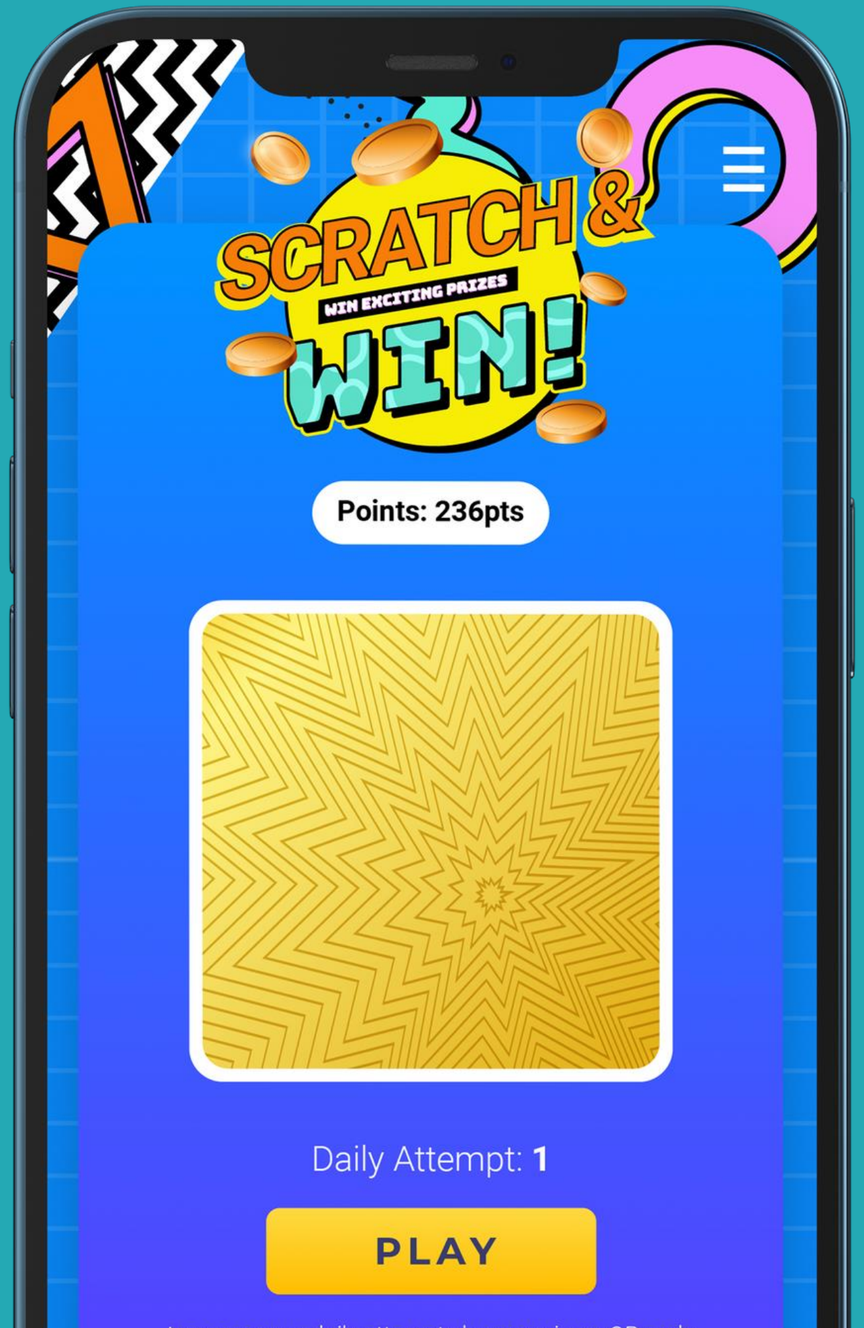
skale

Digital Scratch Card

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)

