

skale

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: (RM)

*All retailers will be equip with Unique 6 Digit Pin to complete each voucher redemption

Submit

Collect Customer Data

Interactive

Engaging

Complete More Stamp Card to Unlock Rewards
Select stamp card to start your mission



Real-Time Analysis

Keyword Tracker

RECEIPT

Household Product A	\$2.70
Beverage C	\$3.90
SAAS Online Chips	\$10.00
Household Product D	\$14.70
Coffee Powder A	\$10.00
Ready Product B	\$10.00
Household Product B	\$10.00
SAAS Lager	\$10.00

THANK YOU!

Congratulations!

Scratch to Unlock Reward



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

Dynamic Rewards

Dynamic Rewards

Gamify Marketing

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

TECHNIASIA

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

MONEY FM
89.3
STAY AHEAD

THE EDGE
MALAYSIA
BUSINESS & INVESTMENT WEEKLY

artechasia
Asia's leading information portal for marketing technology

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:



4 Offices Serving
A Global Client Base



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

The screenshot displays the sKale marketing platform dashboard. On the left is a dark sidebar with a user profile 'test @ Skale' and a menu including Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, Notification Blaster, and Business Data. The main content area features several white cards with icons and text:

- Smart Receipts:** Enables shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale Integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale. Includes a 'Spin & Win' icon.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI. Includes a 'Footfall Data' icon.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

At the bottom right, there is an 'API TOKEN' field with a 'Refresh' button.

Acquire New Customers

Collect Customer Data

Visualize and Analyze

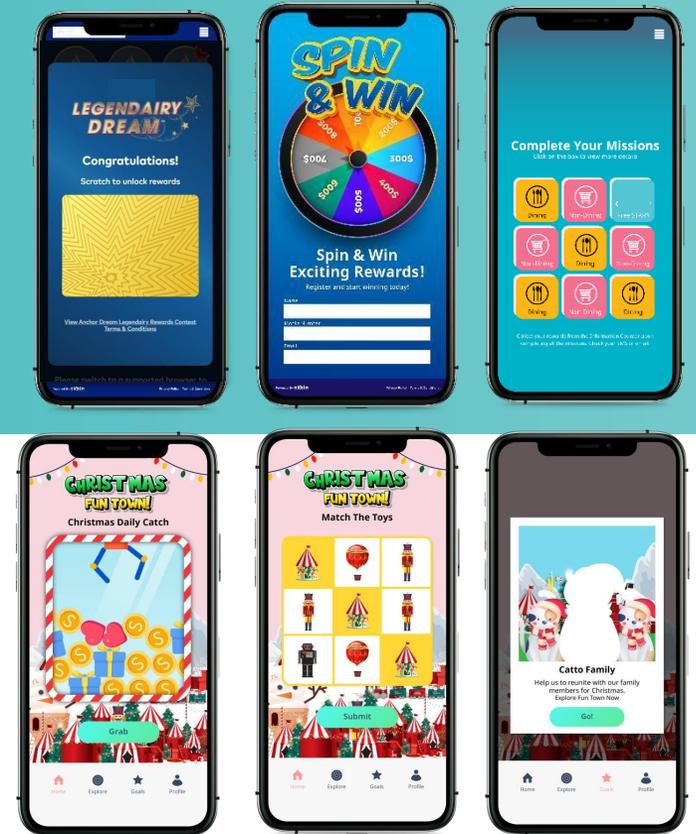
Act Upon It

A Fully Integrated Marketing Platform for Brick and Mortar

Acquire New In-Store Customers for Your Business

The screenshot shows the sKale dashboard with a dark sidebar on the left containing navigation options: Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, View All Vouchers, Create New Voucher, Voucher Import Log, Flash Campaigns, Notification Blaster, Create New Blast, View All Blasts, Business Data, Stores, Products, Rewards, and Users. The main content area features several feature cards: Smart Receipts (enable receipt uploads), Customer Data Platform (CDP) (capture data across multiple sources), Digital Vouchers (turn promotions into vouchers), Gamified Micro-Apps (reward consumers), SuperQR (build 360 view of activity), Analytics (real-time visibility on customer data), and Re-engagement (utilize first party data). At the bottom, there is an API TOKEN field and a Refresh button.

