![sKale logo]

Digital Voucher Guide for Agency Owners

INTRODUCTION GUIDE

Downloadable Voucher

In-Store Sales Tracker

Download this Voucher
This voucher will be stored in your voucher wallet, so you can use it anytime

Name

Email

Mobile

By clicking download, you agree to SKALE's Privacy Policy and Terms and Conditions

Download Now

Redeem this voucher
6 Digit Pin: **240484**

Transaction Amount (SGD)

Each participating retail store will be equipped with a tent card with a unique 6-digit pin

Submit

Collect Customer Data

WHAT'S INSIDE

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)
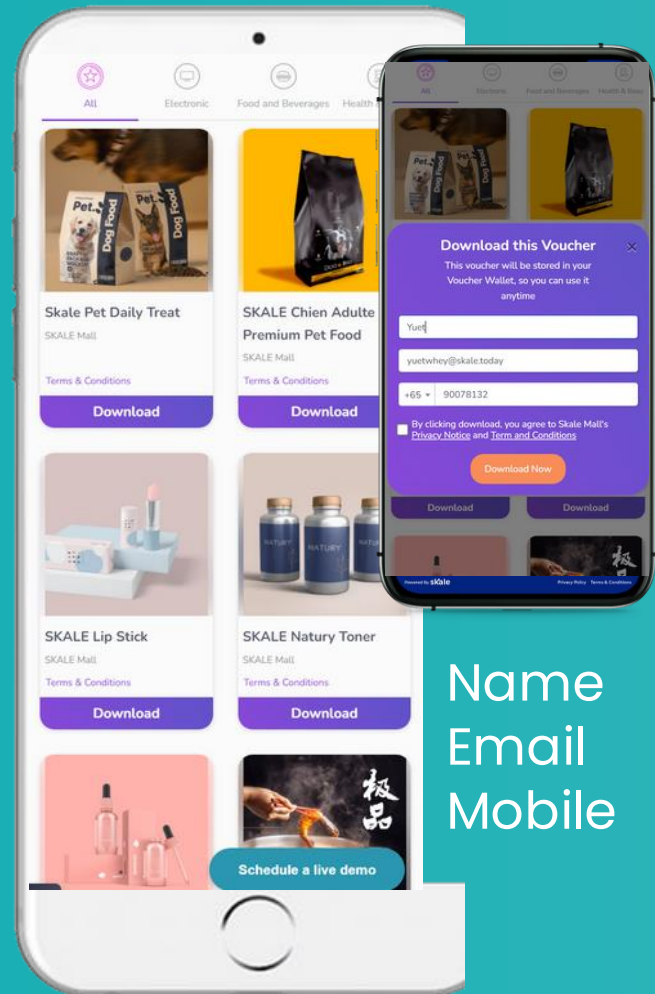*Tech Fully Managed by SKALE)*

Opportunity to Increase Client Budgets and Total Size of Client Accounts

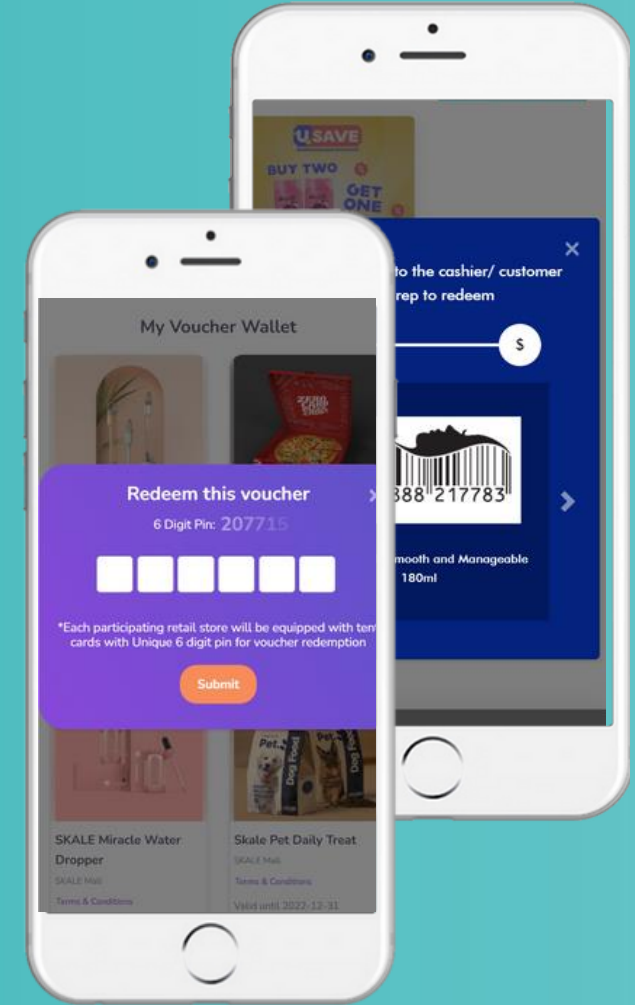Go beyond Tactical Campaigns,
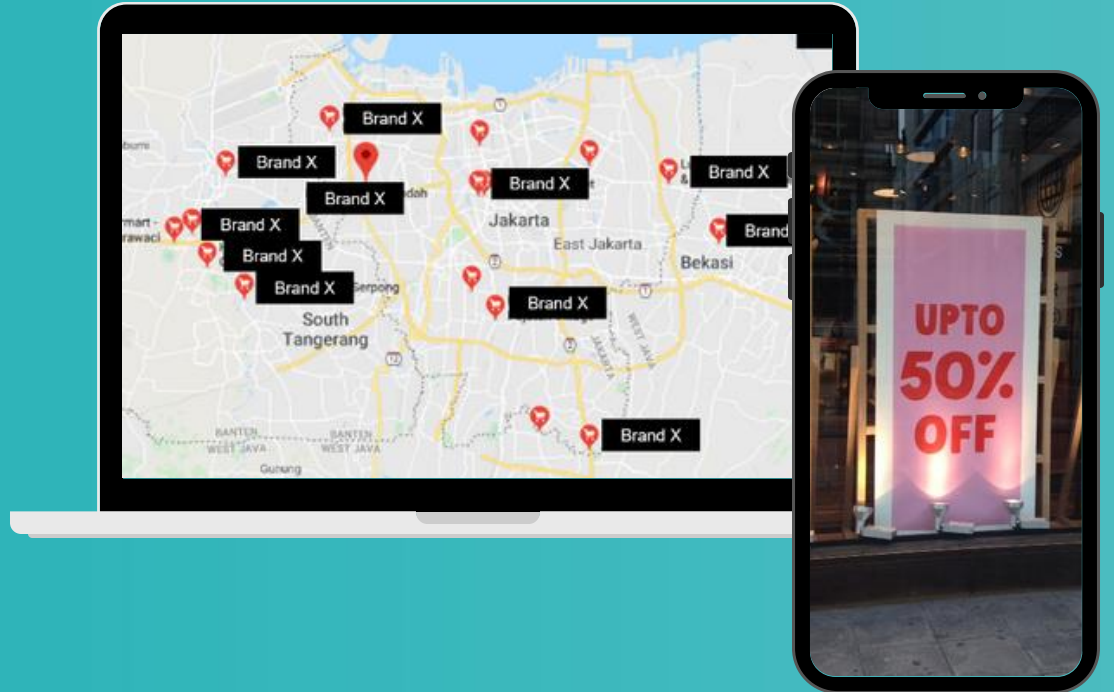Help Clients Capture Customer Data