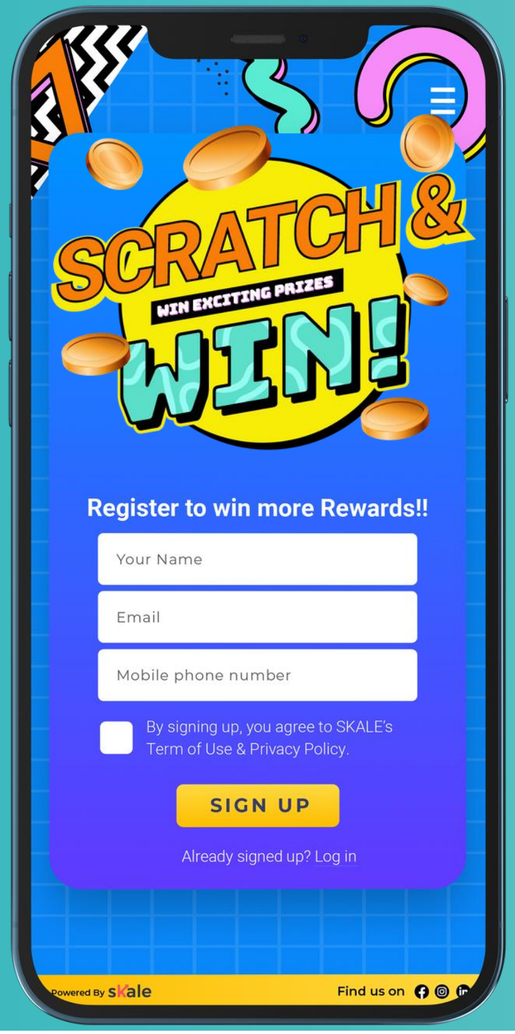
Opportunity to Increase Client Budgets and Total Size of Client Accounts

Go beyond Tactical Campaigns, Help Clients Capture Customer Data

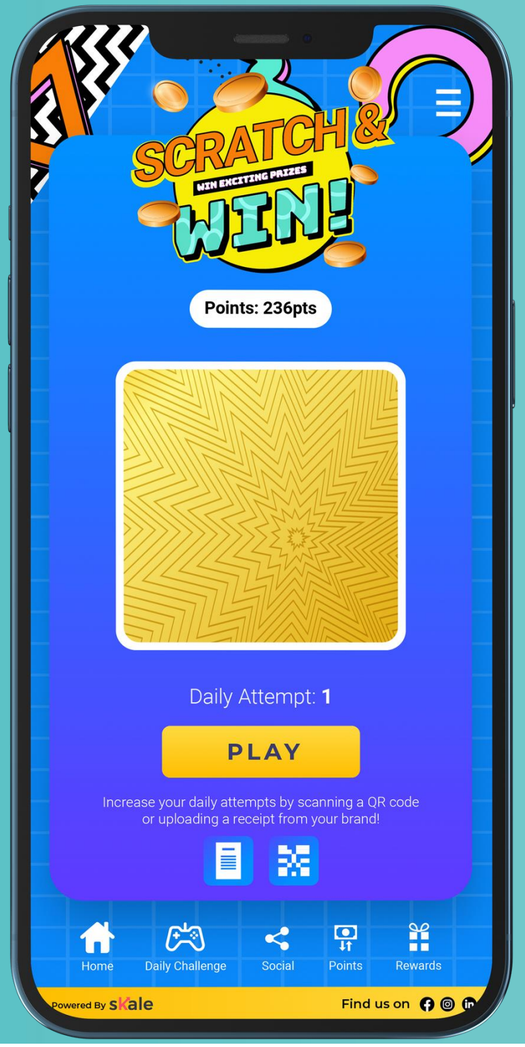
Free Partnership Program
No Frills, No Minimum Targets
Full Access to Agency Resources

USER JOURNEY – DIGITAL SCRATCH CARD

The shoppers are driven to the platform via Social Media Ads, EDM, or to the organic follower base.

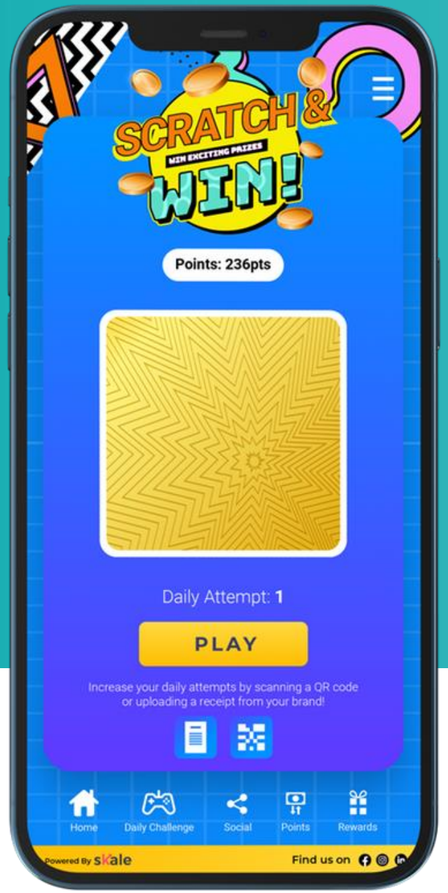


The First-Party Customer Data will be captured when shoppers register.