ActivateAnyMicro App ForCustomerAcquisition anytime



...andmany more

A Fully Integrated Marketing Platform for Brick and Mortar

Acquire New In-Store Customers for Your Business



Capture Receipts +
Real-Time Receipt Analysis
for Smarter Rewards

A screenshot of the sKale marketing platform dashboard. The left sidebar shows a navigation menu with options: Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, View All Vouchers, Create New Voucher, Voucher Import Log, Flash Campaigns, Notification Blaster, Create New Blast, View All Blasts, Business Data, Stores, Products, Rewards, and Users. The main dashboard area features several tiles: 'Smart Receipts' (Enable shoppers to upload receipts and automate receipt approval and processing for better marketing), 'Customer Data Platform (CDP)' (Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place), 'Digital Vouchers' (Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale Integration), 'Gamified Micro-Apps' (Reward and delight consumers to capture customer data at the Point-of-sale), 'SuperQR' (Build a 360 view of offline activity across locations through store check-ins), 'Analytics' (Real-time visibility on customer data, marketing campaigns and ROI), and 'Re-engagement' (Utilize first party data captured to automate personalized re-engagement). At the bottom right, there is an 'API TOKEN' field with a 'Refresh' button.

A Fully Integrated Marketing Platform for Brick and Mortar

Acquire New In-Store Customers for Your Business

The screenshot displays the sKale dashboard with a sidebar menu on the left and a main content area with several feature cards:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale Integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale. Includes a "Spin & Win" icon.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI. Includes a "Footfall Data" icon.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

At the bottom of the dashboard, there is an "API TOKEN" input field.

The screenshot shows a mobile app interface for "FMCG Brand" with the status "Online Now". It features a notification: "Hi Jason, upload a receipt of your purchase of Anchor products from any retail partner to stand a chance to win rewards" with a value of 2.39 and a green checkmark. Below the notification is a receipt image with the following details:

5.11

Hi Jason, thanks for uploading your receipt! Your receipt for Anchor has been automatically approved!

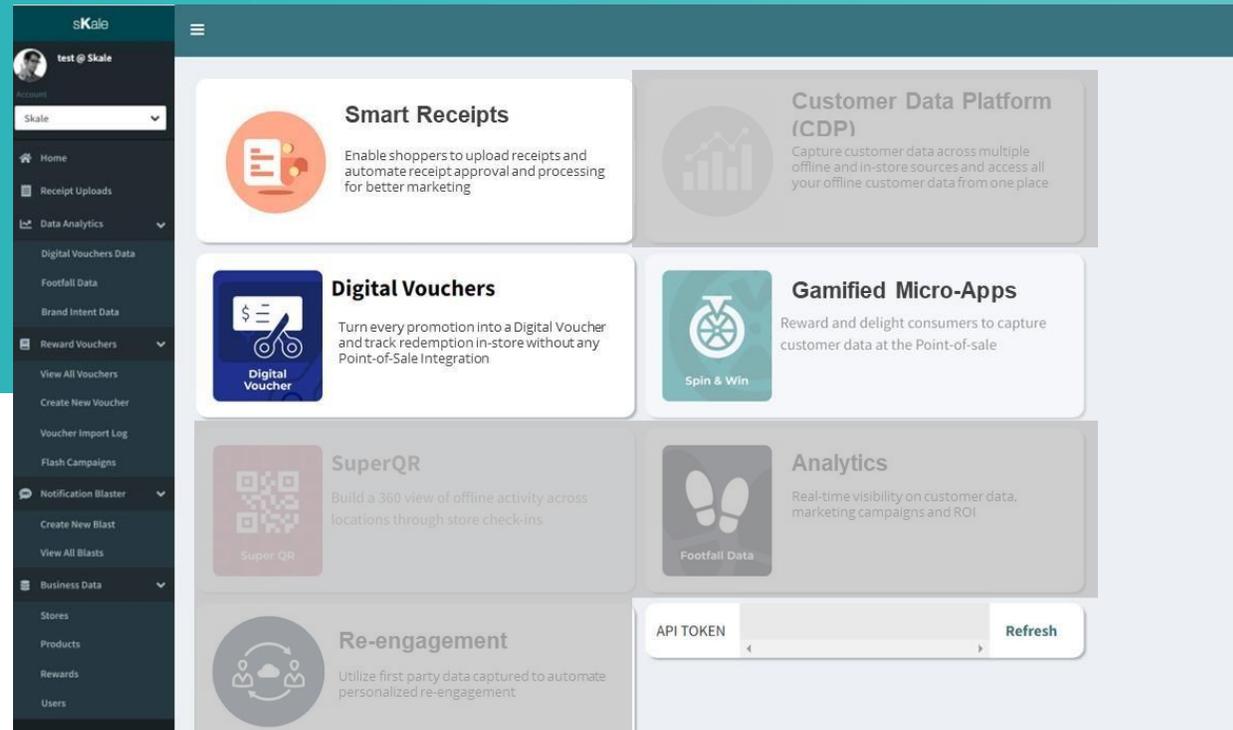
Click into link: <https://www.skale.today/game/anchor-campaign> to join our Spin & Win



...andmany 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

The dashboard features a sidebar with navigation options: Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, View All Vouchers, Create New Voucher, Voucher Import Log, Flash Campaigns, Notification Blaster, Create New Blast, View All Blasts, Business Data, Stores, Products, Rewards, and Users.