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

SKALE's Digital Vouchering Solution
(Track every Promotion redemption with no POS integration)

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

Real-Time ROI Tracking Without POS integration
Track Voucher Usage with
Works with 99% of all POS systems

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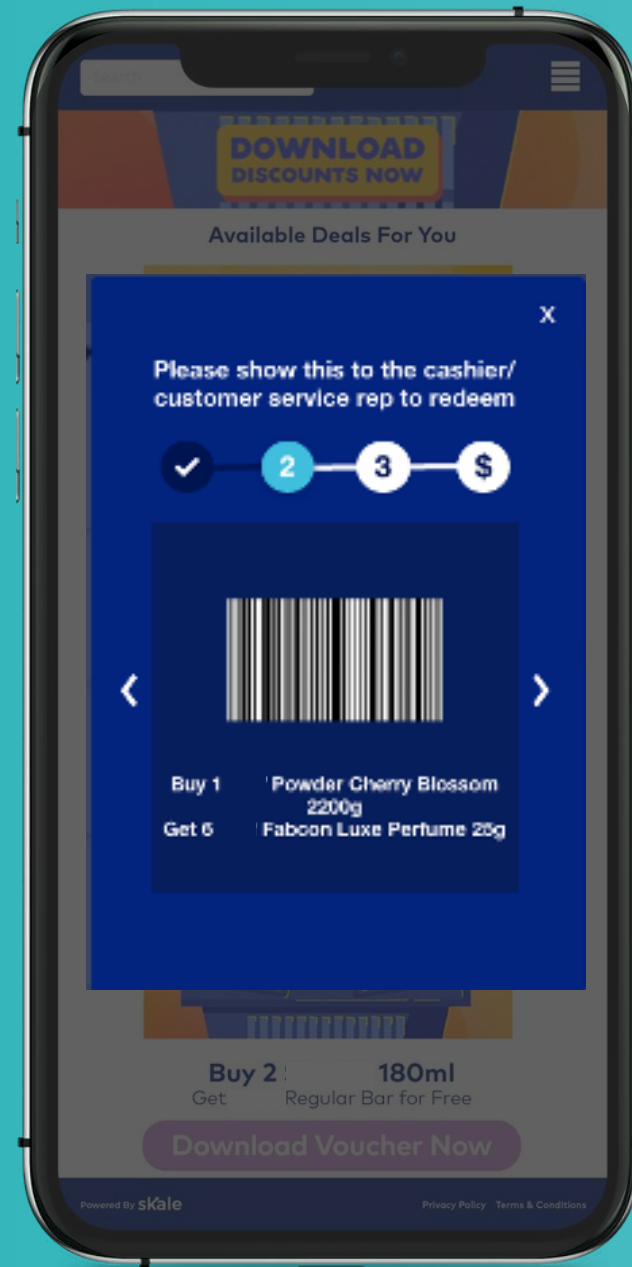Reminder to Use Voucher
Drive Repeated Visits
Upsell / Cross-Sell

