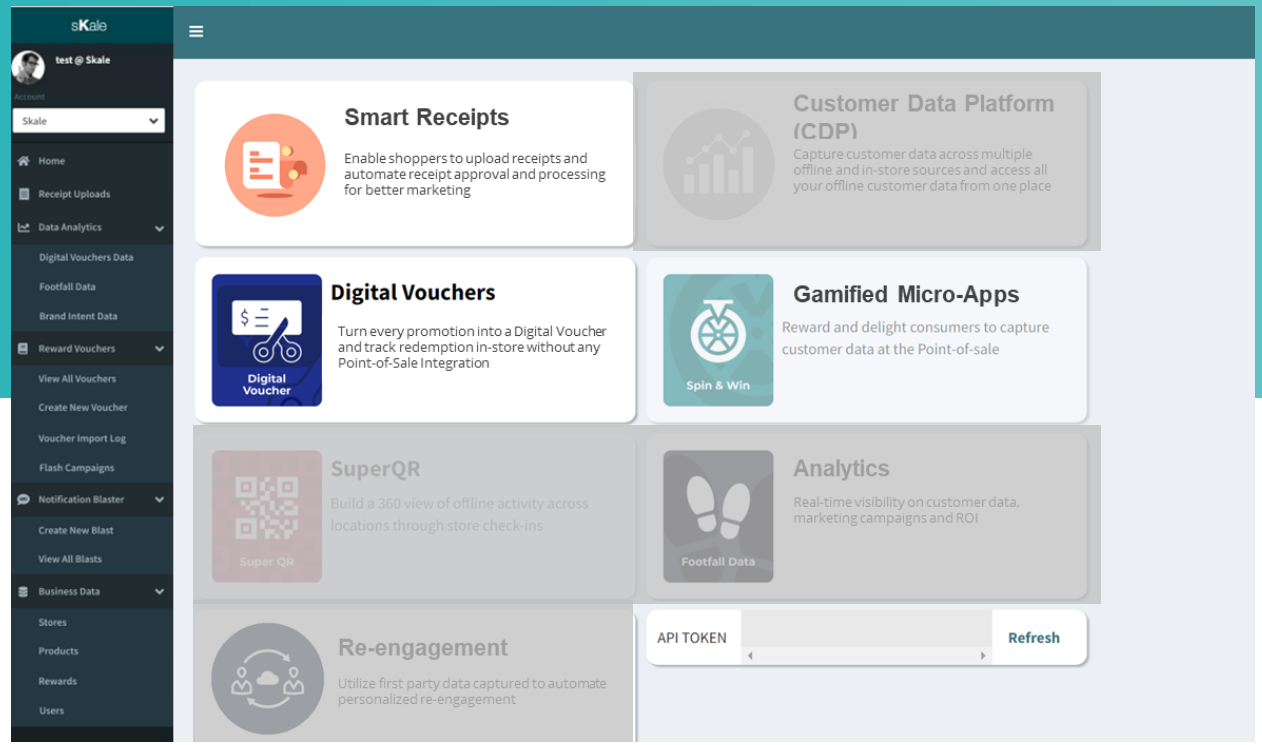
...and many more

A Fully Integrated Marketing Platform for Brick and Mortar



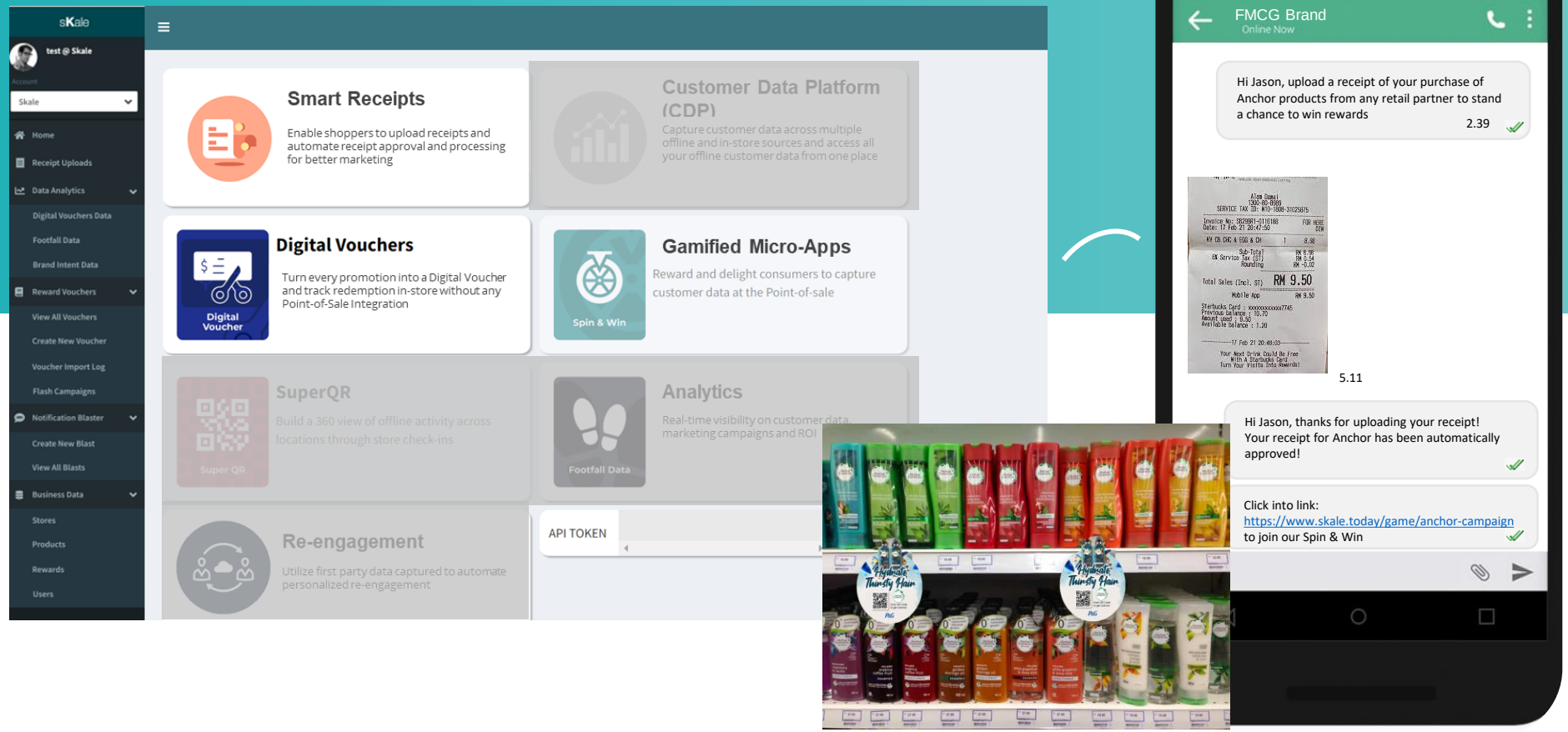
Capture Receipts +
Real-Time Receipt Analysis
for Smarter Rewards

Acquire New In-Store Customers for Your Business



A Fully Integrated Marketing Platform for Brick and Mortar

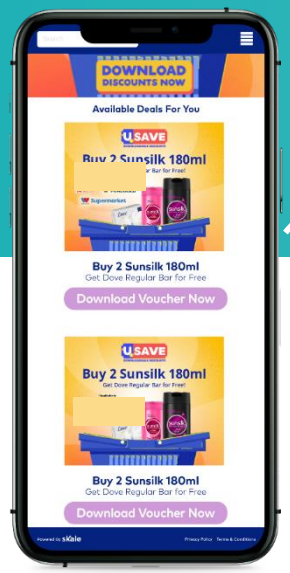
Acquire New In-Store Customers for Your Business