Key features highlighted in the dashboard:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale (e.g., Spin & Win).
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI (e.g., Footfall Data).
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

Additional elements include an API TOKEN field and a Refresh button.

Trigger Automated Re-engagement to every Customer

Customer Data

With Receipt

No	Receipt UID	Name	Email	Mobile	Products	Store	State	Receipt	Date	User ID
309	REK624FHY	S****				Caring Pharmacy Sdn Bhd	selangor			
308	GalwV9yU7	S****				Caring Pharmacy Sdn Bhd	selangor			
307	INGFu2B8Q	S****				Caring Empire Sdn Bhd	kuuala lumpur			
306	DH3qSgQV	S****		5		Caring Empire Sdn Bhd	kuuala lumpur			
305	lTboeh1YdJ	S****				Caring Pharmacy Sdn Bhd	selangor			
300	SKQLhWYfB	S****				Caring Pharmacy Sdn Bhd	selangor			
291	H9QwepdKd3	S****				Caring Empire Sdn Bhd	kuuala lumpur			
290	3oApJhH9B	S****				Caring Pharmacy Sdn Bhd	selangor			
289	9UzBmKNUY	S****				Caring Empire Sdn Bhd	kuuala lumpur			
288	wNDCwSk3VE	S****				Caring Pharmacy Sdn Bhd	selangor			

Search: []

Previous 1 2 3 4 5

Receipt details: Caring Empire Sdn Bhd, Receipt No: 17-12-2021 13 56 Staff: 128600021, Receipt No: 10012913E, Sub-Total: 187.20, Total: 187.20, Disc Voucher: 0.00, Pounding Adj: 0.00, Net Total: 179.20, Card Type: MASTER, Card No.: 5179-XXXX-XXXX-XXXX, Change: 0.00. Includes 'THANK YOU, PLEASE COME AGAIN!' message.

Notification Blast
Target users and re-engage them on your platform

Target Users: [] Details: []

Notification Blast Details

Blast Name: Users with Birthday in Jan 2022

Select voucher status: Only send to users who have met this condition. Limited voucher: []

Blast Schedule: Schedule a date and time for the notification to be sent out. 01/01/2022 12:00PM

Blast Mechanic: Please select at least either email, mobile or both. Email SMS

SMS Template: [] **Email Template:** []

Sender ID: Enter Sender ID: []

A Fully Integrated Marketing Platform for Brick and Mortar

Analyse, Visualize your Offline Data from 1 place

The screenshot displays the sKale Admin Dashboard Home interface, which is a comprehensive marketing and analytics platform for brick and mortar businesses. The dashboard is organized into several key sections:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale (e.g., Spin & Win).
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI (e.g., Footfall Data).
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

The dashboard also features a sidebar with navigation options (Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, Voucher Import Log, Flash Campaigns, Notification Blaster, Business Data, Stores, Products, Rewards, Users) and a main content area with the following components:

- Admin Dashboard Home:** Overview and quick links to all of admin dashboard pages.
- Key Metrics:** Total Users (4958), Total Receipts (2993), Total Referrals (152), Total Downloads (1958).
- Count vs Registration Date:** Line chart showing user registration trends from Nov 21, 2021, to Dec 19, 2021.
- Count vs Issue Date by Number of Token Issued:** Bar chart showing the number of tokens issued over time from Nov 21, 2021, to Jan 16, 2022.
- Count vs Name:** Pie chart showing the distribution of data across different categories.
- Count vs Scan Date by User Membership:** Bar chart showing the number of scans by user membership over time from Nov 21, 2021, to Jan 16, 2022.

The interface includes a user profile section (test @ Skale) and an API TOKEN field with a Refresh button.

