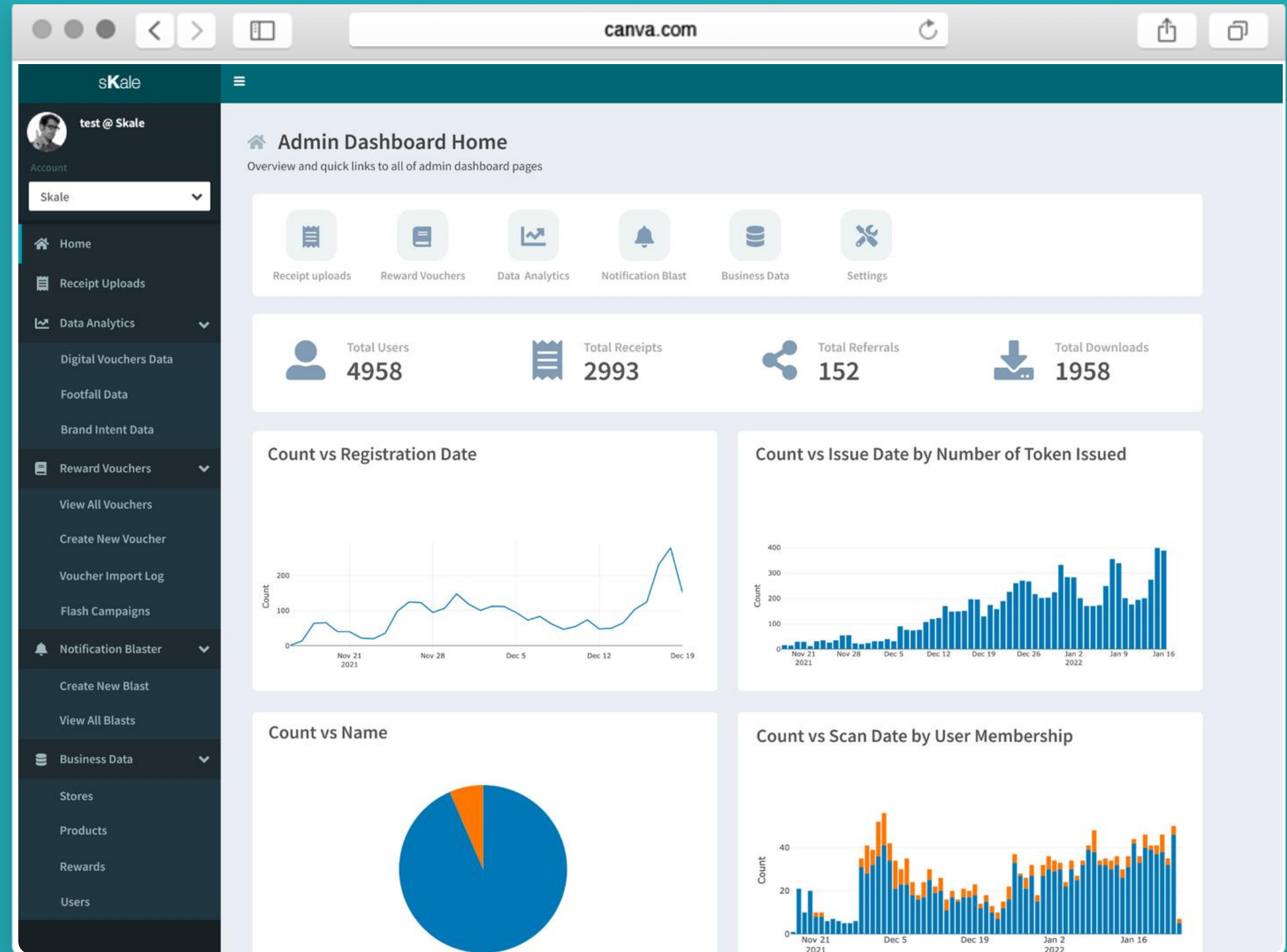


skale

# DATA ANALYTICS

INTRODUCTION GUIDE



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# Why Partner with SKALE?