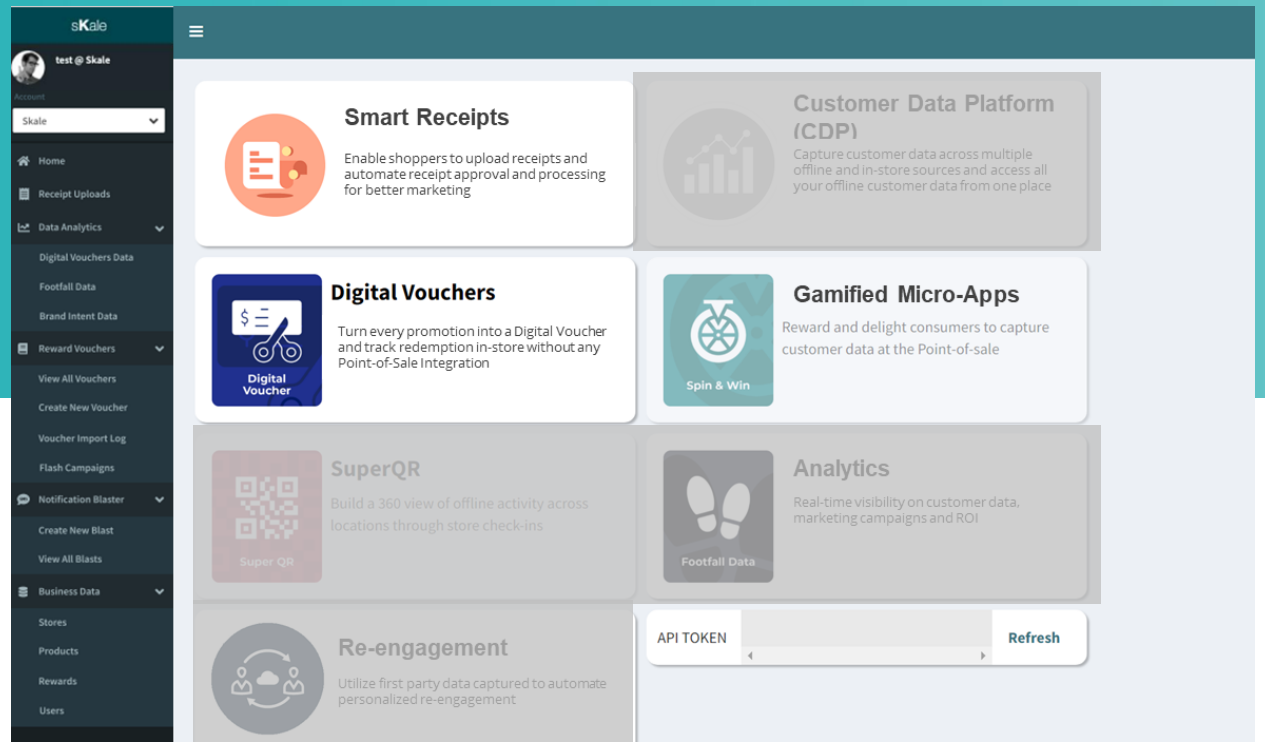


...and many more

A Fully Integrated Marketing Platform for Brick and Mortar

Acquire New In-Store Customers for Your Business

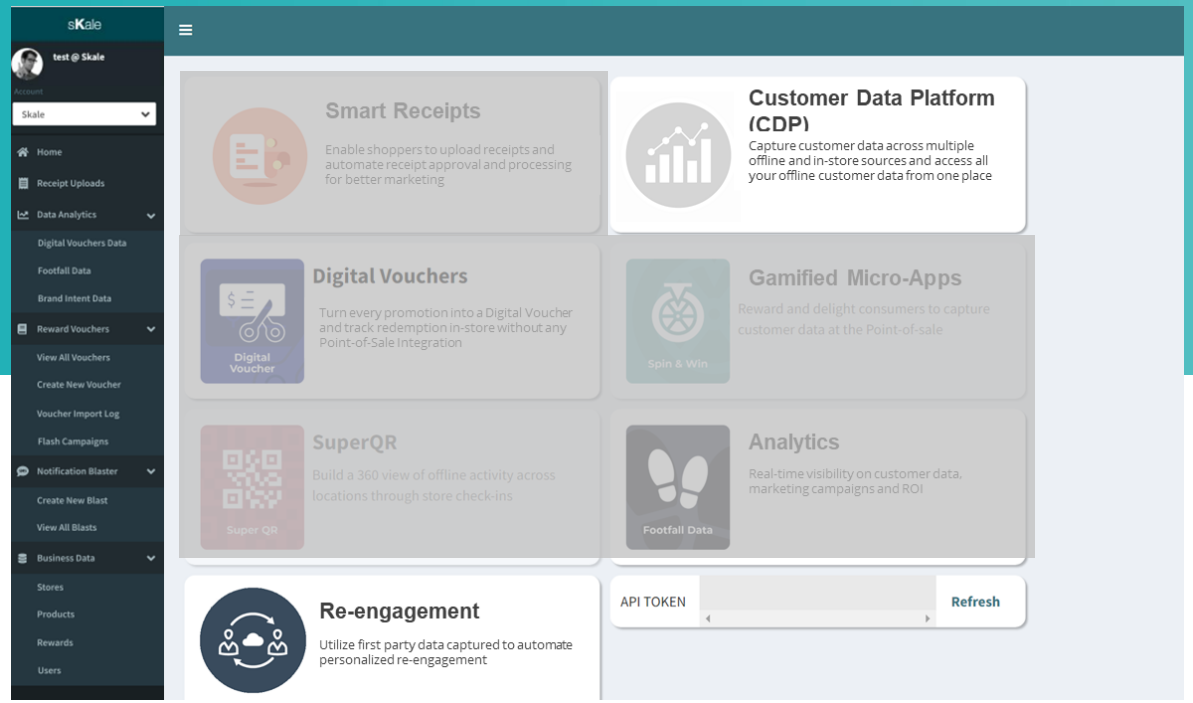


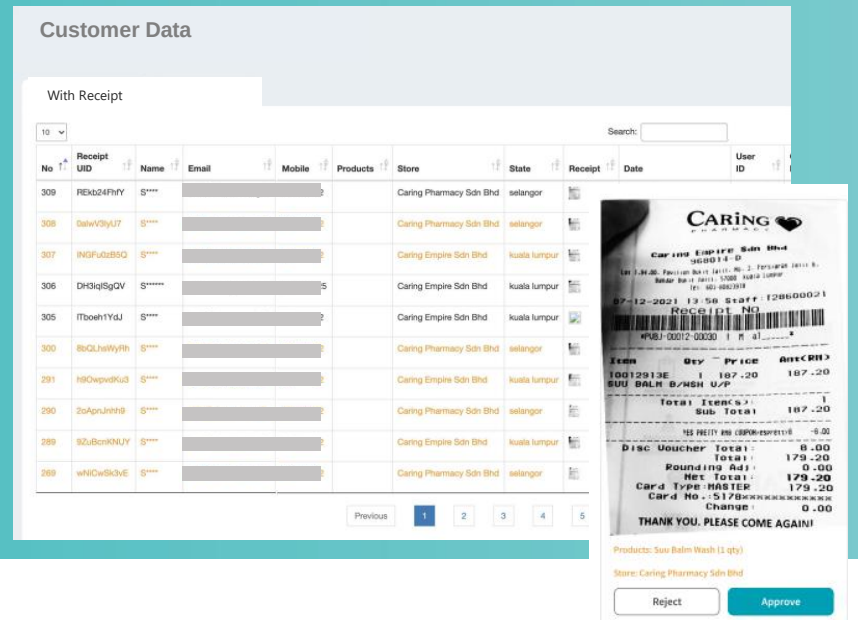


The Most Robust Offline Digital Voucher Solution
Turn every promotion into a Digital Voucher
99% POS Compatible

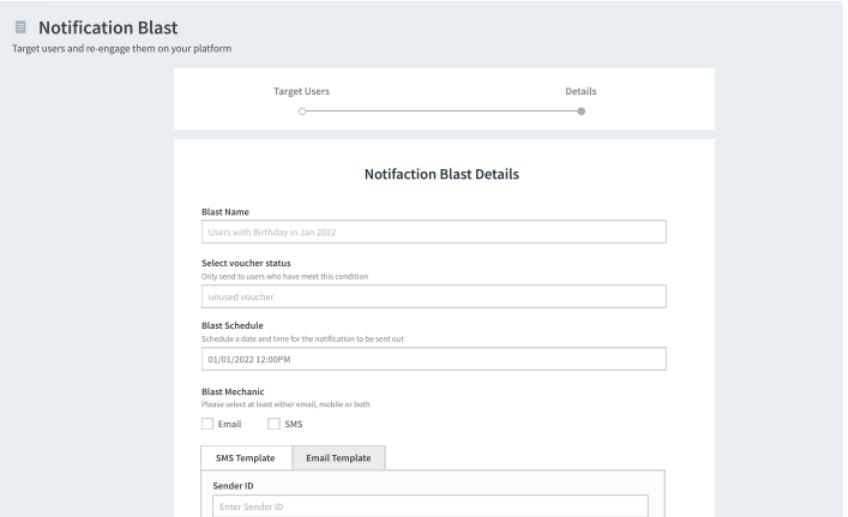
A Fully Integrated Marketing Platform for Brick and Mortar

Collect Unified First Party Customer Data across sources



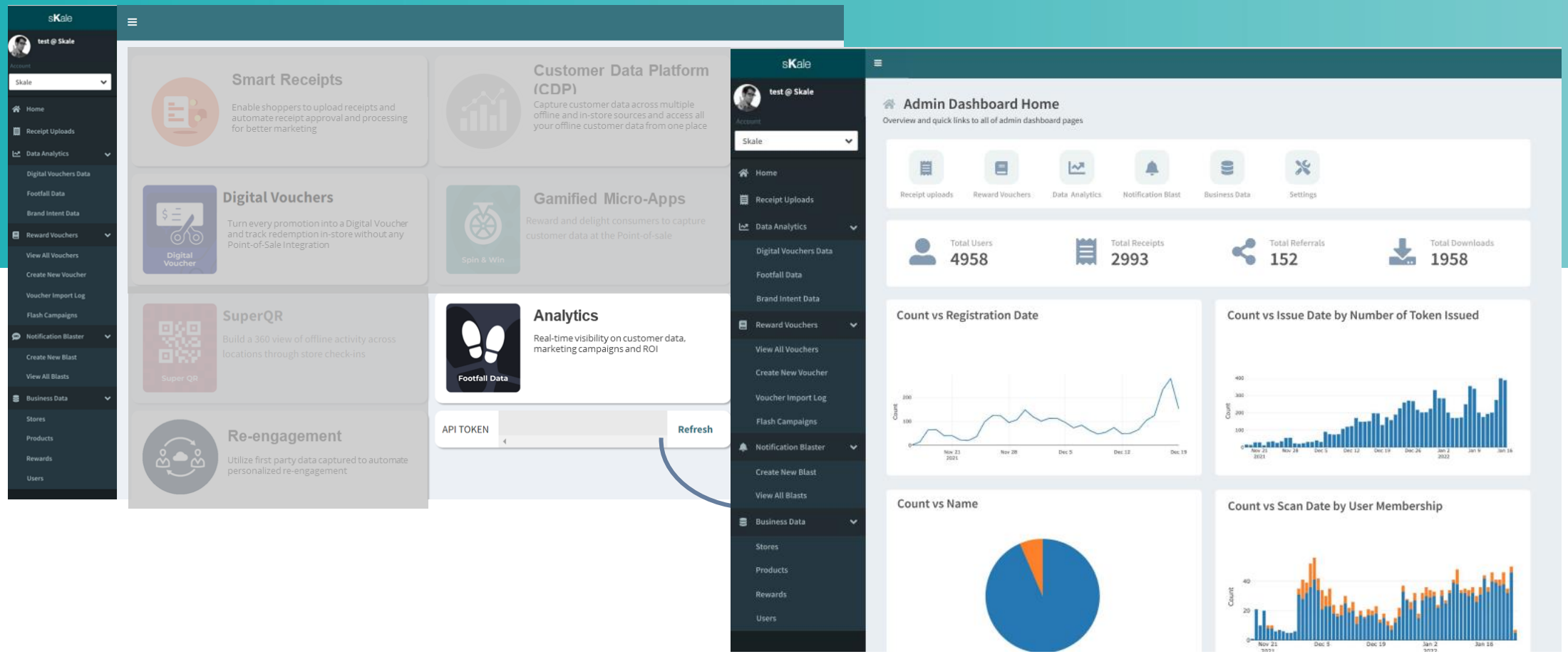


Trigger Automated Re-engagement to every Customer



A Fully Integrated Marketing Platform for Brick and Mortar

Analyse, Visualize your Offline Data from 1 place



SKALE's Standard and Advanced Solutions

Standard

(Customizable by Agency Directly)

- No Lead Time
- Managed by Agency
- Shared Cloud Only

SKALE Solutions

- Standard Mini-Games
  - Digital Spin & Win
  - Digital Scratch Card
  - Digital Quiz
  - More coming…
- Digital Vouchers

Advanced

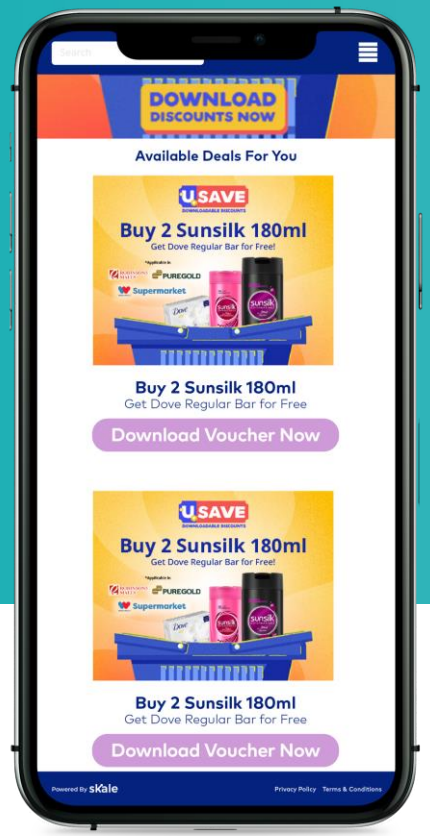
(Deployed by SKALE)

- Customized
  - Timeline depends on customization needed
- Technology Deployed & Managed by SKALE, Client Managed by Agency
- Shared / Dedicated Cloud