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



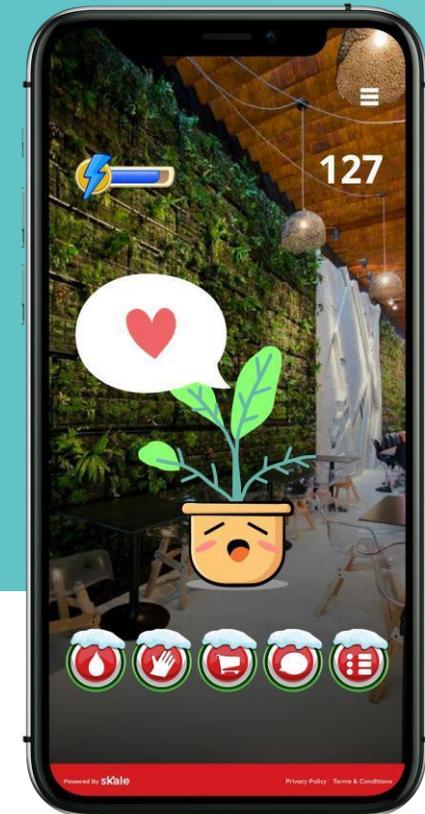
Digital Voucher



Digital Stamp Card

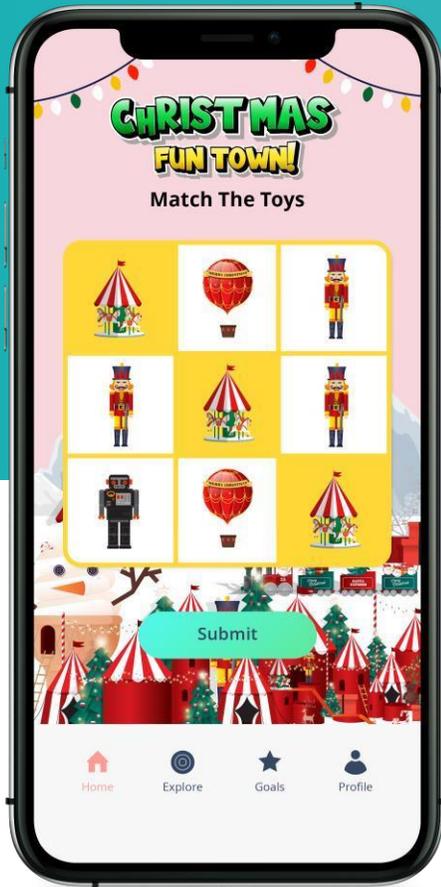


Spin and Win

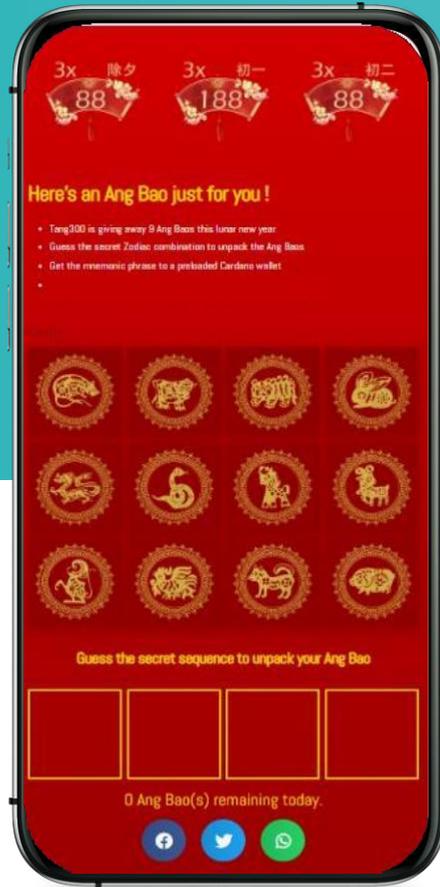


Augmented Reality

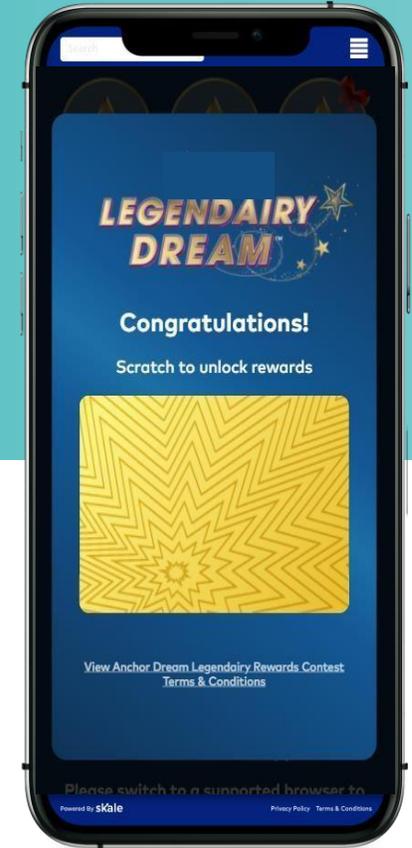
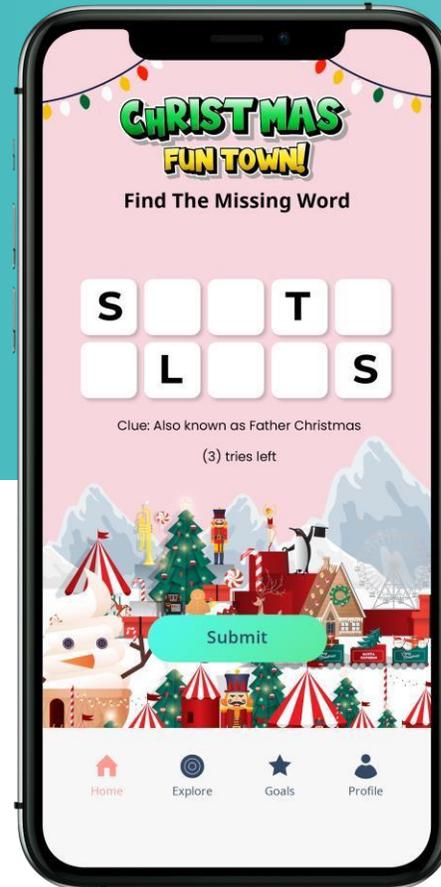
SKALE's Suite of Mini Games