13 May 2021 2.39 pm

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

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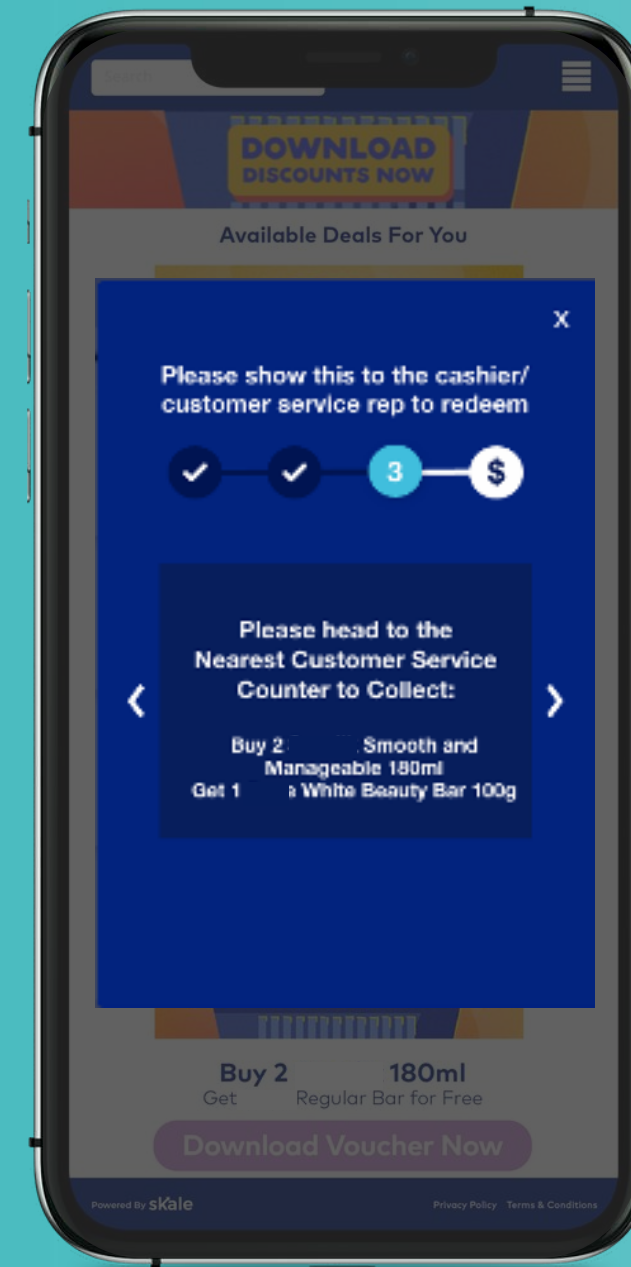# SKALE's Digital Vouchering Solution
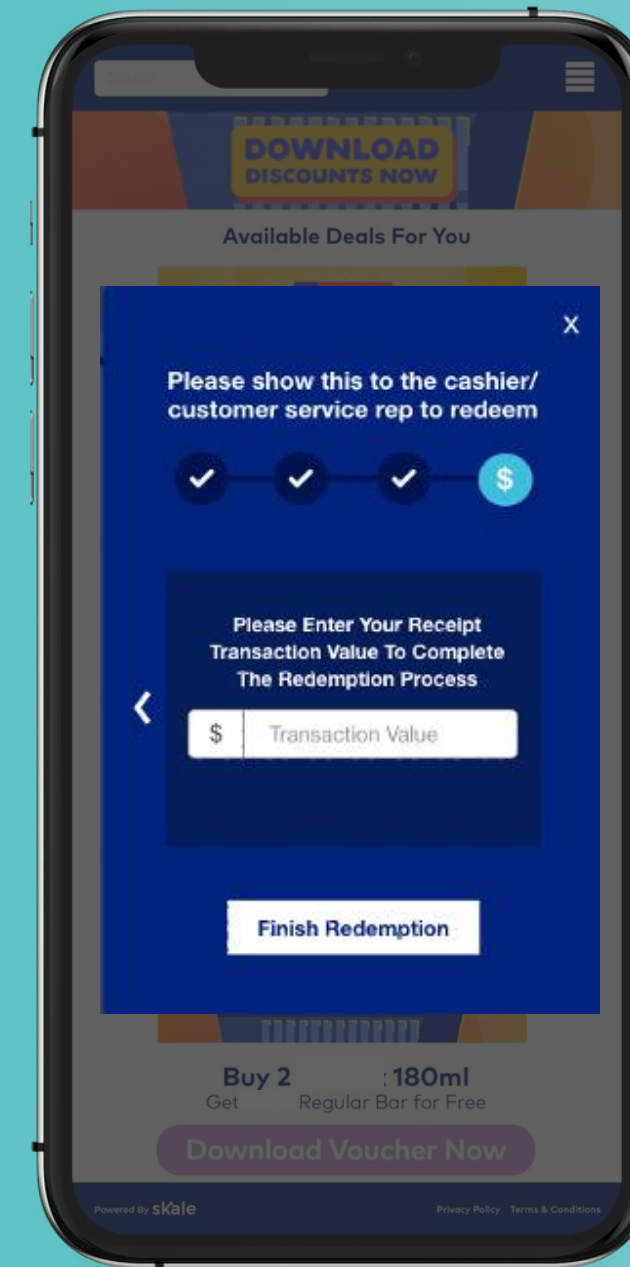## (Track every Promotion redemption with no POS integration)
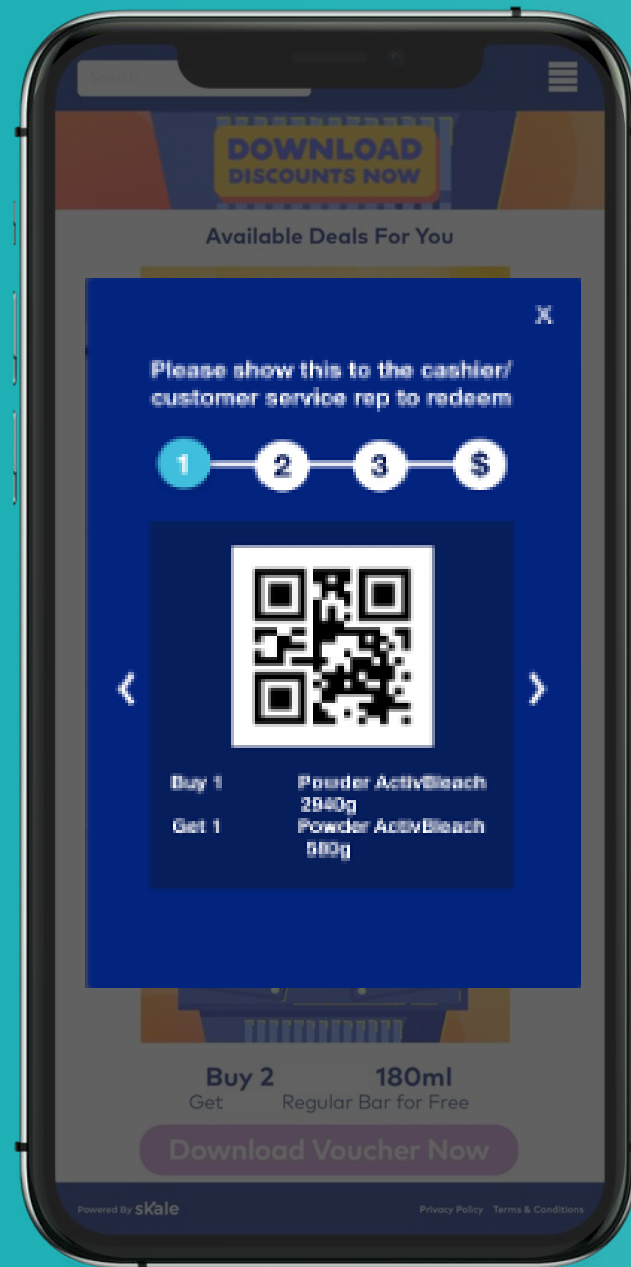
QR Code