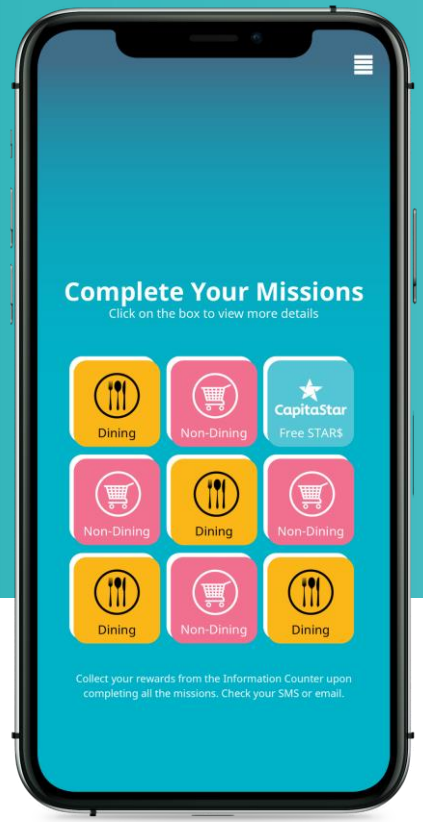
SKALE Solutions

- Digital Stamp Card
- Augmented Reality / VR / Metaverse
- Customized Gamification
- Smart Receipts
- Whatsapp Chatbot