Match the Tiles
Or Find the Lucky Combination



Daily Word Buzz Challenge

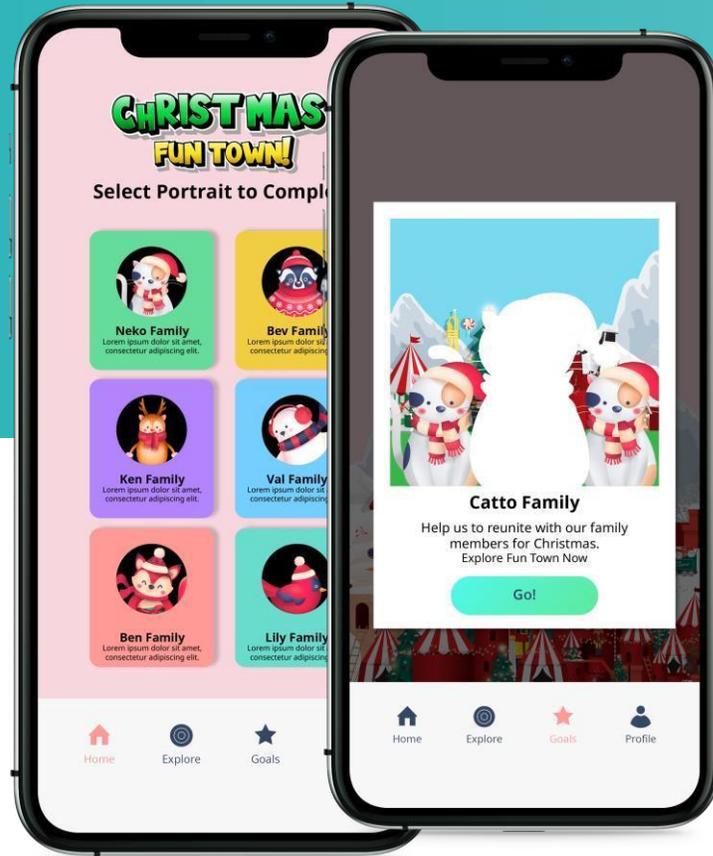


Daily Scratch Card

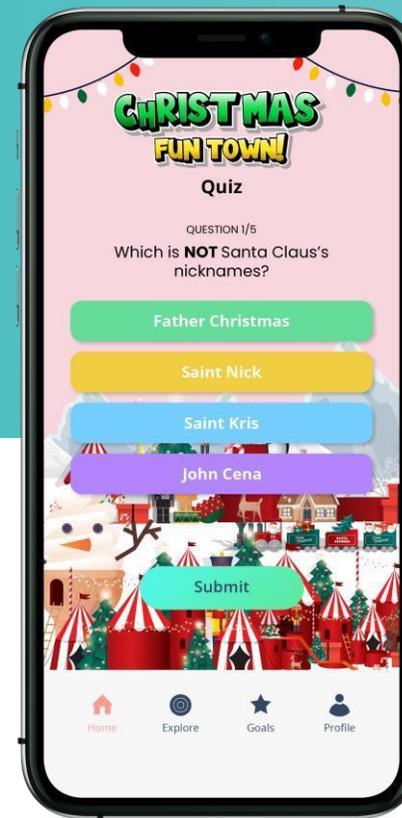
SKALE's Suite of Mini Games



Spot the Difference



Scan Product QR Codes



Daily Quiz

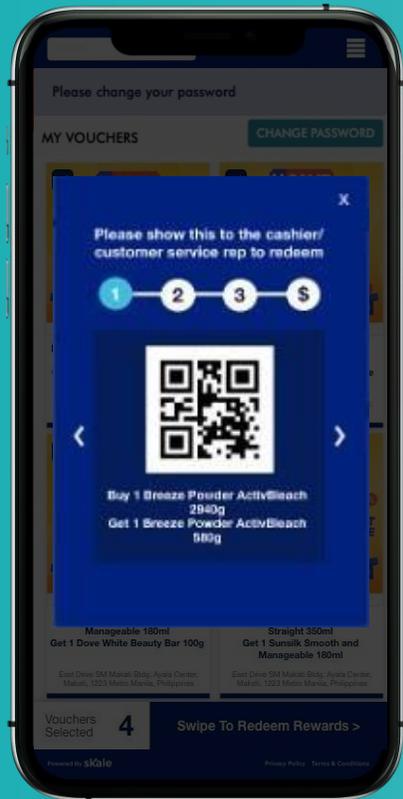


Claw Machine

SKALE's Digital Vouchering Solution

(Track every Promotion redemption with no POS integration)