Barcode

In-Store Instructions
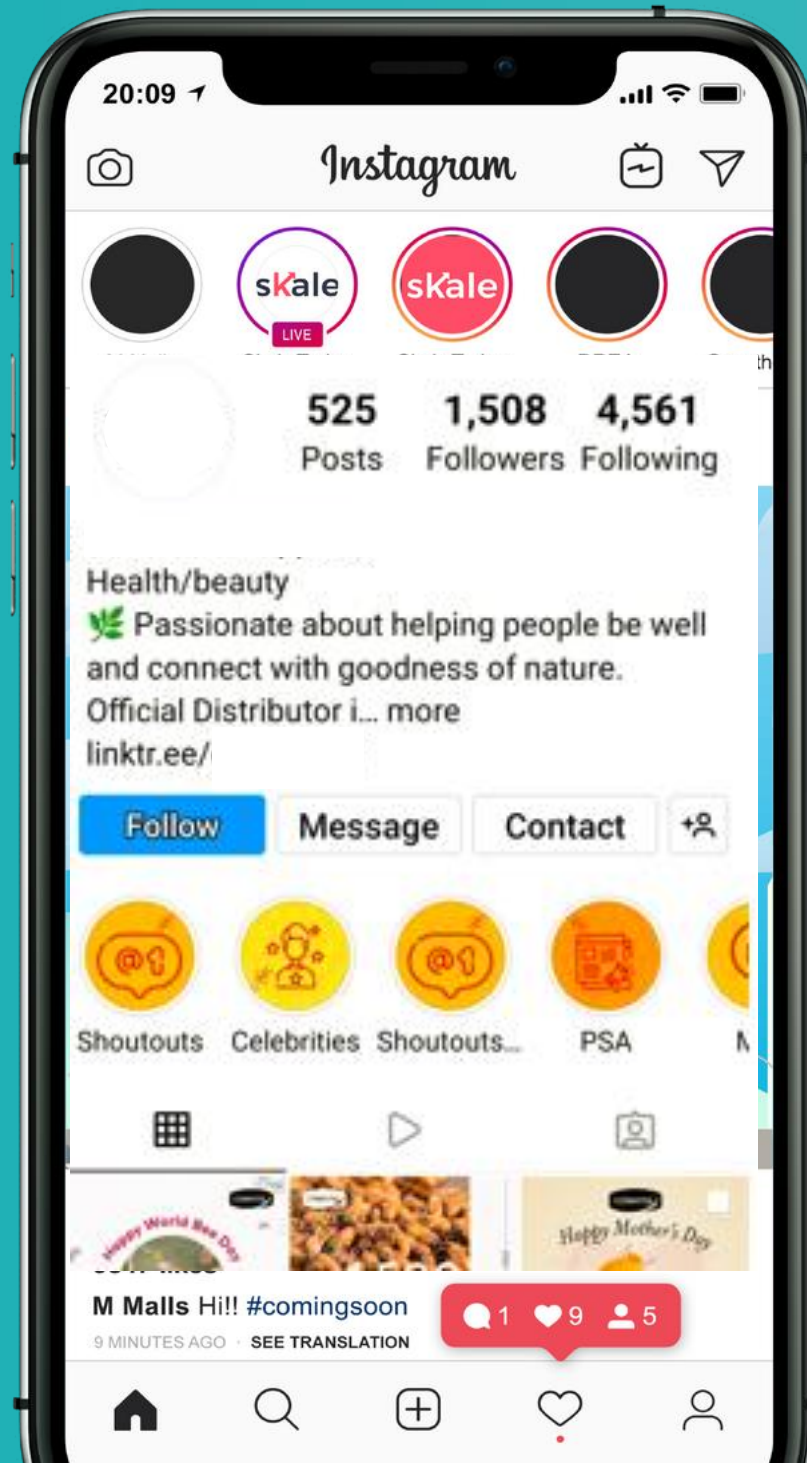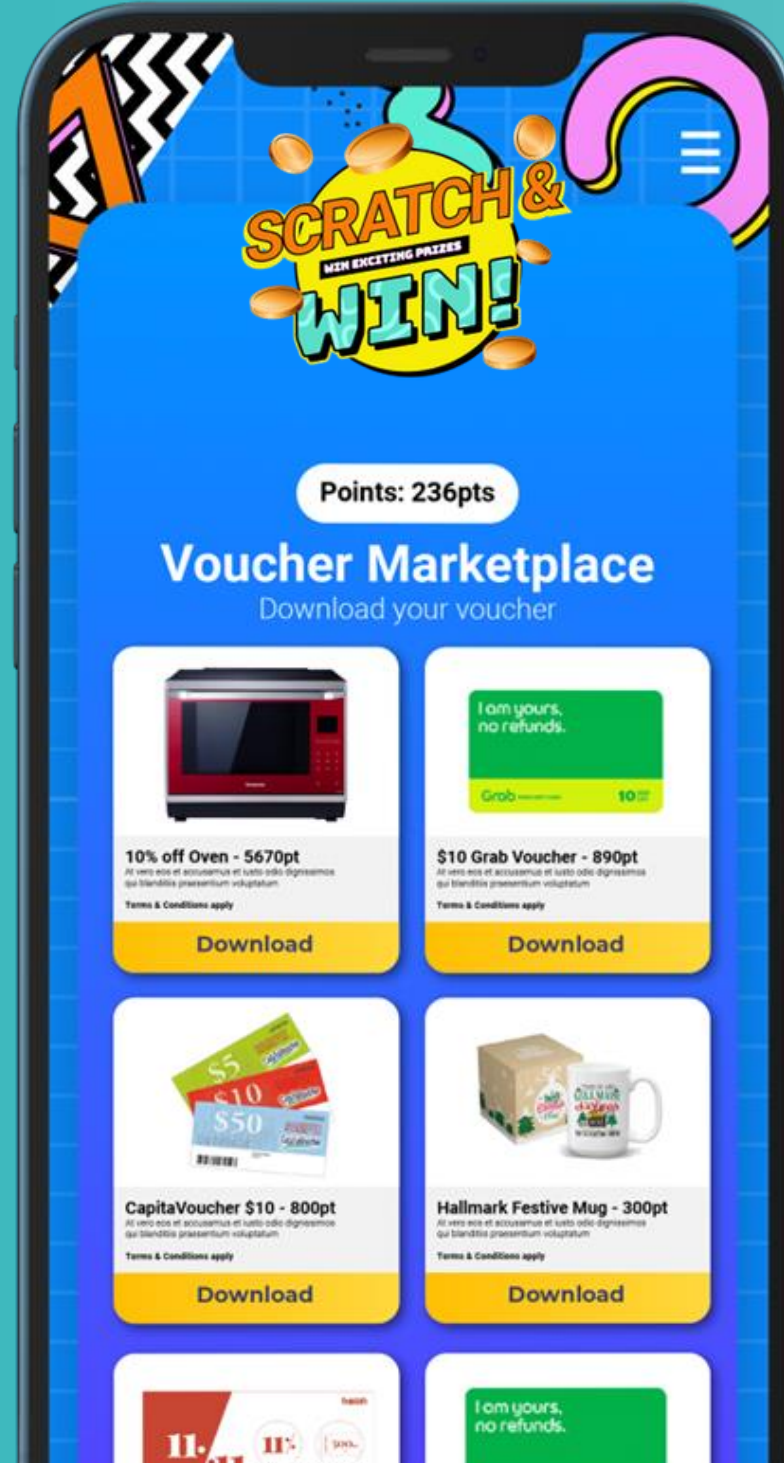
Upload Receipt or Input Transaction Data