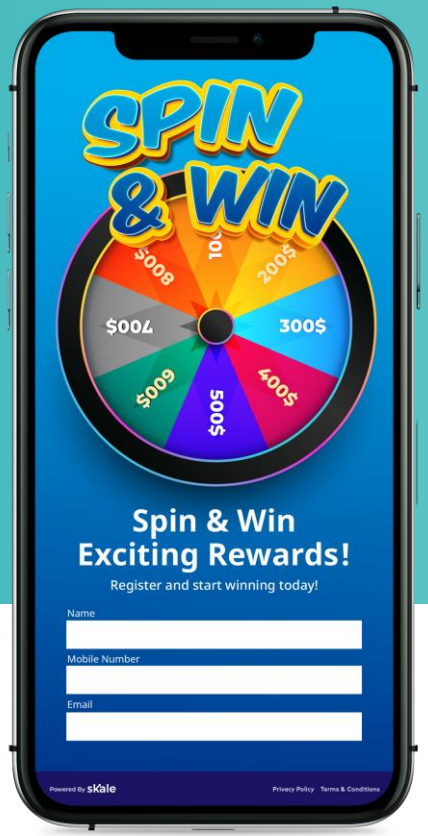
SKALE’s Suite of Micro-Apps



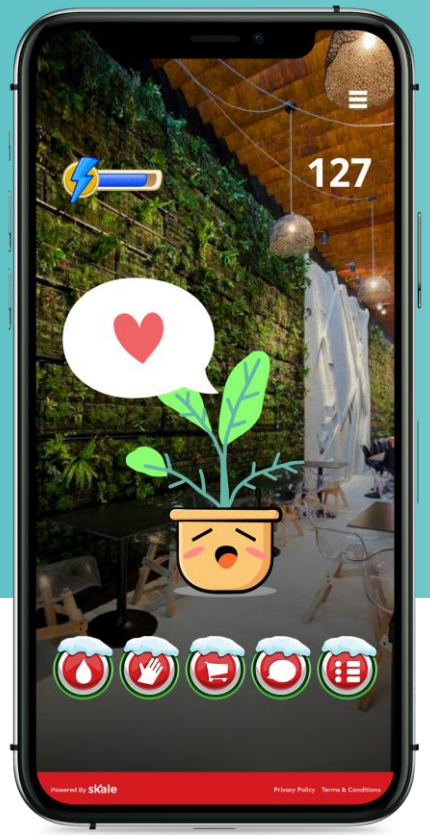
Digital Voucher



Digital Stamp Card

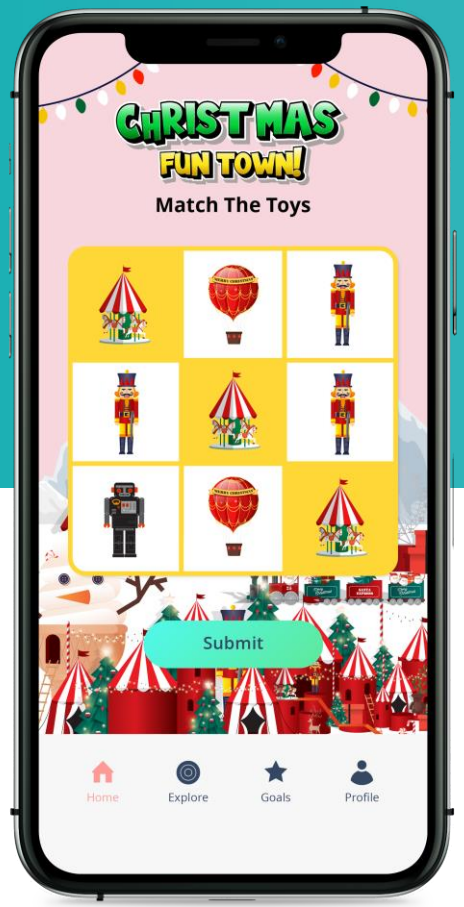


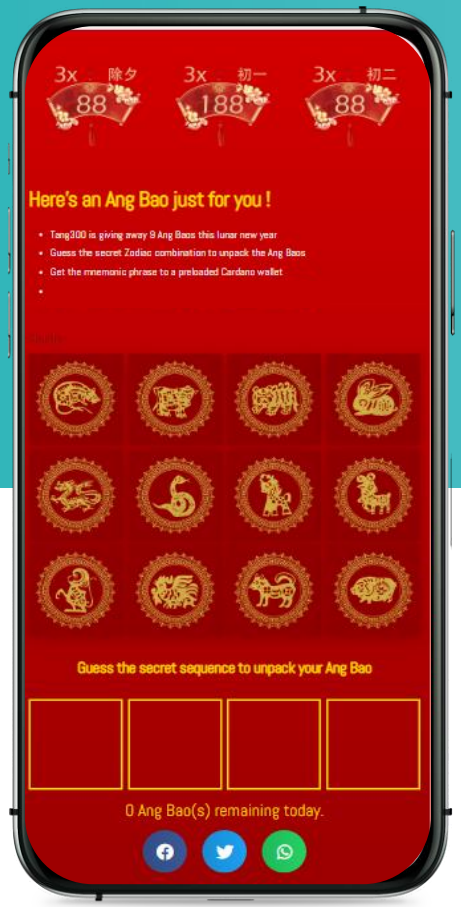
Spin and Win



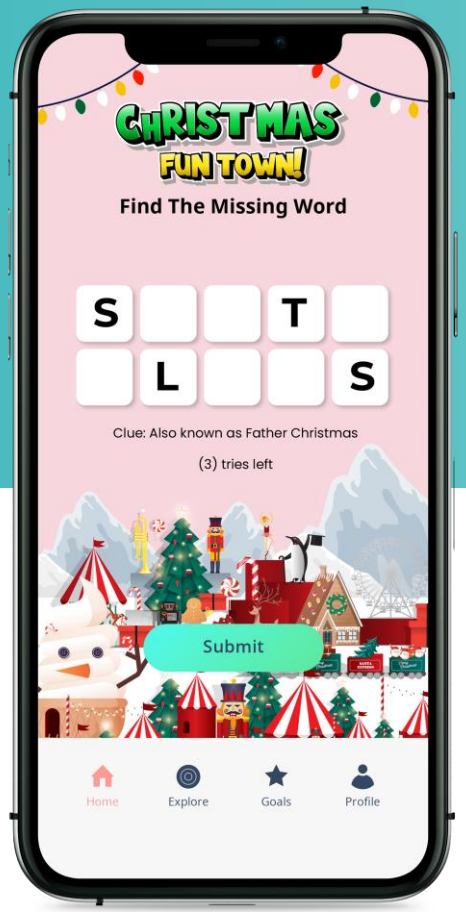
Augmented Reality

SKALE’s Suite of Mini Games

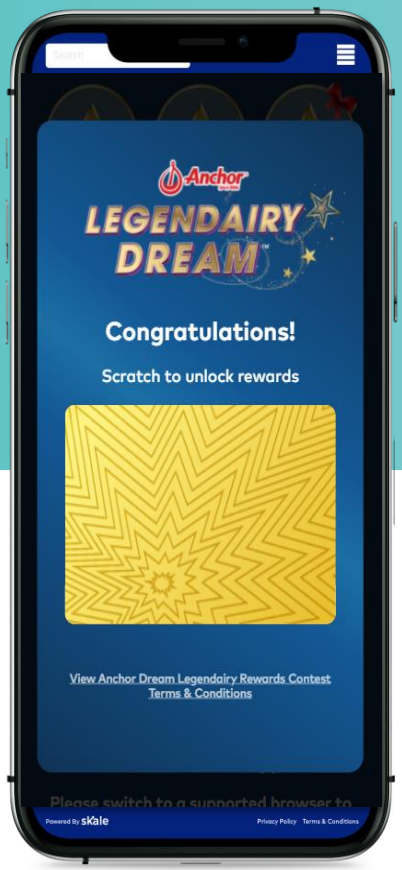




Match the Tiles
Or Find the Lucky Combination



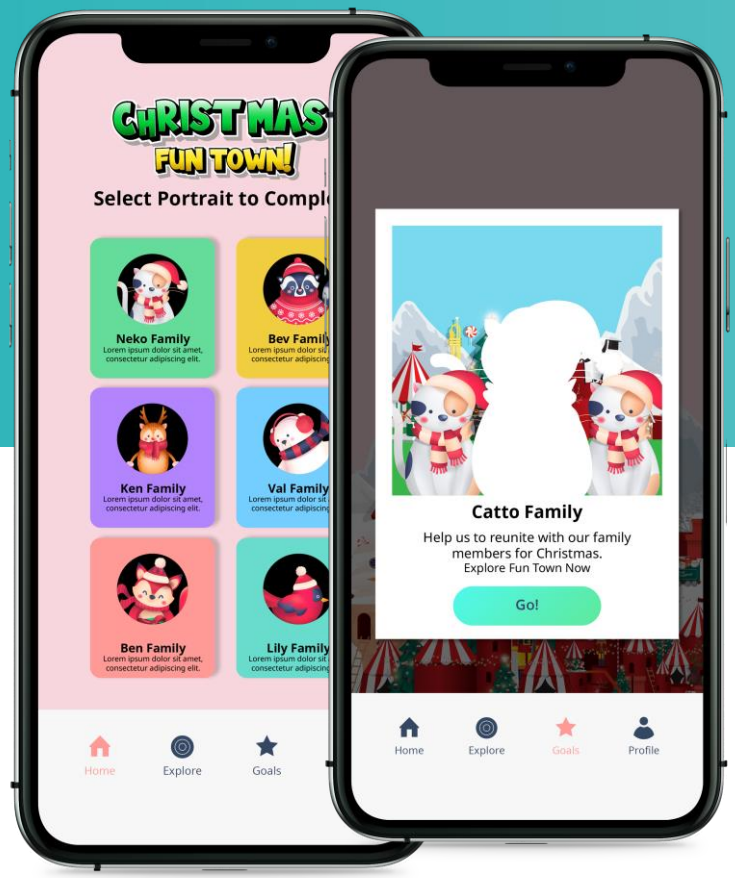
Daily Word Buzz Challenge



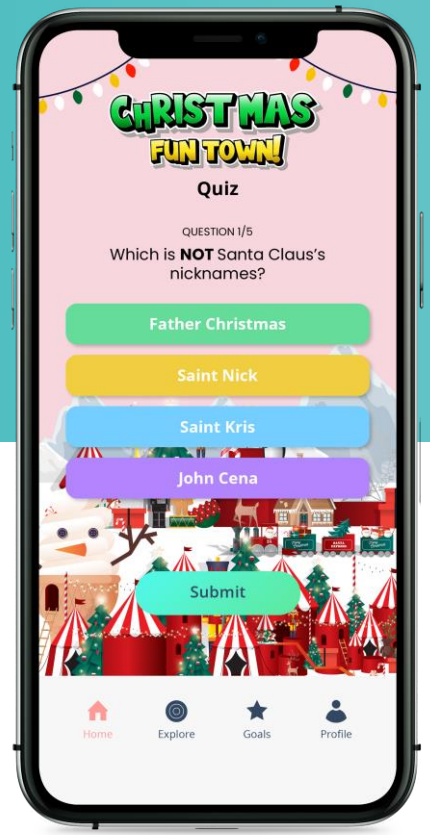
Daily Scratch Card

SKALE's Suite of Mini Games

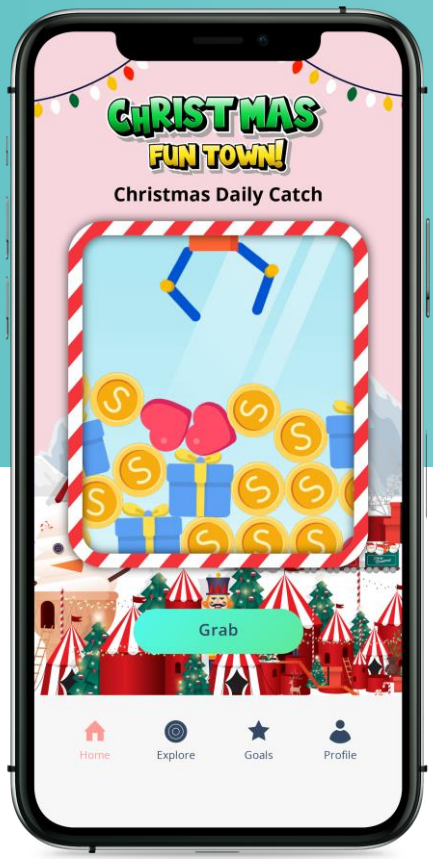
Spot the Difference



Scan Product QR Codes



Daily Quiz

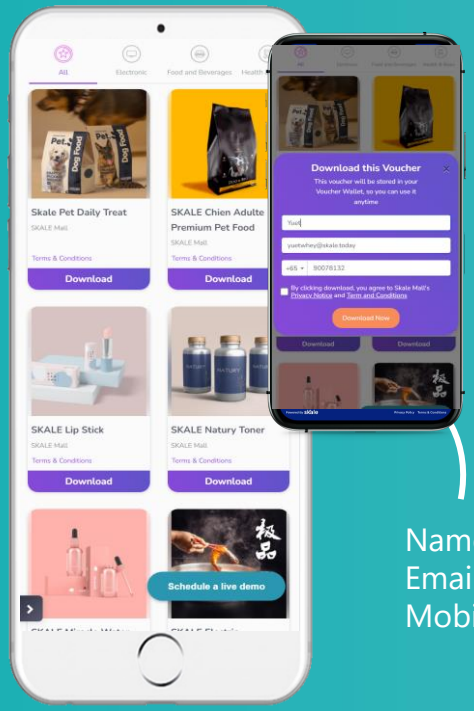


Claw Machine

SKALE's Digital Vouchering Solution

(Track every Promotion redemption with no POS integration)

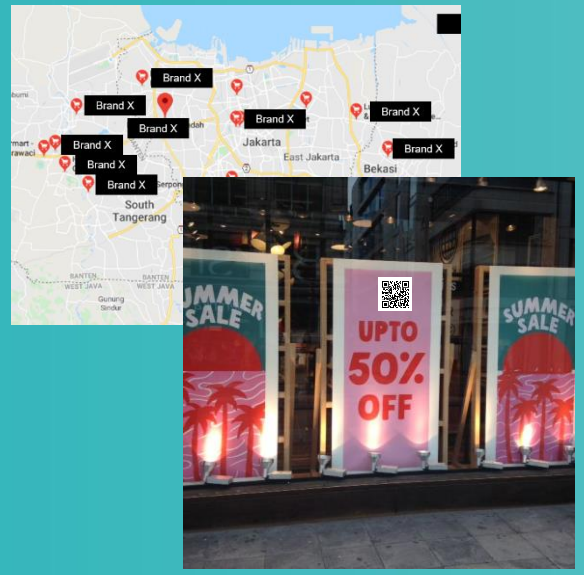
27X ROAS



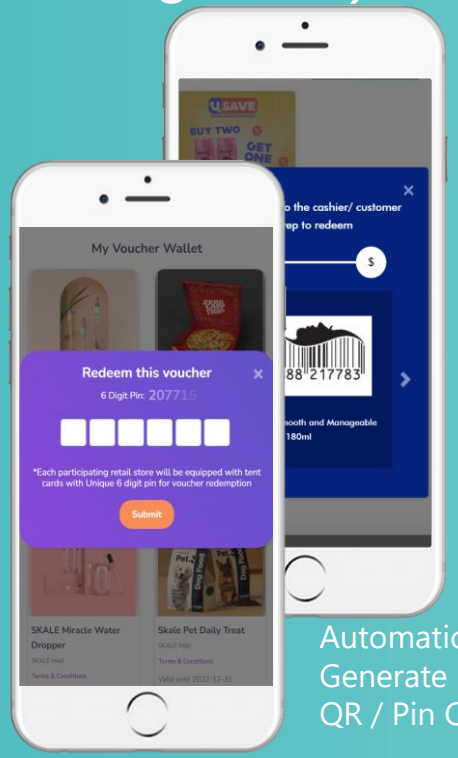
Name
Email
Mobile

Turn every Promotion into App-less Digital Vouchers that Captures First Party Data

Useable across thousands of outlets



Capture Customer Data & Interaction across multi touchpoint In-store and online



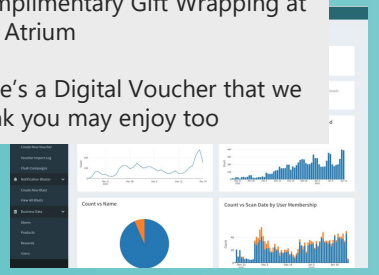
Automatically
Generate Barcode /
QR / Pin Code

Real-Time ROI Tracking Without POS integration

Track Voucher Usage with
Works with 99% of all POS systems

13 May 2021 2.39pm
Hi Jane, head down to Mall X this weekend to enjoy Complimentary Gift Wrapping at our Atrium

Here's a Digital Voucher that we think you may enjoy too



Automated Re-engagement

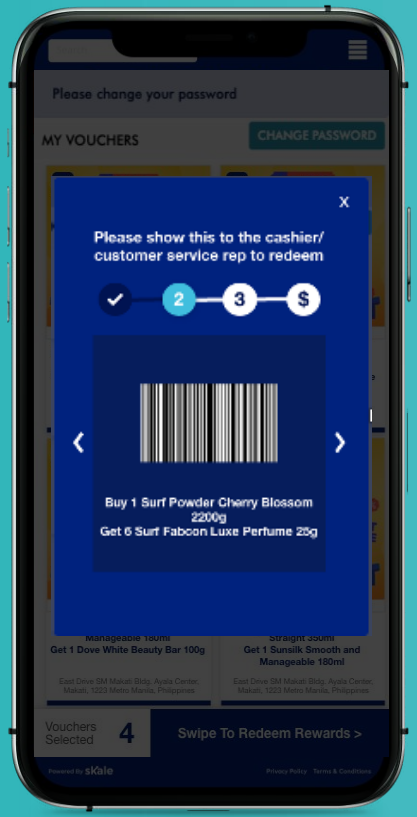
Reminder to Use Voucher
Drive Repeated Visits
Upsell / Cross-Sell

SKALE's Digital Vouchering Solution

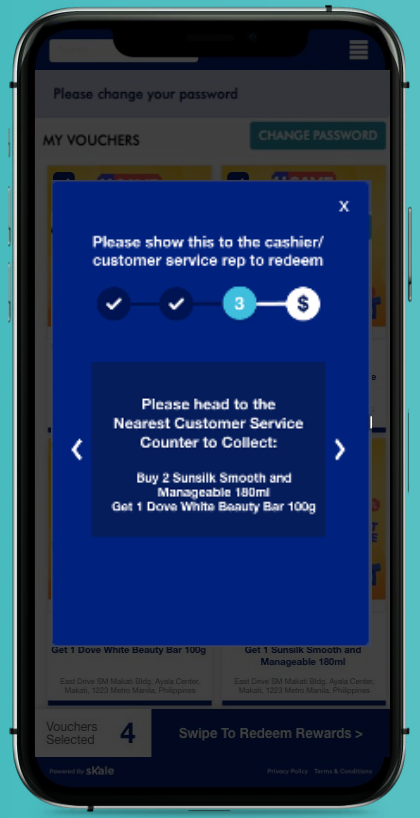
(Track every Promotion redemption with no POS integration)

27X ROAS

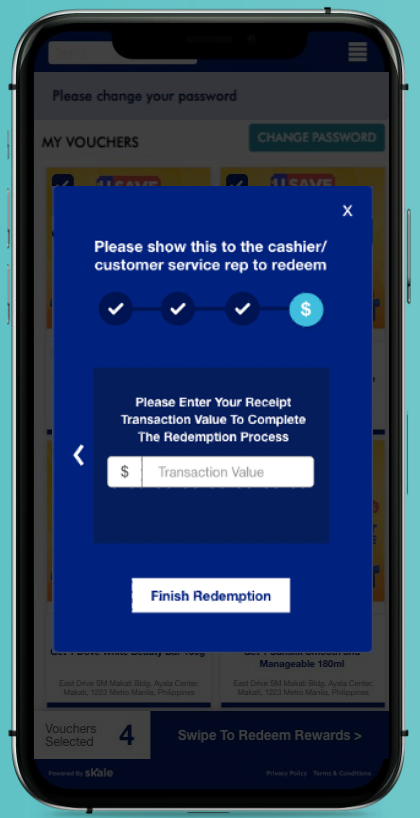
QR Code



Barcode



In-Store Instructions



Upload Receipt or Input Transaction Data

SKALE's Smart Receipt Solution

(Automate receipt validation, processing scalably)