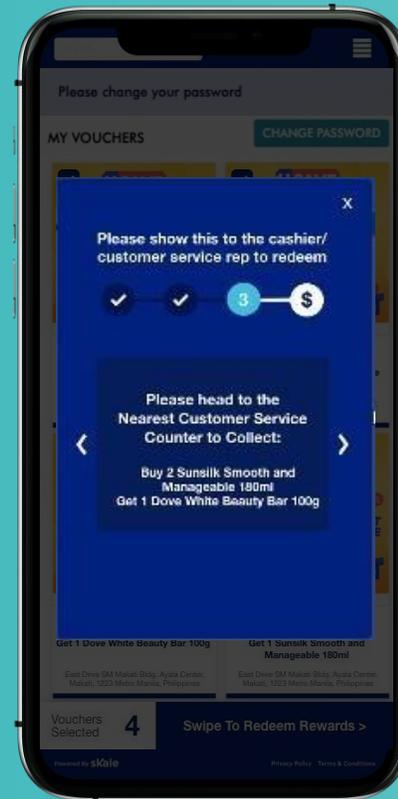
27X
ROAS



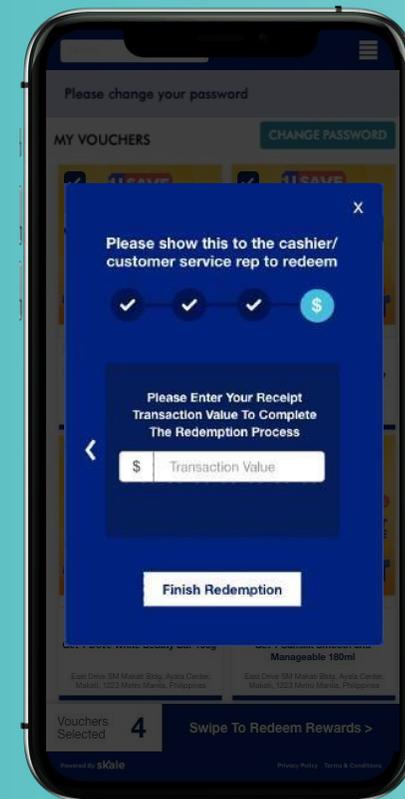
QR Code



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

The dashboard features a sidebar with navigation options: Home, Receipt Uploads, Data Analytics (Digital Vouchers Data, Footfall Data, Brand Intent Data), Reward Vouchers (View All Vouchers, Create New Voucher, Voucher Import Log), Flash Campaigns, Notification Blaster (Create New Blast, View All Blasts), Business Data (Stores, Products, Rewards, Users), and an API TOKEN section with a Refresh button.

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

Settings / Campaign
Overview of all settings

- Business Profile
- Campaign**
- Gamification
- Main Game
- Tracking
- Market Place
- Copy Manager

Campaign Setup

Campaign Name
Title of campaign
Spin & Win Now to Stand a Chance to Win S\$10K

Campaign Name Short
Max 12 characters recommended
Spin & Win

SEO Description
Short explanation of campaign platform
SKALE brings you a spin & win gamified experience

SEO Keywords
Separate keywords by commas
Spin & Win, Gamified, SKALE

Campaign Duration
Users are not allowed to register before or after the campaign
2021-05-01 - 2021-05-15

Reward Marketplace Validity
Rewards will not be available for redemption before or after its validity
2021-01-01 - 2023-03-01

Campaign End Message
<h4>This campaign has now ended</h4>
Thank you for your participation in this campaign !

Thank you for your patience.

For further enquiry, please email us at hello@skale.today

Rewards Marketplace End Message
<h4>This campaign has ended.</h4>

The vouchers will no longer be available for redemption from this date on

Fully Customizable Gamification System Managed by SKALE or your Agency

2

Fully Customizable Look and Feel

The dashboard features a sidebar with navigation options: Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, View All Vouchers, Create New Voucher, Voucher Import Log, Flash Campaigns, Notification Blaster, Create New Blast, View All Blasts, Business Data, Stores, Products, Rewards, and Users. The main content area includes:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

At the bottom, there is an API TOKEN field with a Refresh button.