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USER JOURNEY – DIGITAL VOUCHER

Step 1
The user sees an ad on a relevant social channel

Step 2
The user is directed to Digital Voucher Homepage. The user downloads desired voucher
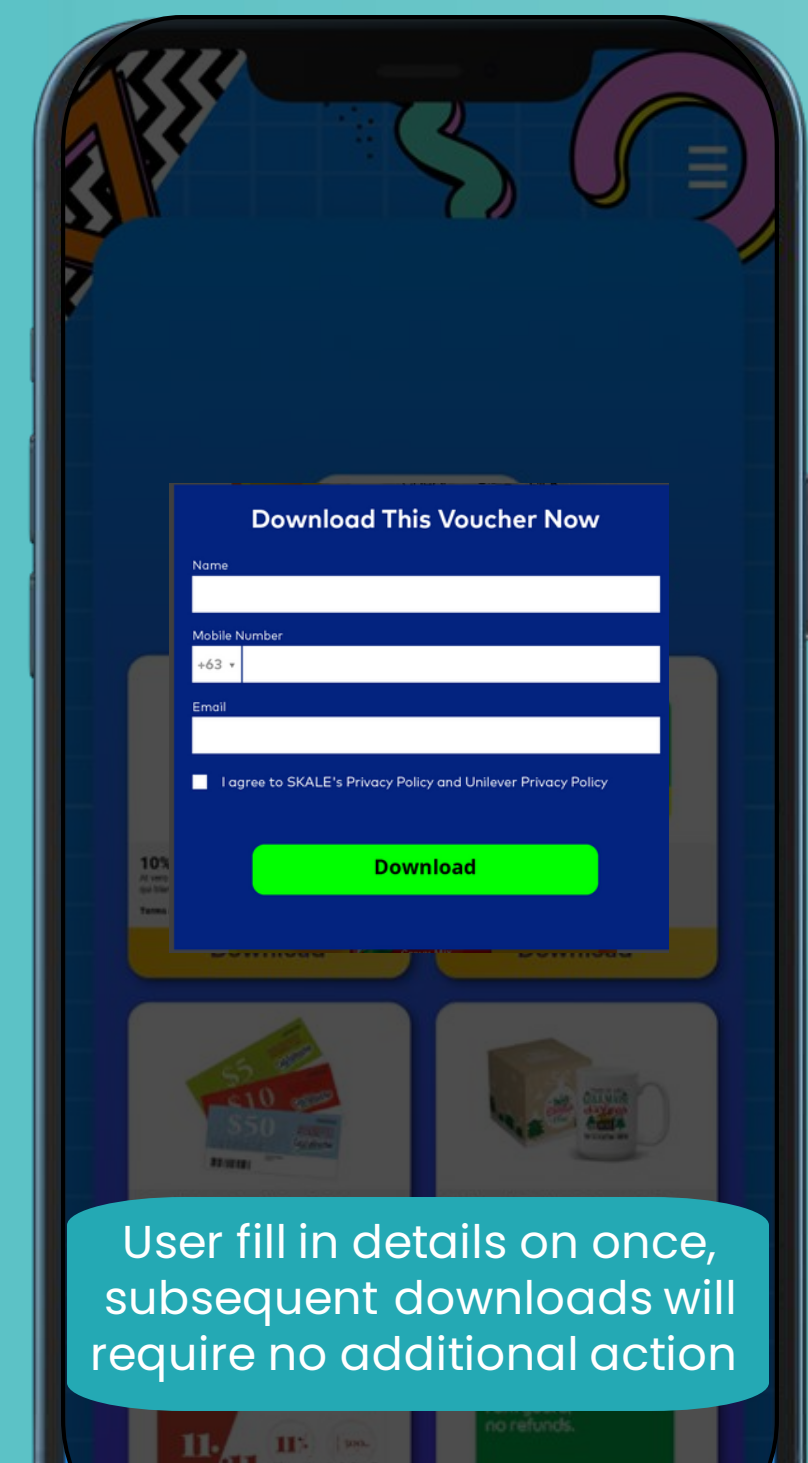
Step 3
The user is directed to a registration page to input their name, email, and mobile number. (Collection of Customer Data for the mall)