Store Name
Product Name
Transaction Amount

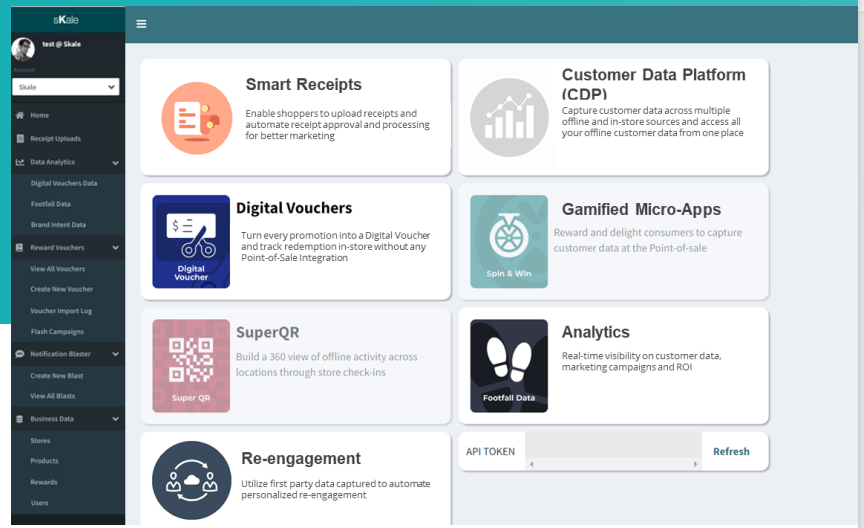
Smart Receipts

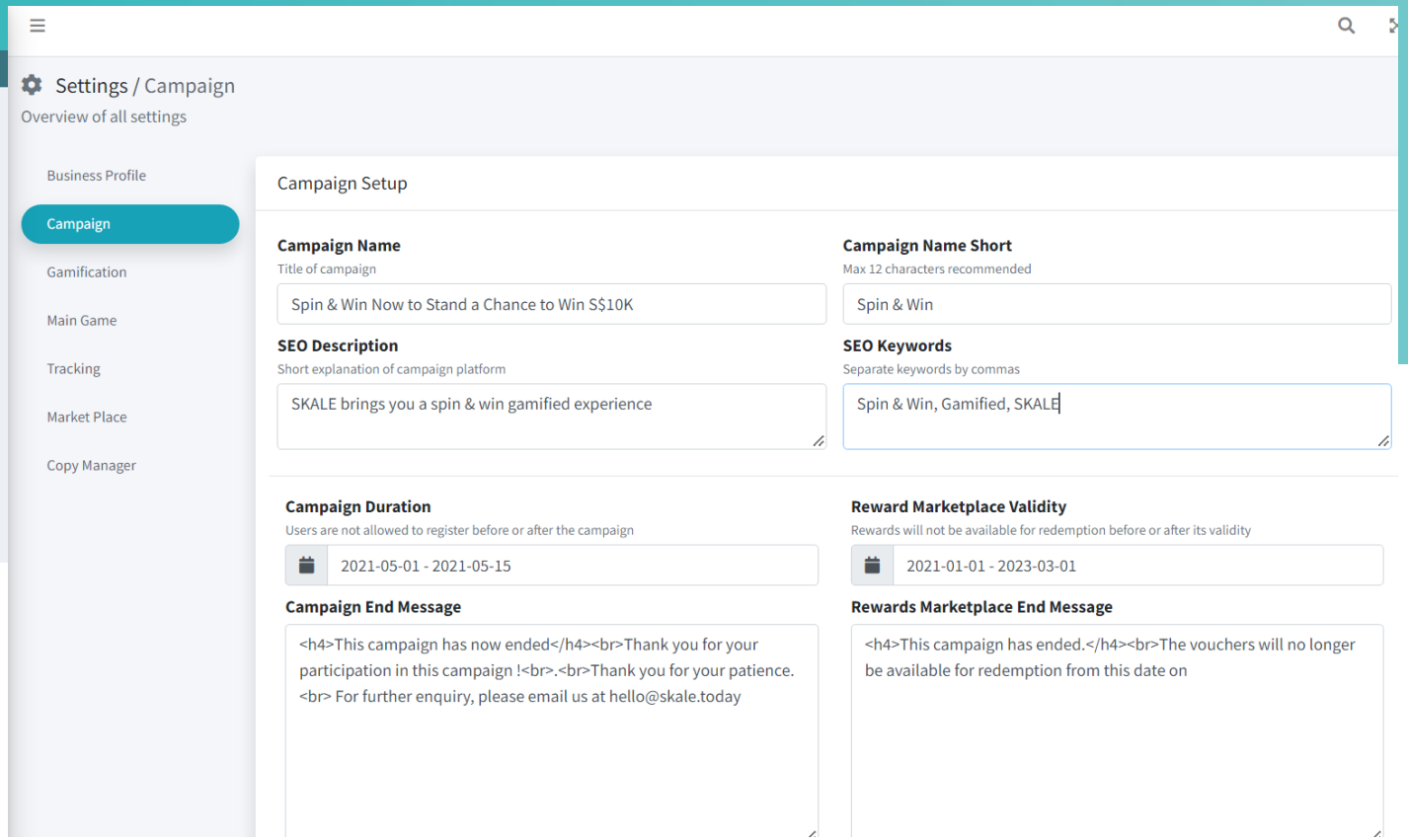
Captures Customer Data Real Time
Processes Receipt Information Real-Time
Automated Approval of Receipts

- **Image accuracy, 99% within seconds**
- **Extracts**
  - **Merchant Name**
  - **Date**
  - **Quantity**
  - **Description**
  - **Total Amount**
- **Flexibility to include Client-Specific Custom Rules**
- **Automated Matching of Keywords to validate, invalidate receipts**
- **Integrate SKALE's API to your applications**
- **Fully Secure, with Penetration Testing**

Fully Customizable Gamification System Managed by SKALE or your Agency

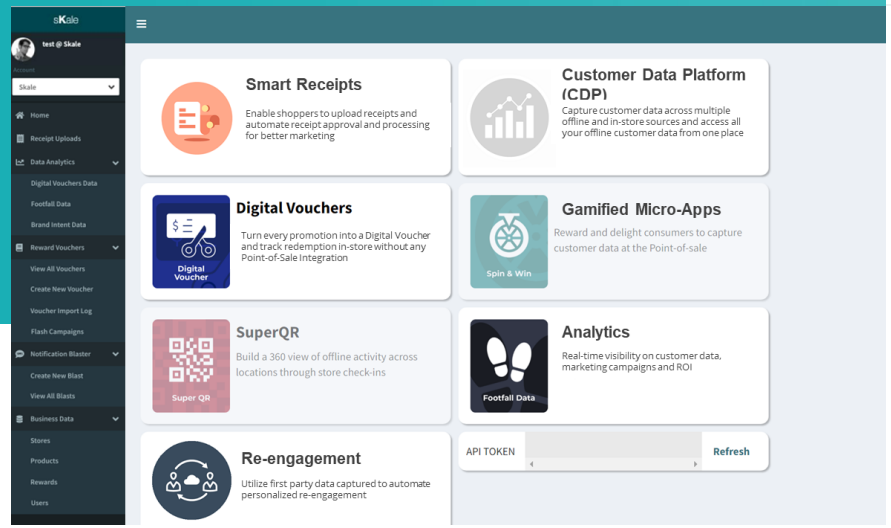
1 Customize Campaign Details and Duration