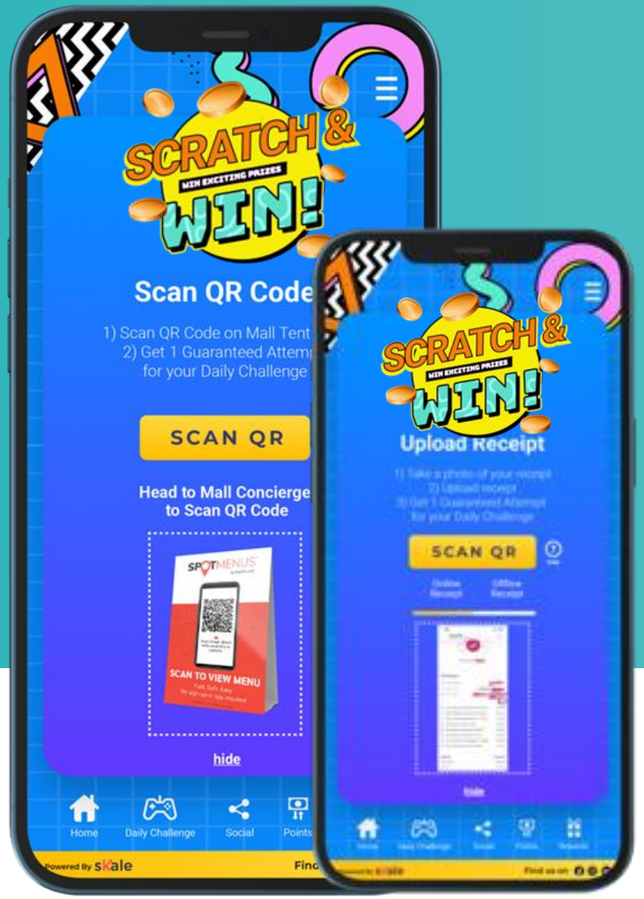


Shoppers will be directed to the Digital Scratch Card gamification module.

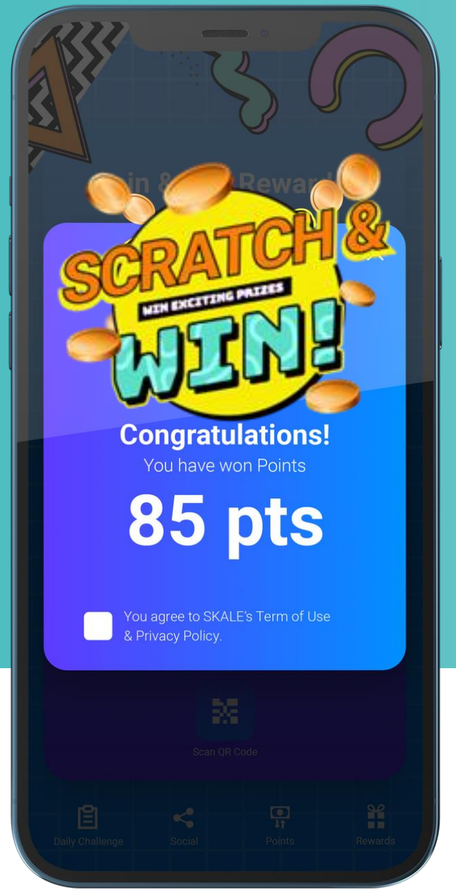
USER JOURNEY – DIGITAL SCRATCH CARD



Users are allowed one attempt daily to scratch upon registering, allowing Instant Gratification and Engagement.