Campaign Styling

The interface shows a preview of a campaign landing page with a blue and purple gradient background. The campaign name is "SPIN & WIN!" with a "Sign up now" button. Below the preview are the following settings:

- Theme Color:** #410505
- Text Color:** #FFFFFF
- Select Logo to Display:** Main Logo, White Logo
- Masthead Image:** Choose File (Browse)
- Main Background Type:** Background - Image
- Popup Background Type:** Color - Gradient

Fully Customizable Gamification System Managed by SKALE or your Agency

3

Incentivize Shoppers to Achieve Your Objectives

The dashboard features a sidebar with navigation options: Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, View All Vouchers, Create New Voucher, Voucher Import Log, Flash Campaigns, Notification Blaster, Create New Blast, View All Blasts, Business Data, Stores, Products, Rewards, and Users. The main content area includes:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale Integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

At the bottom, there is an API TOKEN field and a Refresh button.

Challenges

- Offline Engagement
- Social Media Follow
- App Install
- Snap a Photo
- Upload Receipt

Referral Programme

API TOKEN: Refresh

Referrals Points	Referee Points
<input type="text" value="15"/>	<input type="text" value="15"/>

Share Message

Did you hear about :client_name's Platform? Join with my link below and you will immediately get :referrer_point free points right away. Start here: {referrer_link}

Referral Instructions

Both you and your friend will get 1 points when they sign up through your link & upload their first receipt

Save

Fully Customizable Gamification System Managed by SKALE or your Agency

3

Customize Every Single Mechanic within Game

The image displays the SKALE dashboard and a configuration window for the 'Upload Receipt' mechanic.

Dashboard Overview:

- Smart Receipts:** Enable shoppers to upload receipts and automate receipt approval and processing for better marketing.
- Customer Data Platform (CDP):** Capture customer data across multiple offline and in-store sources and access all your offline customer data from one place.
- Digital Vouchers:** Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration.
- Gamified Micro-Apps:** Reward and delight consumers to capture customer data at the Point-of-sale.
- SuperQR:** Build a 360 view of offline activity across locations through store check-ins.
- Analytics:** Real-time visibility on customer data, marketing campaigns and ROI.
- Re-engagement:** Utilize first party data captured to automate personalized re-engagement.

API TOKEN: [Input field] Refresh

Configuration Window: Upload Receipt

- Image:** Choose File [Browse] | preview
- Title:** Upload Receipt
- Instructions:** Upload receipt of your purchase to unlock additional attempt. [Add Shortcut]
- Awarded:** 1 | Chance | Points
- Daily Limit:** 10 | Auto Approve
- Example Image 1:** Tenant 1 | Choose File [Browse] | [Receipt Image]
- Example Image 2:** Tenant 2 | Choose File [Browse] | [Receipt Image]
- Example Image 3:** Tenant 3 | Choose File [Browse] | [Receipt Image]

Fully Customizable Gamification System Managed by SKALE or your Agency

4

Embed Your Marketing Trackers

The image displays a screenshot of the SKALE dashboard interface. On the left, a dark sidebar contains navigation options such as Home, Receipt Uploads, Data Analytics, Digital Vouchers Data, Footfall Data, Brand Intent Data, Reward Vouchers, Super QR, Notification Blaster, and Business Data. The main dashboard area features several interactive cards: Smart Receipts, Digital Vouchers, SuperQR, Re-engagement, Customer Data Platform (CDP), Gamified Micro-Apps, and Analytics. A settings overlay is open on the right, titled 'Settings / Tracking', showing a list of settings with 'Tracking' selected. The Tracking settings include input fields for Facebook/Meta Pixel ID (12312309403), SKALE Pixel ID (34123989), Google Tag ID (UA-XXXXXXX), and Other ID (NA), along with a 'Save' button.

Smart Receipts
Enable shoppers to upload receipts and automate receipt approval and processing for better marketing

Digital Vouchers
Turn every promotion into a Digital Voucher and track redemption in-store without any Point-of-Sale integration

SuperQR
Build a 360 view of offline activity across locations through store check-ins

Re-engagement
Utilize first party data captured to automate personalized re-engagement

Customer Data Platform (CDP)
Capture customer data across multiple offline and in-store sources and access your offline customer data from one place

Gamified Micro-Apps
Reward and delight consumers to capture customer data at the Point-of-sale

Analytics
Real-time visibility on customer data, marketing campaigns and ROI

Settings / Tracking
Overview of all settings

- Business Profile
- Campaign
- Gamification
- Main Game
- Tracking**
- Market Place
- Copy Manager