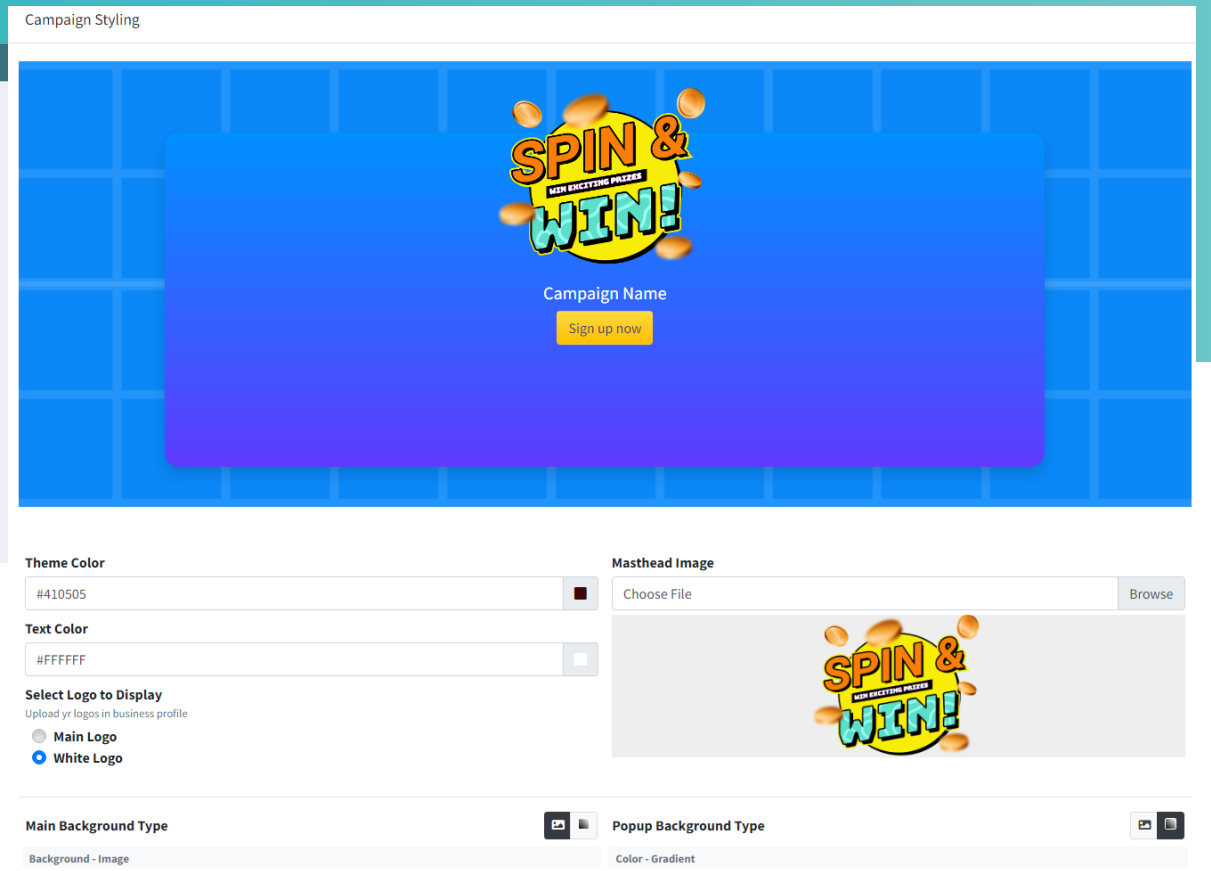




Fully Customizable Gamification System Managed by SKALE or your Agency

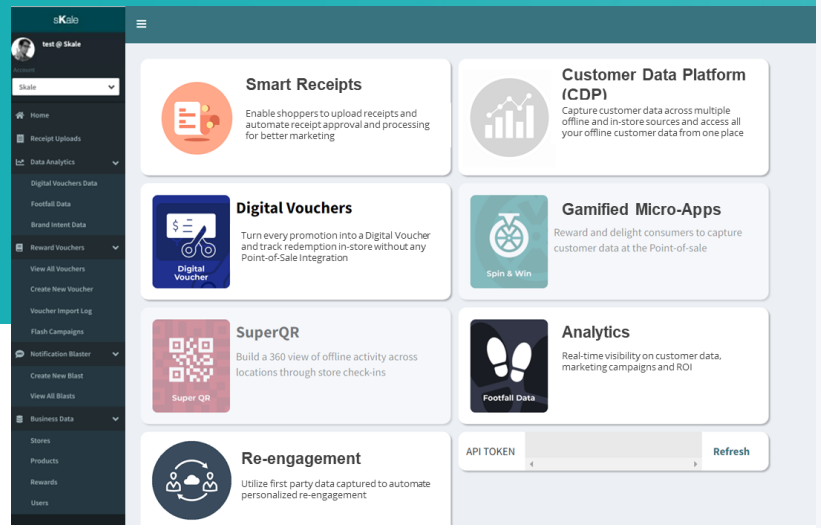
2 Fully Customizable Look and Feel

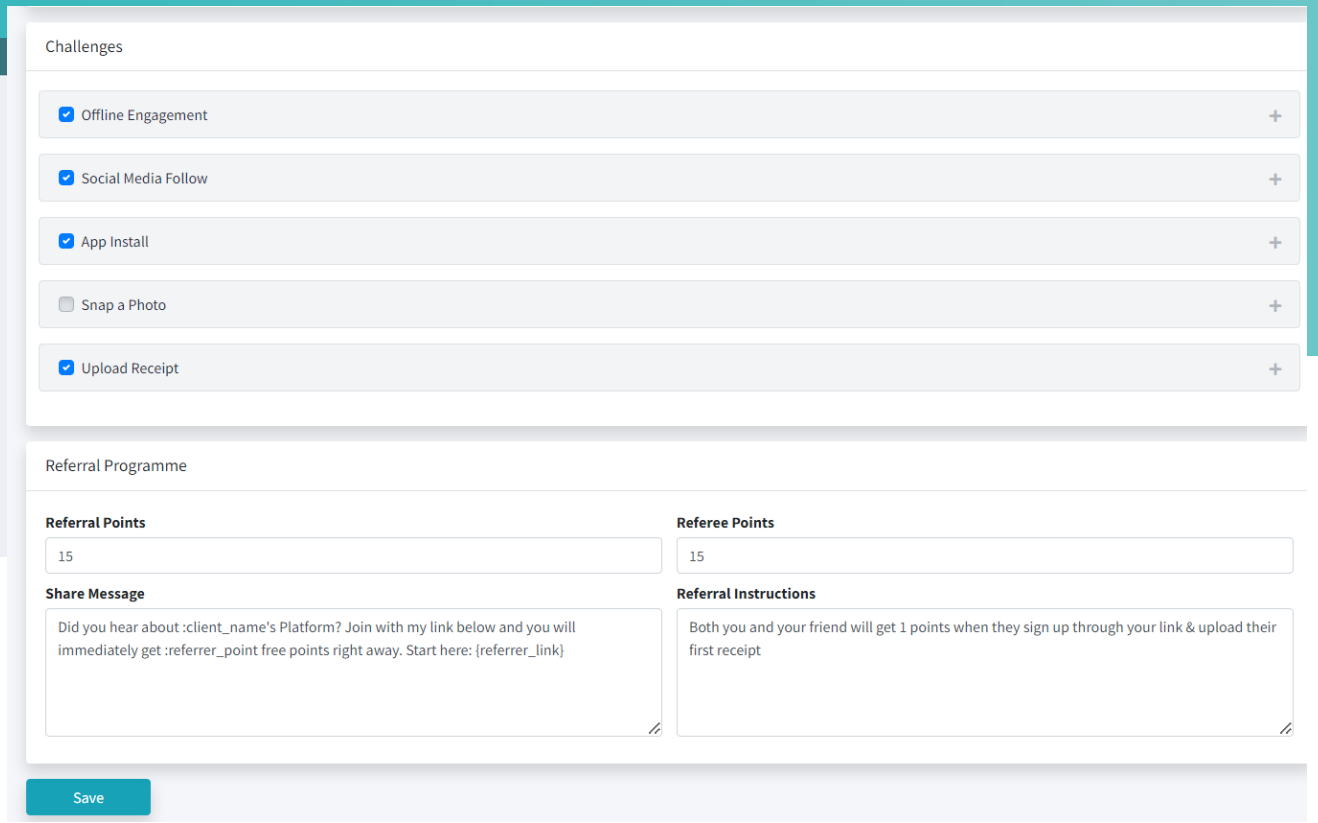




Fully Customizable Gamification System Managed by SKALE or your Agency

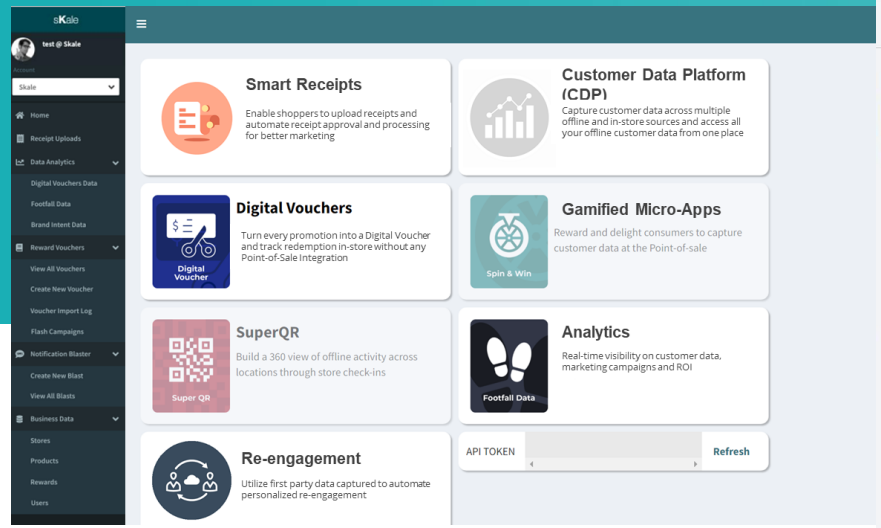
3 Incentivize Shoppers to Achieve Your Objectives

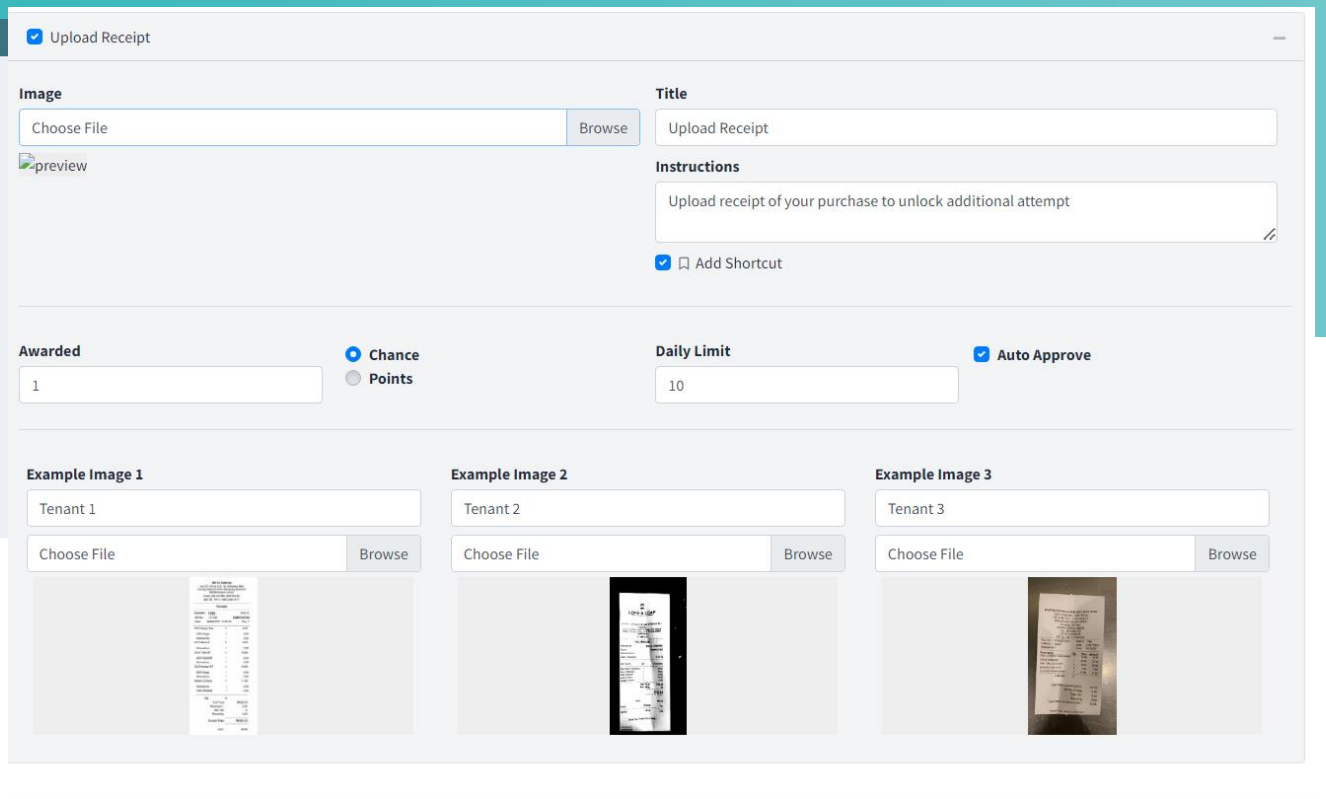




Fully Customizable Gamification System Managed by SKALE or your Agency

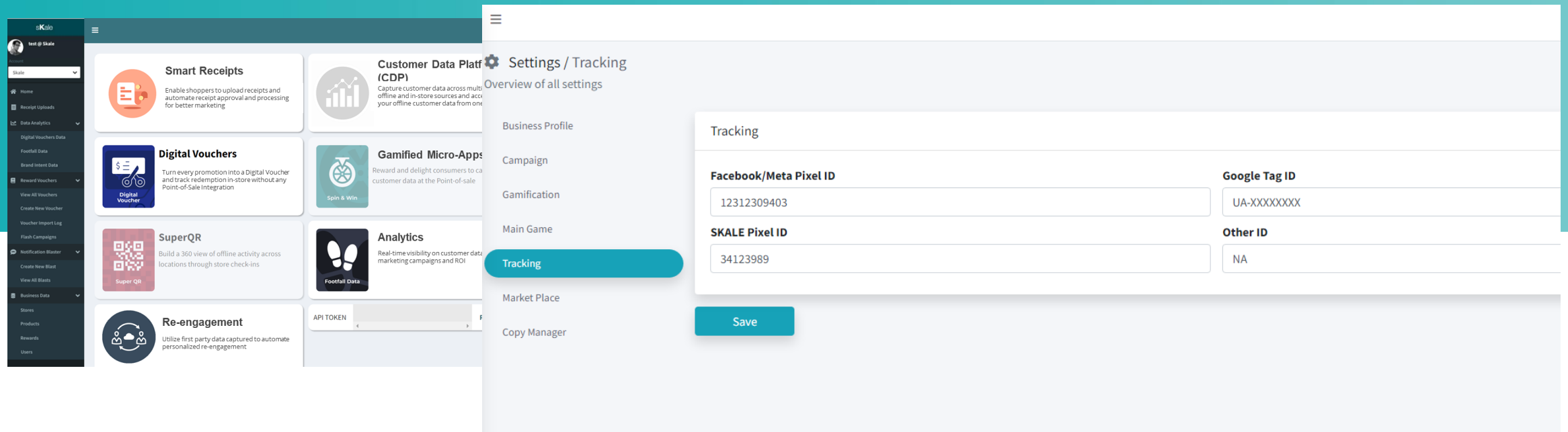
3 Customize Every Single Mechanic within Game