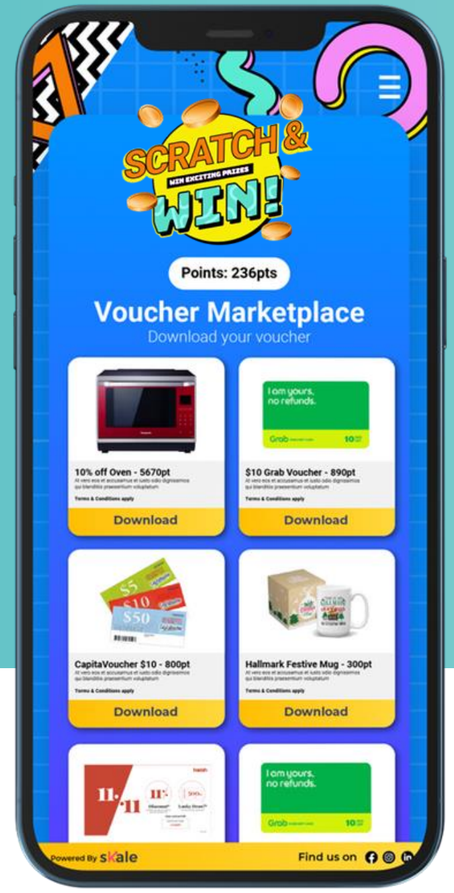


Users will be prompted to Scan a QR Code or upload a receipt upon making a purchase to unlock additional points.



SKALE can customize Point provisioning/number of attempts provisioned based on actions taken:

- Scan QR
- Refer Friend
- Follow Social Media
- Upload photo



Shoppers can redeem their rewards through the rewards marketplace.

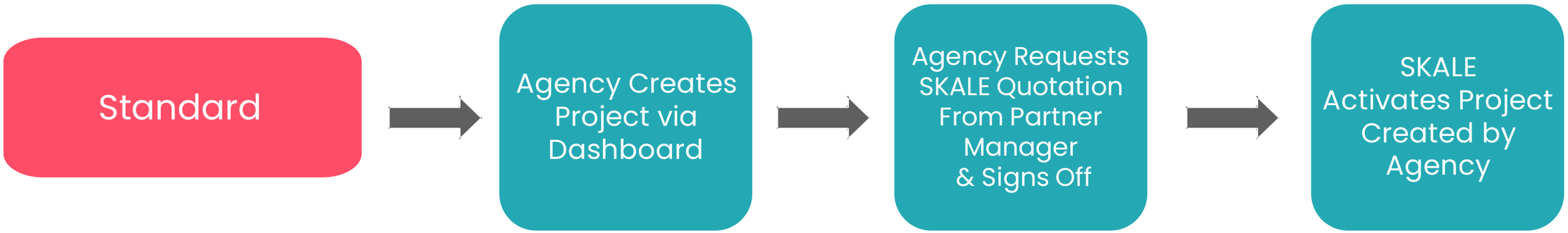
AGENCY PARTNERSHIP TIERS

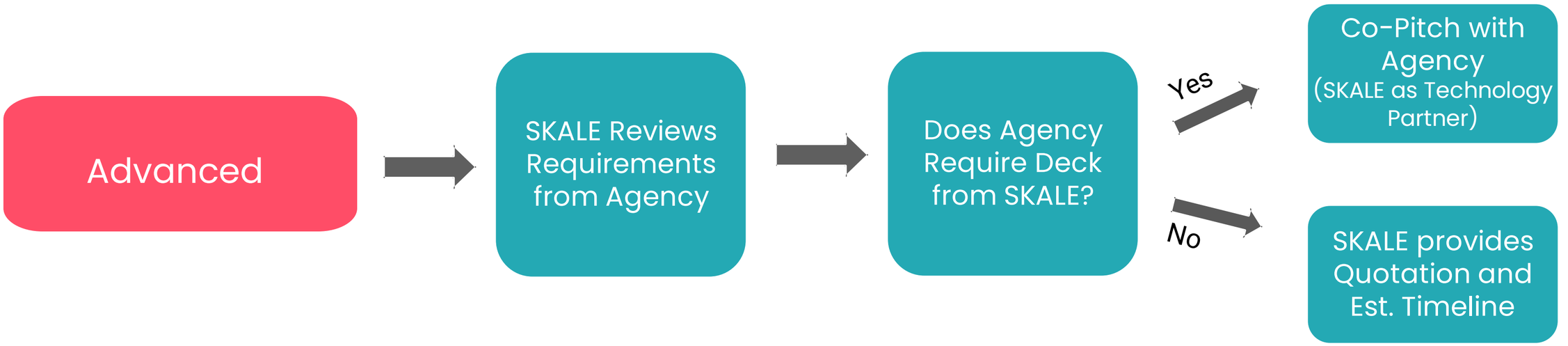
Annual Tiers*	Preferential Pricing	Partner Badge	Demo Account	Co-Pitch on Advanced Projects	Marketing Support	Invites to SKALE Client Events	Sponsorship for Awards
Standard (All Agency Partners)	✓	✓	✓				
Silver (Min 3 Projects)	✓	✓	✓ Early access[1]	✓	✓ Leads / Referral[2]		
Gold (> 10 Projects)	✓ Additional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