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

Track In-Store Conversions and Demonstrate ROI to Clients

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

Opportunity to Increase Client Budgets and Total Size of Client Accounts

Go beyond Tactical Campaigns,  
Help Clients Capture Customer Data

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

# One Fully Integrated Platform for FMCG / CPG Businesses

Drive In-Store Sales to Retail Partner, Capture First Party Customer Data, Go Direct-to-Consumer

1

## Capture Shopper Receipt & First Party Customer Data

Reward Shoppers for every Receipt

2

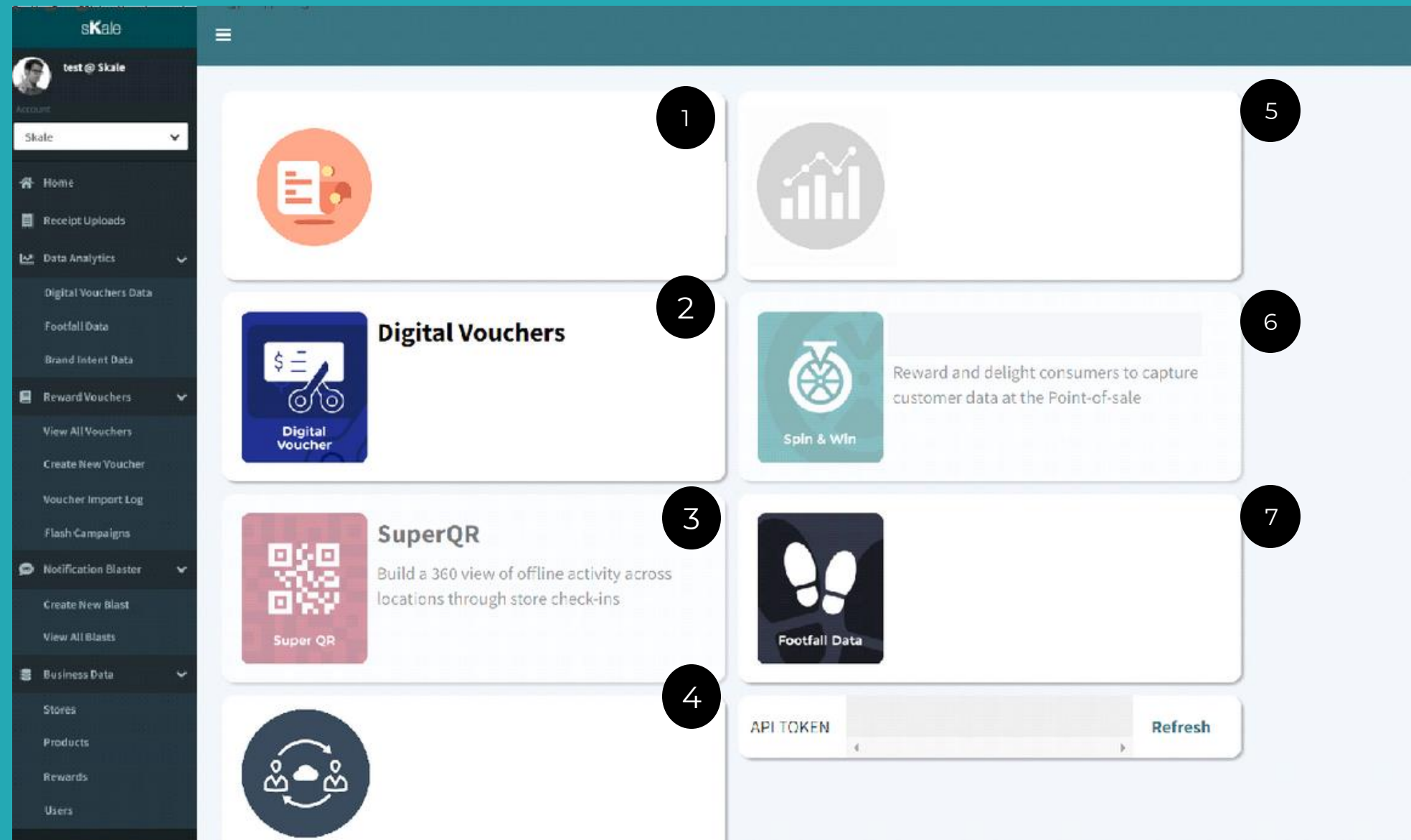
## Drive & Track In-Store Purchases with Digital Vouchers