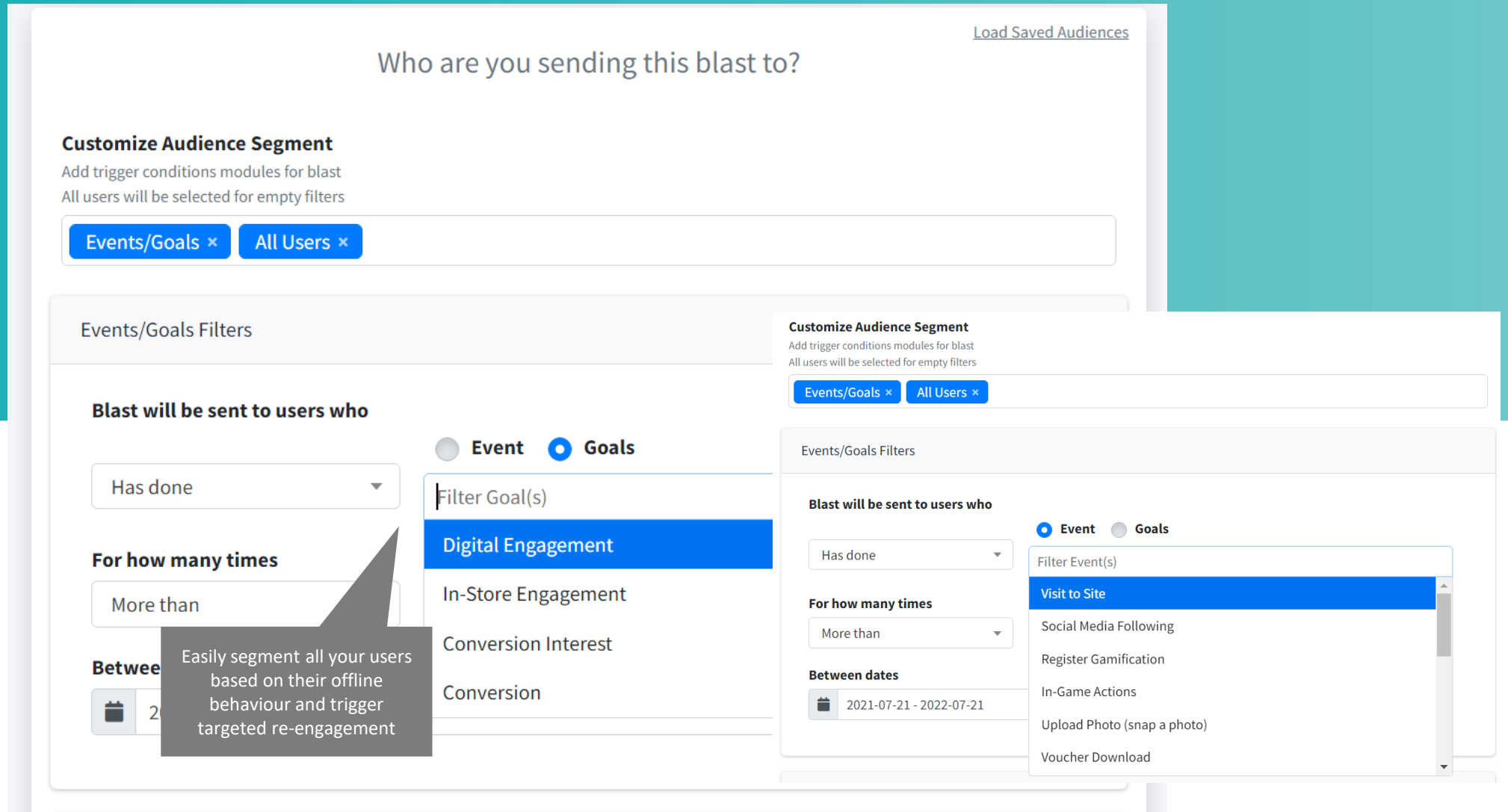


Fully Customizable Gamification System Managed by SKALE or your Agency

4 Embed Your Marketing Trackers

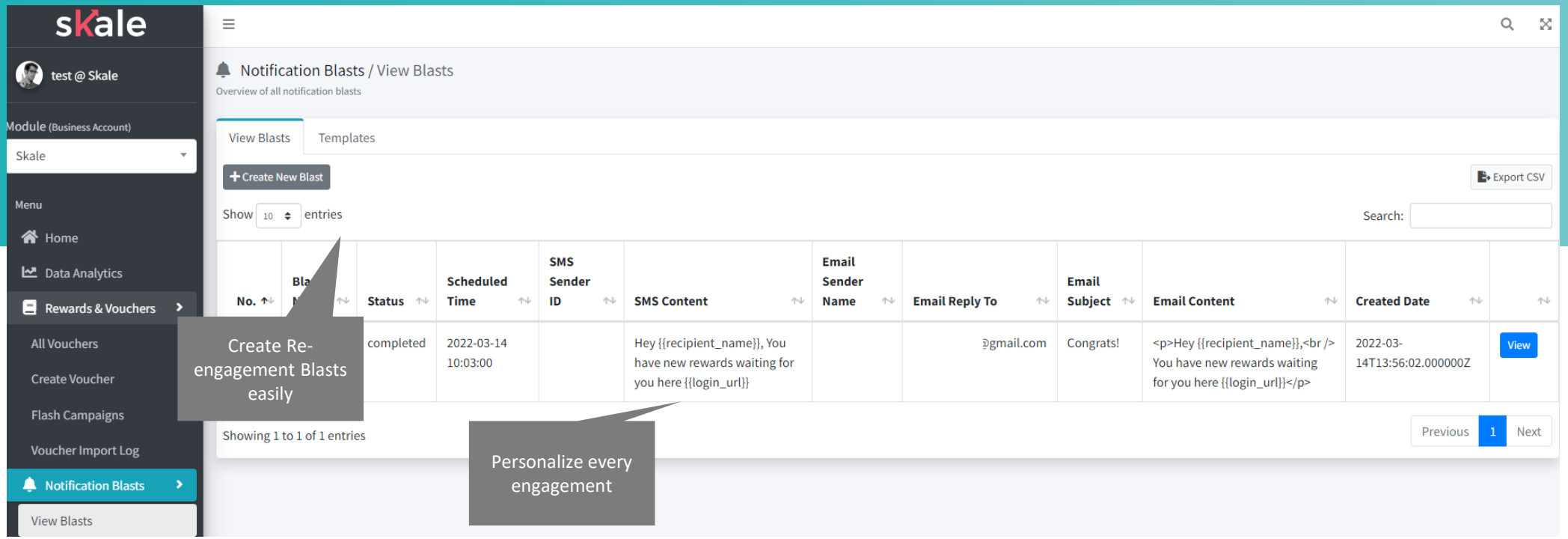


Segment all your Offline Customer Data

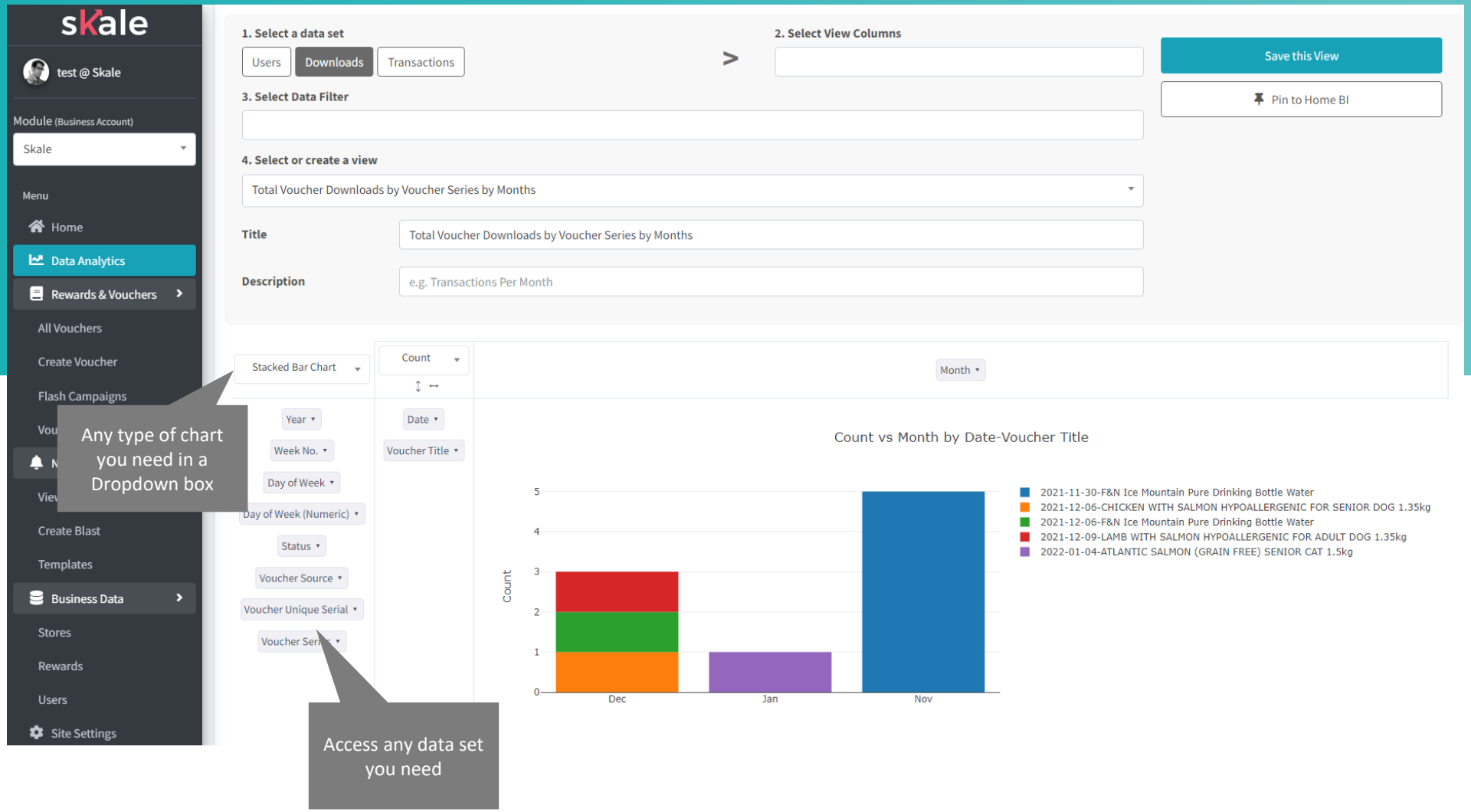


Trigger Customer Re-engagement Blasts easily

*Dummy data set for confidentiality purposes

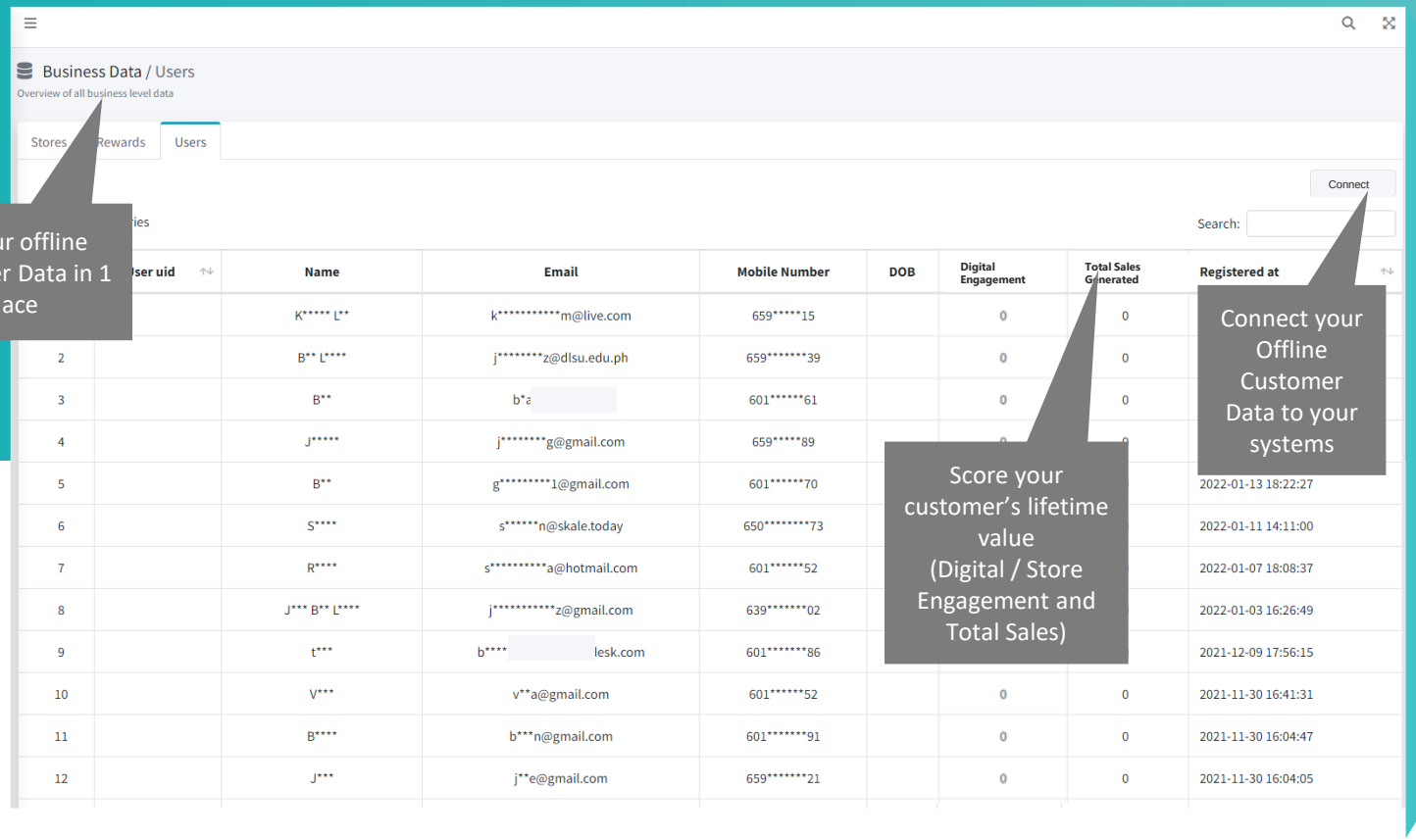


SKALE's Analytics Platform is as modular and robust as Excel, Ready For Use by marketers, data analysts and more from Day 1 without any training



Connect all your Customer Data with your Existing Marketing Infrastructure

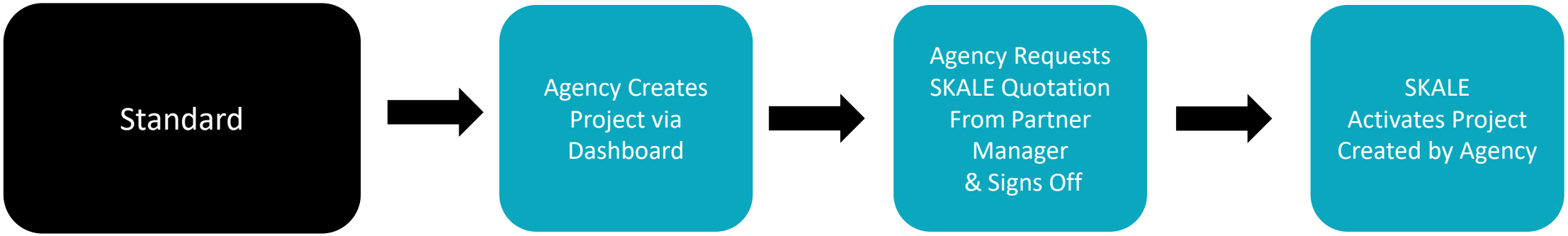
*Dummy data set for confidentiality purposes

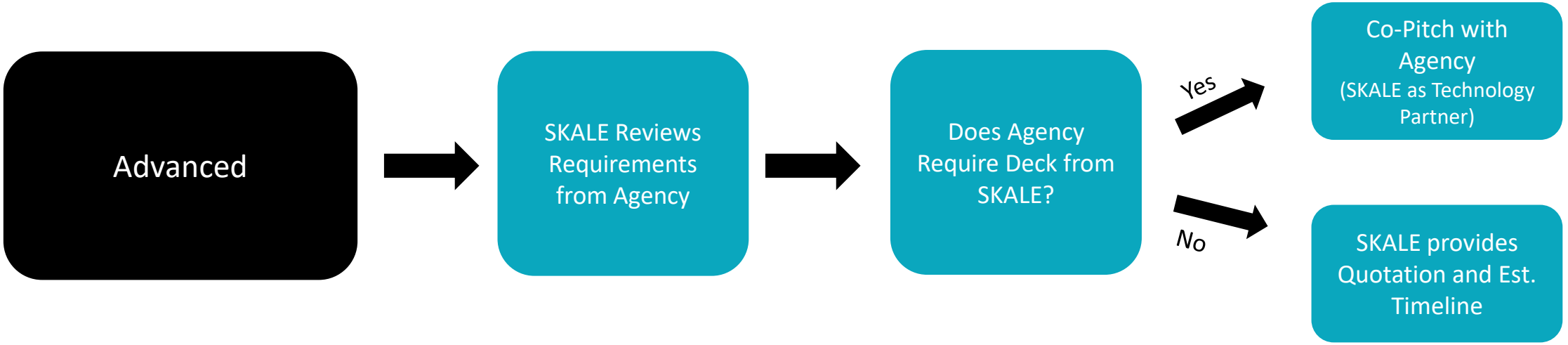


	User uid	Name	Email	Mobile Number	DOB	Digital Engagement	Total Sales Generated	Registered at
1		K***** L**	k**********m@live.com	659*****15		0	0	
2		B** L****	j********z@dlsu.edu.ph	659*******39		0	0	
3		B**	b*a	601******61		0	0	
4		J*****	j********g@gmail.com	659*****89				
5		B**	g*********1@gmail.com	601******70				2022-01-13 18:22:27
6		S****	s******n@skale.today	650********73				2022-01-11 14:11:00
7		R****	s**********a@hotmail.com	601******52				2022-01-07 18:08:37
8		J*** B** L****	j**********z@gmail.com	639*******02				2022-01-03 16:26:49
9		t***	b**** lesk.com	601*******86				2021-12-09 17:56:15
10		V***	v**a@gmail.com	601******52		0	0	2021-11-30 16:41:31
11		B****	b***n@gmail.com	601*******91		0	0	2021-11-30 16:04:47
12		J***	j**e@gmail.com	659********21		0	0	2021-11-30 16:04:05

1. **CRM**
2. **Customer Data Platform**
3. **Facebook / Google Ads**
4. **Ecommerce Platform**

How to Activate SKALE's Solutions





SKALE's Partnership Model with Agencies

SKALE is looking for like-minded Agency and Solution Partners globally to ideate, consult, implement and drive value for global FMCG, Retailers and Malls

SKALE is the Technological Engine to Enable Agencies and Solution Partners to Capture Growth In a $90bn Retail Market

Value Journey

Technology
SKALE's Offline and Omnichannel Technology to Drive Performance

PR

Media Buying

Creatives: Content Conceptualization & Creation

Overall Marketing Strategy

SKALE Partnership Ecosystem

skale
+

PR Agencies

Media Buy Agencies

Creative & Content Agencies

Full Service Agencies

Why Partner SKALE?

- **Specialized Technology, Built for FMCG, Malls and Retailers**
- **Unlock ability to Drive Impactful and Trackable Results (ROAS)**
- **Track Real-Time Campaign Performance with SKALE's Dashboard** (Total Sales, Total Leads, # of Clients, Basket Size Data, ROAS by Platform)
- **Seamless implementation, Fully Managed by SKALE for Agency**
- **Uplift Client Marketing Spend with Ready to Deploy Gamifications**

Why Partner SKALE?

Track In-Store Conversions and Demonstrate ROI to Clients

Opportunity to Increase Client Budgets and Total Size of Client Accounts

New Revenue Share Opportunity