*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





MISSIONS

Upload a Receipt

You can either manually approve customer receipts on the platform or utilize SKALE's smart receipts platform to automatically verify receipt uploads. Rewards can be personalized based on receipt data.

Follow a social media page

After users follow your Instagram or Facebook pages, you can request that they upload a screenshot of your page as proof that they completed the challenge.

Upload a photo

You can ask users to upload a photo of your product, a selfie from your event, or any other image that demonstrates they've completed the platform challenge you've set.

Scan a QR code

QR codes can be generated by our platform for your stores, product packaging, or offline activations.

SKALE's games automatically scan QR codes and award points or chances to players in real-time.

Install an app

You can start the game as soon as users open the app. Alternatively, you can ask them to upload a screenshot of the app on their phones before awarding points or chances.

Log In

If you've enabled the daily check-in, you'll be able to award points or chances each time a user logs in or launches the game.

HOW TO CREATE A DIGITAL SCRATCH CARD

DIGITAL SCRATCH CARD FAQ

Can I award items rather than points?	No. You can only reward points in the Digital Scratch Card game. However, you can include a reward image in the congratulatory message, so users know which item can be redeemed with the points won. You can also customize the physical items available for redemption in the rewards marketplace by assigning points needed to redeem such rewards (i.e. 50 points for a specific physical item/digital voucher)
Can I upload videos or images on the scratch card?	No. You can only display an image and text.
Can I set the number of winners for each day?	No. The game's system is randomized but you can set the probabilities through the chances portion.
Can I change the font of the text?	No. You can only change the text color.
Can participants still redeem rewards in the rewards marketplace after the campaign ends?	Yes. To set the validity of rewards, you can change the date in the Rewards Marketplace Validity section on the campaign page.
What are the design elements I can edit on the game?	You can change the masthead, background image, logo, font color, button color, and footer.
How can I track and reward shoppers who make in-store purchase/s?	Get your shoppers to scan a QR Code In-Store or prompt them to enter a unique 6-digit pin when they convert In-Store. If you chose Scan QR code, you'll need to create QR codes on the platform to use in offline sales channels. The 'Enter 6 Digit Pin' method requires you to generate the pin using the platform and then distribute it to employees who will manually enter the pin.

DIGITAL SCRATCH CARD FAQ

Can the 'social media follow', 'app install', 'snap a photo', and 'upload a receipt' challenges be automatically verified?	Yes, you can use the Auto Approve feature to instantly verify and award points for uploaded images. This feature, however, does not automatically assess the image's quality or validity. You can manually approve the images or work with SKALE's experts to develop the backend capability to ensure that each entry is qualified.
Can I upload videos or GIFs on the challenge images?	No. Currently, you can only upload PNG or JPG formats of images on the challenge images.
Can I give out rewards instead of points and chances for challenges?	No. You can only give out points and chances. The user can claim the reward by using points or chances in the rewards marketplace page.
Do I need to download an app?	No. SKALE is a web-based platform.
What kind of packages do you offer?	Standard and advanced
What games are in the Standard Package?	Standard Package Games: Spin & Win, Digital Scratch Card, and Digital Quiz
What games are in the advanced package?	Games in Standard Package plus Digital Stamp Card, Augmented Reality / Metaverse and Customized Gamification
What is the difference between the standard and advanced package?	The standard package is customized by the agency themselves and has fewer games.

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Experience our Marketing Platform today!

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or email us at **hello@skale.today**