99% Compatible with all POS

3

## Track Unique QR Code Scans

Digital Engagement, Redemption or In-Store Check In



5

## All Your Offline Customer Data in 1 Place

First Party Data (Name, Email, Mobile) and Transaction Data

6

## Deploy Gamified Micro-Apps / Whatsapp Chat anytime

Marketing Campaigns that Drives Sales and Customer Data Capture

7

## Analytics

Leverage on Customer, Shopper and Marketing Data for future marketing campaigns

4

**Automate Smart SMS / Email Re-engagement**  
Up-sell / Cross-Sell to Every Shopper  
Convert Prospects into Shoppers

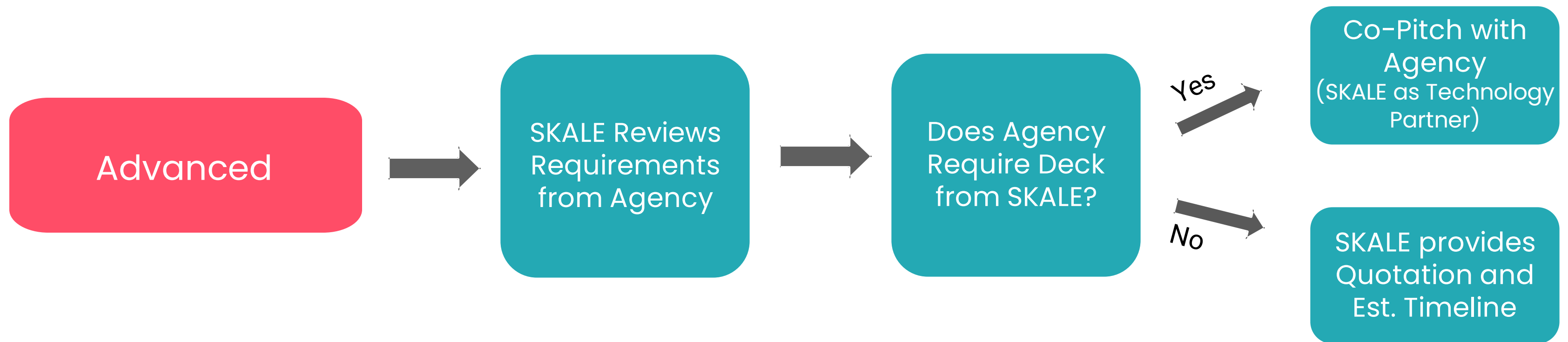
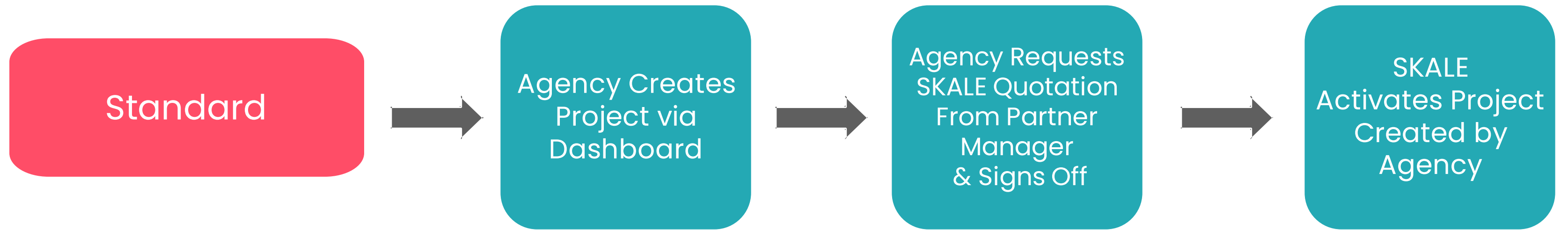
## AGENCY PARTNERSHIP TIERS

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

\*Annual tiers reset at end of each calendar year

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

## HOW TO ACTIVATE SKALE'S SOLUTIONS



# BENEFITS OF SKALE'S DATA ANALYTICS PLATFORM

## POWERFUL ORGANIZATION

Choose the main data set, narrow it down by data filters based on your report criteria, and navigate data points on rows and columns to get a comprehensive report on your chosen data set.

You can save views for future use and create visual representations of your report to share with others in your organization.

## PERFORMANCE AND REVENUE ATTRIBUTION

Our dashboard uncovers the user's campaign source, lifetime value, and actions taken in our platform, or on external channels such as your ecommerce marketplaces or physical stores.

You can also measure the incentives (points, chances, and rewards) delivered and optimize campaigns to yield higher returns from users.

## SMS AND EMAIL AUTOMATION

You can use our platform to create SMS and email campaigns, personalize various fields, and send them to specific customer segments.