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USER JOURNEY – DIGITAL VOUCHER
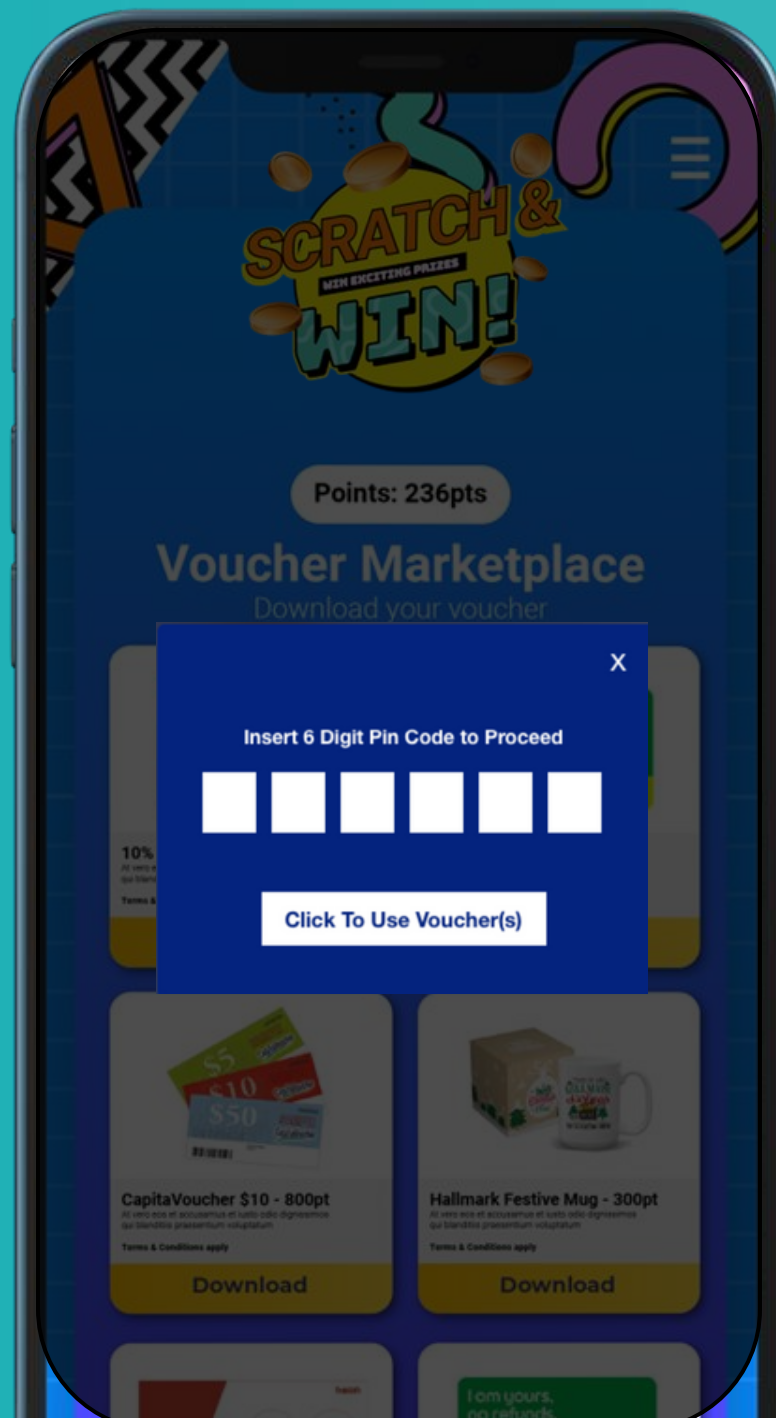
Step 4
User redeem voucher at participating outlet. Shopper input 6-digit pin that is placed on cashier to use voucher.
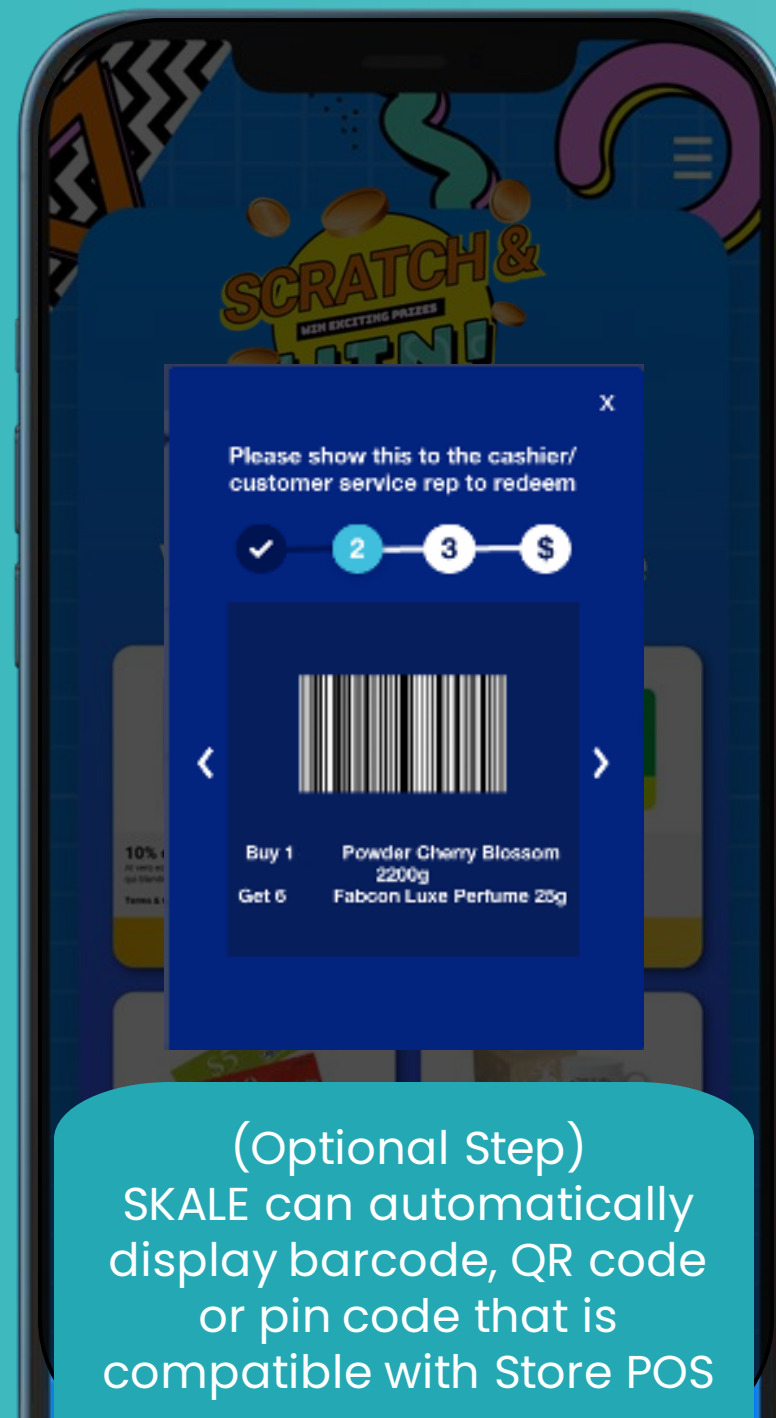
Step 5 (OPTIONAL)
A Promotional Method will be generated in the form of a Barcode, QR, and Unique Pin to apply for the promotion