Resell SKALE's Technology
(20% - 50% Mark Up on Discounted Pricing)
Tech Fully Managed by SKALE

Go beyond Tactical Campaigns, Help Clients Capture Customer Data

Free Partnership Program
No Frills, No Minimum Targets
Full Access to Agency Resources

SKALE's Agency Partners are generating 6-digit revenue (USD) from re-selling SKALE's Technology Solutions

Our Agency Onboarding Journey

Introduction to SKALE

C-Suite

Introduction to Digital Marketers / Account Managers /

Signing of Standard Agency Partnership Agreement

Provide Access to Agency Portal

- Demo(s)
- Ready to use Slides
- Rate Card
- Agreement
- FAQ

Trainings for Sales Team / Account Managers / Digital Marketing

(Optional) Proof-of-Concept With Agency's Client

SKALE's Technology Has a Proven Track Record in Enabling Success

SKALE Gamification
SKALE Smart Receipt

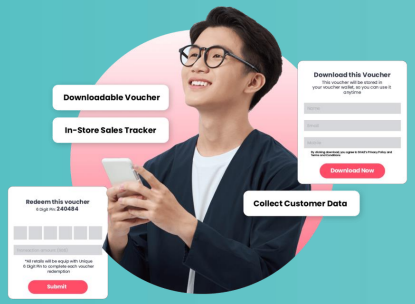
Anchor FP FOOD PROFESSIONALS

7x ROI
6,500 In-Store Transactions
10k Customer Data

Digital Vouchers

MyTOWN SHOPPING CENTRE

13x ROI
60% - 95%
Voucher Redemptions



Enterprise Digital Voucher Platform

SKALE Gamification
Automated Re-engagement

CapitaLand

$4.5m Sales in Mall
5,000 New Customer Data & App Members

Digital Vouchers

SKECHERS

96x ROI
6,500 In-Store Transactions
10k Customer Data

Smart Receipts Smart Rewards

Digital Vouchers

hypermart
Low prices and more ...

27x ROI
100% Increase in Basket Size

SKALE Gamification
Digital Vouchers

DUO GALLERIA

7x ROI
70% Voucher Redemptions

Suite of Gamification

Agency Partnership Tiers

Annual Tiers*	Preferential Pricing	Partner Badge	Demo Account	Co-Pitch on Advanced Projects	Marketing Support	Invites to SKALE Client Events	Sponsorship for Awards
Standard (All Agency Partners)	✓	✓	✓				
Silver (Min 3 Projects)	✓	✓	✓ Early access[1]	✓	✓ Leads / Referral[2]		
Gold (> 10 Projects)	✓ Additional Incentive	✓	✓ Early access[1]	✓	✓ Quarterly Plan[3]	✓	
Platinum (> S$100k and above)	✓ Additional Incentive	✓	✓ Early access[1]	✓	✓ Quarterly Plan[3]	✓	✓

*Annual tiers reset at end of each calendar year

1. Early access to new product roll-outs for Standard and Advanced Modules
2. SKALE reserves full discretion on its marketing and lead generation plans to generate leads for its agency partners
3. SKALE shall align with its agency partner on its quarterly marketing budget and support

SKALE's Proposed Preferential Rate Card for Agencies

Items	Shared Cloud / Dedicated Cloud	
	One Time (USD)	**Monthly (USD)**
Gamification Platform **Standard Module including** • Spin & Win • Scratch Card • Daily Word Riddle • Match the Tile • Digital Claw Game	500	199
Advanced Gamification • Digital Stamp Card • Digital Vouchers	From 2,000	1,000
Smart Receipts	From 5,000	1,500
Cost per Engagement	0.12(USD) For 1x SMS and 1 Email	
***Minimum 3 months package**		

Opportunity to Mark-Up 40% - 50% on Agency Pricing

Annual Value 20k – 100K Per Client

Contact Us

CEO

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