Our platform is an effective tool for building long-lasting relationships with all types of customers, whether you want to reach first-time customers, active engagers, or brand advocates.

## ROBUST CUSTOMER SEGMENT CREATION

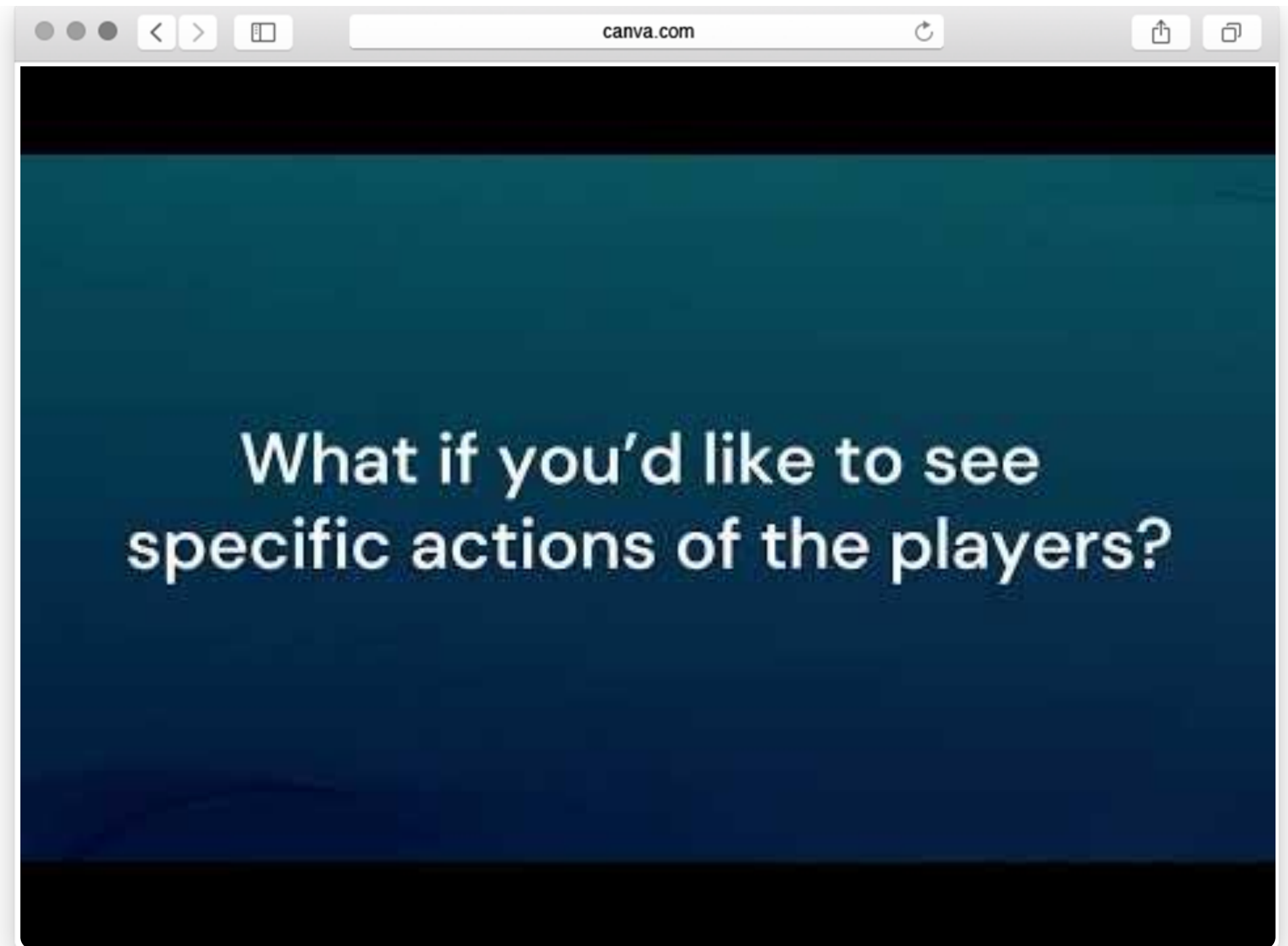
Our segments are a way to filter, analyze, and act upon data and insights generated in our platform.

You can build customer segments based on customer details, purchase data, conversions both online and offline, and lifetime value.