Step 6
User input the transaction amount as a final step.

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AGENCY PARTNERSHIP TIERS

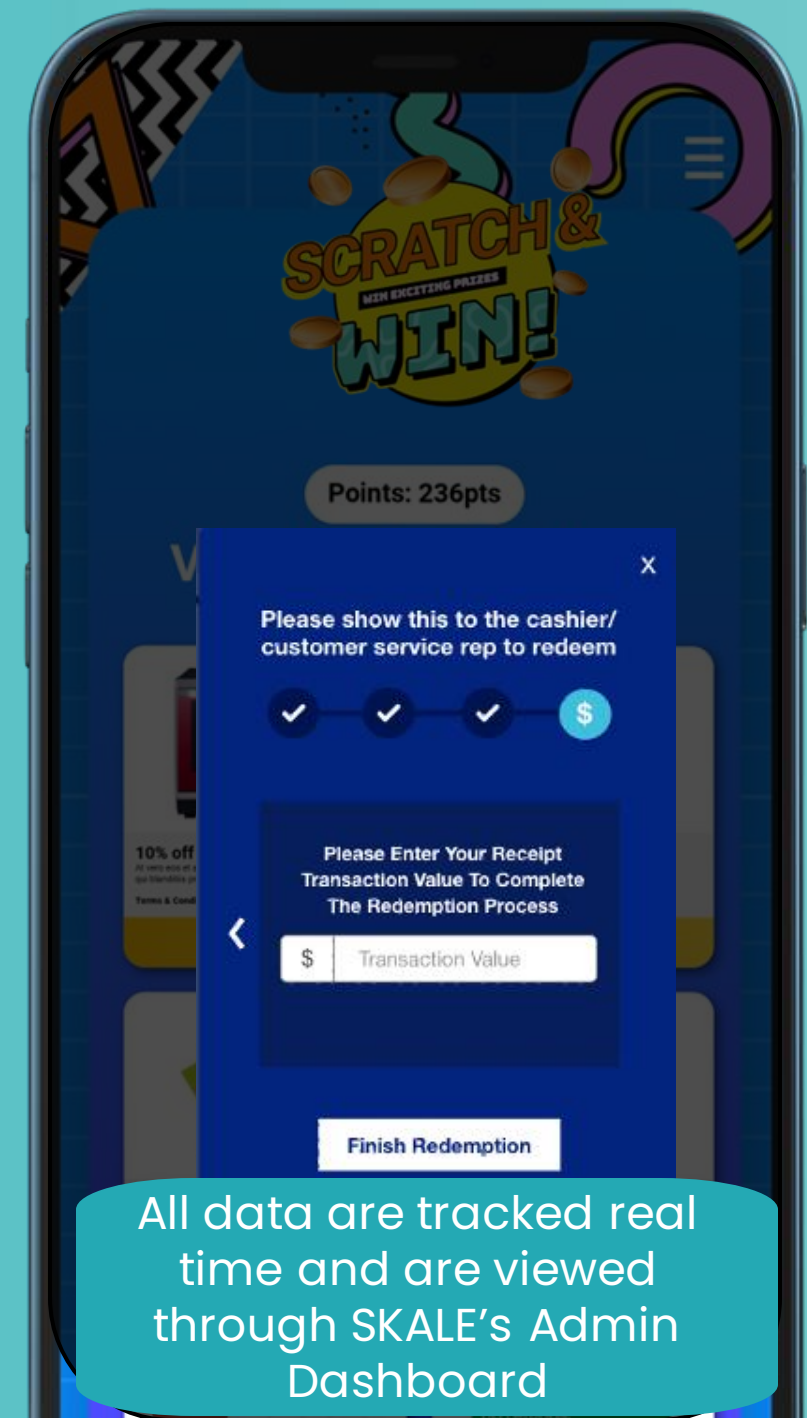| Annual Tiers*	Preferential Pricing	Partner Badge	Demo Account	Co-Pitch on Advanced Projects	Marketing Support	Invites to SKALE Client Events	Sponsorship for Awards
Standard (All Agency Partners)	✔	✔	✔				
Silver (Min 3 Projects)	✔	✔	✔ Early access[1]	✔	✔ Leads / Referral[2]		
Gold (> 10 Projects)	✔ 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

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HOW TO ACTIVATE SKALE'S SOLUTIONS

Standard → Agency Creates Project via Dashboard → Agency Requests SKALE Quotation From Partner Manager & Signs Off → SKALE Activates Project Created by Agency

Advanced → SKALE Reviews Requirements from Agency → Does Agency Require Deck from SKALE?
- **Yes** → Co-Pitch with Agency (SKALE as Technology Partner)
- **No** → SKALE provides Quotation and Est. Timeline

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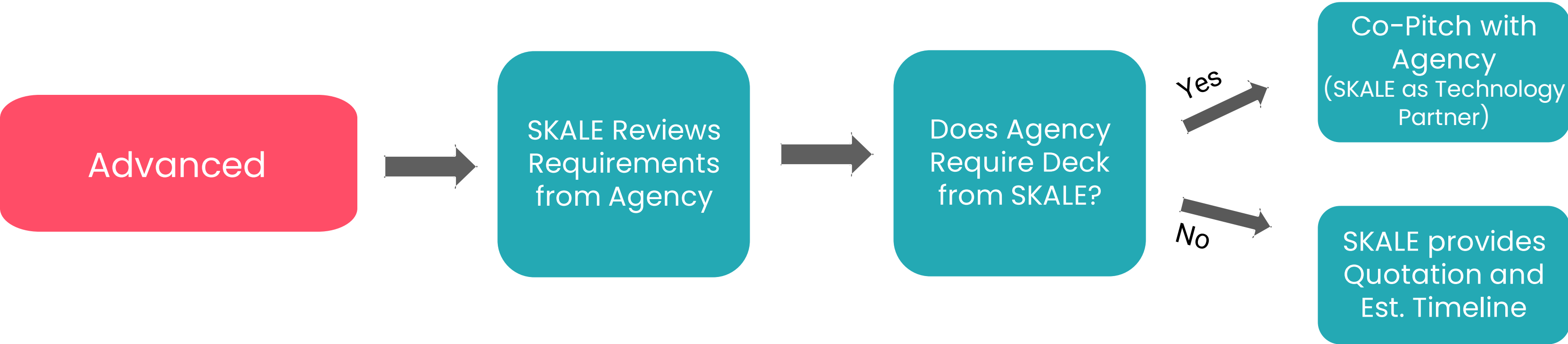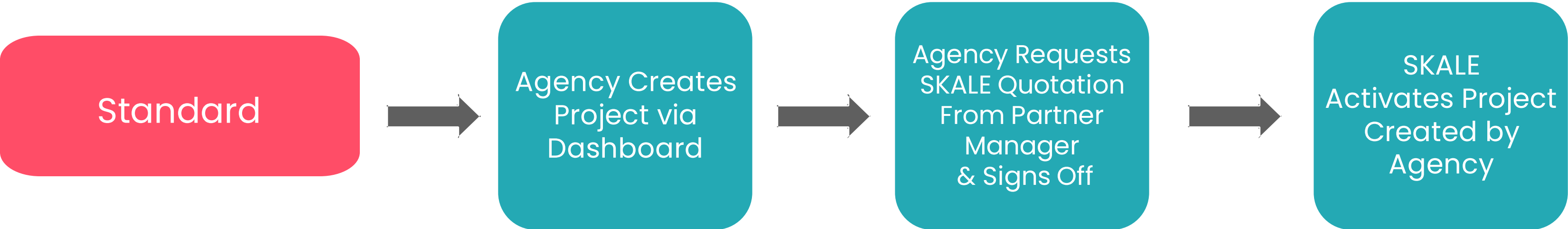
Try SKALE's Demo Now

27X ROAS

SKALE Digital Vouchers
Captures Customer Data Real Time
Utilize Vouchers Across Thousands of Retail Partner Outlets
Compatible with 99% of POS Systems

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HOW TO CREATE A DIGITAL VOUCHER USING SKALE

HOW TO TRACK AND REDEEM DIGITAL VOUCHERS

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DIGITAL VOUCHERS FAQ

Is there a limit to the vouchers I can create?	No, you can create unlimited vouchers.
Where can I publish the vouchers?	Your vouchers will appear on the rewards marketplace. You can publish and distribute them via social media, email, through a separate app, your website and via SMS.
What are the kinds of customer data I can collect with digital vouchers?	Upon registration, you can collect the user's name, email, and mobile number.
How can the user redeem the voucher?	If you've selected an in-store voucher, the user can redeem it by scanning a bar code or QR code, presenting a unique promo code or SMS, or manually entering the 6-digit pin code inside the store. If you've chosen an e-commerce voucher, the user can redeem it by entering a special promo code.
Can I limit the number of redemptions for each voucher download?	Yes. For each voucher download, you can specify the maximum number of redemptions within a given time frame.
How many SMS message/reminder can I send?	Only 1 for each user daily.
Where can I add outlets and generate QR codes or 6-digit pin on each outlet?	In the 'Stores' section under Business Data
Can I export the details of the people who downloaded the vouchers?	You can export the data but not the users' full names, email addresses, or phone numbers. You can obtain this information from SKALE representatives.
How will I know how well my vouchers are performing?	You can view your voucher's performance data, such as total downloads, total redemptions, total transaction value, and more.

sKale

Experience our Marketing Platform today!

BOOK A DEMO

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