## FAQ

Do I need to fill out all fields (data set, columns, and data filter) in order to view the data?	No. Simply select the data set you want to view.  The remaining fields can be used to narrow down the data points that will appear in the table below.
Can I just use the generic tab to get all the information I need?	You may use the generic tab to uncover relevant data on user acquisition and engagement.
How can I assess campaign performance in relation to my objectives?	You can focus on a specific goal by going to the events tab. You can see how your user actions are translating to relevant KPIs in this section.
How can I tell if the games are producing conversions?	Navigate to the challenges tab to see data on your customers' online and in-store activities.
What if I'd like to focus on a specific module?	You can select a product-specific tab (vouchers, scratch card, etc.) to view data related to that product only.
Can I export the data?	Yes. You cannot, however, obtain your users' full names, email addresses, or mobile phone numbers. This data can be requested from SKALE's representatives

## TUTORIAL





## DEFINITION OF TERMS

<b>General</b>	This section contains high level data on your customer. You'll see the user demographics, campaign source, engagement metrics, incentives delivered, and other crucial data points related to the user.	<b>Data sets</b>	The main data point that you'd like to focus on. Data sets vary per section.
<b>Event</b>	This shows the actions taken by the user within the platform. You can filter by goals, reward name, games, and more.	<b>View Columns</b>	You can select specific data categories that matter the most for the report. Options selected would appear in the table section below.
<b>Vouchers</b>	This section uncovers data on your digital vouchers. It shows real-time metrics on your voucher campaign performance such as downloads, in-store redemptions, user source, and more.	<b>Data filter</b>	You can further filter down by selecting specific options under the data categories selected.
<b>Spin Wheel</b>	This shows data specific to the Spin & Win game. See the points or chances delivered per user, the number of rewards delivered, and more.	<b>Select a view</b>	You can select a saved view from your past reports.
<b>Challenges</b>	Know what challenges are users completing as they play the games you've launched. You'll see data on specific challenges such as the overall conversion breakdown, chances used, and more.	<b>Create a view</b>	Generate the data categories in the table below.
		<b>Table</b>	<p>You can drag and drop data categories in the column and row sections to generate a data breakdown for each category.</p> <p>You can select the type of data that you'd like to generate for data point: count, sum, average, median, etc.</p>

<b>User email</b>	The email provided by the user upon registration
<b>Referred users</b>	The users referred by past players in the challenges
<b>Total session duration</b>	The overall time each user had spent on the platform
<b>UTM source</b>	Where the user came from when he/she registered
<b>UTM campaign</b>	The campaign name that led to the user's conversions
<b>Source of points/chances</b>	The platform module that delivered the points/chances to the user.
<b>Approval date</b>	The dates that the images sent by the user have been approved the platform's admin
<b>Mobile verified</b>	The total number of mobile numbers that have been verified by the system
<b>In-store conversions</b>	Refer to actions done offline such as receipt uploads or in-store purchases.
<b>QR scans</b>	The number of times the QR codes generated by the platform have been scanned (online and offline)
<b>Reward name</b>	Breakdown of total rewards delivered categorized by the name provided by the admin
<b>Challenge name</b>	Breakdown of challenges completed categorized by type (receipt uploads, app installs, etc.)
<b>Game type</b>	The game played by the users in the platform
<b>Voucher title</b>	The title of the voucher provided by the admin upon voucher creation

<b>Voucher series status</b>	Shows the total number of active, inactive, and expired vouchers
<b>Total transaction amount</b>	The total transaction amount captured by the receipt sent by the user
<b>No. of unique voucher downloaded</b>	Shows how many users downloaded/redeemed the promotion
<b>No. of vouchers downloaded/redeemed</b>	Shows the total number of downloads/redemptions across all platforms
<b>No. of transactions</b>	Total number of purchases shared by the user through various methods (receipt uploads, QR code scans, order numbers, etc.)
<b>Average transaction amount</b>	Average spend of users based on their purchase data
<b>Digital engagement</b>	Pertains to online conversions such as website visits, social media follows, in-game actions, and more.
<b>Voucher source</b>	The channel where the user came from when he/she downloaded the voucher
<b>Total downloads</b>	Total number of voucher downloads across all platforms
<b>Voucher series type</b>	Shows tidal vouchers by type (in-store, online, physical item)

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# Experience our Marketing Platform today!

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or email us at [hello@skale.today](mailto:hello@skale.today)