Tracking

Facebook/Meta Pixel ID
12312309403

SKALE Pixel ID
34123989

Google Tag ID
UA-XXXXXXX

Other ID
NA

Save

Segment all your Offline Customer Data

Who are you sending this blast to? [Load Saved Audiences](#)

Customize Audience Segment
Add trigger conditions modules for blast
All users will be selected for empty filters

Events/Goals × All Users ×

Events/Goals Filters

Blast will be sent to users who

Has done

For how many times

More than

Between

2

Event Goals

Filter Goal(s)

- Digital Engagement
- In-Store Engagement
- Conversion Interest
- Conversion

Easily segment all your users based on their offline behaviour and trigger targeted re-engagement

Customize Audience Segment
Add trigger conditions modules for blast
All users will be selected for empty filters

Events/Goals × All Users ×

Events/Goals Filters

Blast will be sent to users who

Has done

For how many times

More than

Between dates

2021-07-21 - 2022-07-21

Event Goals

Filter Event(s)

- Visit to Site
- Social Media Following
- Register Gamification
- In-Game Actions
- Upload Photo (snap a photo)
- Voucher Download

Trigger Customer Re-engagement Blasts easily

*Dummy data set for confidentiality purposes

The screenshot displays the Skale dashboard for 'test @ Skale'. The left sidebar contains navigation options: Home, Data Analytics, Rewards & Vouchers, All Vouchers, Create Voucher, Flash Campaigns, Voucher Import Log, Notification Blasts, and View Blasts. The main content area is titled 'Notification Blasts / View Blasts' and includes a '+ Create New Blast' button, an 'Export CSV' button, and a search bar. A table lists notification blasts with columns for No., Status, Scheduled Time, SMS Sender ID, SMS Content, Email Sender Name, Email Reply To, Email Subject, Email Content, and Created Date. A single entry is shown with a 'View' button. Two callout boxes highlight features: 'Create Re-engagement Blasts easily' and 'Personalize every engagement'.

No.	Status	Scheduled Time	SMS Sender ID	SMS Content	Email Sender Name	Email Reply To	Email Subject	Email Content	Created Date	
	completed	2022-03-14 10:03:00		Hey {{recipient_name}}, You have new rewards waiting for you here {{login_url}}		@gmail.com	Congrats!	<p>Hey {{recipient_name}}, You have new rewards waiting for you here {{login_url}}</p>	2022-03-14T13:56:02.000000Z	View

Showing 1 to 1 of 1 entries

Previous 1 Next

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

The screenshot displays the SKALE Analytics Platform interface. On the left is a dark sidebar menu with the SKALE logo and user profile 'test@ Skale'. The menu includes sections for 'Module (Business Account)' (Skale), 'Menu' (Home, Data Analytics, Rewards & Vouchers), and 'Business Data' (Stores, Rewards, Users, Site Settings). The main area is divided into four configuration steps: 1. Select a data set (Users, Downloads, Transactions); 2. Select View Columns; 3. Select Data Filter; 4. Select or create a view (Total Voucher Downloads by Voucher Series by Months). Below these are fields for Title and Description. A 'Stacked Bar Chart' is selected, with a 'Month' dropdown. A list of filters is shown, including Year, Week No., Day of Week, Status, Voucher Source, Voucher Unique Serial, and Voucher Series. A callout points to the filter list with the text 'Any type of chart you need in a Dropdownbox'. Another callout points to the 'Users' button in step 1 with the text 'Access any data set you need'. The chart, titled 'Count vs Month by Date-Voucher Title', shows counts for Dec, Jan, and Nov. The legend lists five voucher items with their dates and descriptions.

1. Select a data set

2. Select View Columns

3. Select Data Filter

4. Select or create a view

Total Voucher Downloads by Voucher Series by Months

Title: Total Voucher Downloads by Voucher Series by Months

Description: e.g. Transactions Per Month

Stacked Bar Chart

Count

Month

Year

Week No.

Day of Week

Day of Week (Numeric)

Status

Voucher Source

Voucher Unique Serial

Voucher Series

Count vs Month by Date-Voucher Title

Count

Dec Jan Nov

- 2021-11-30-F&N Ice Mountain Pure Drinking Bottle Water
- 2021-12-06-CHICKEN WITH SALMON HYPOALLERGENIC FOR SENIOR DOG 1.35kg
- 2021-12-06-F&N Ice Mountain Pure Drinking Bottle Water
- 2021-12-09-LAMB WITH SALMON HYPOALLERGENIC FOR ADULT DOG 1.35kg
- 2022-01-04-ATLANTIC SALMON (GRAIN FREE) SENIOR CAT 1.5kg

Any type of chart you need in a Dropdownbox

Access any data set you need

Connect all your Customer Data with your Existing Marketing Infrastructure

*Dummy data set for confidentiality purposes

All your offline Customer Data in 1 place

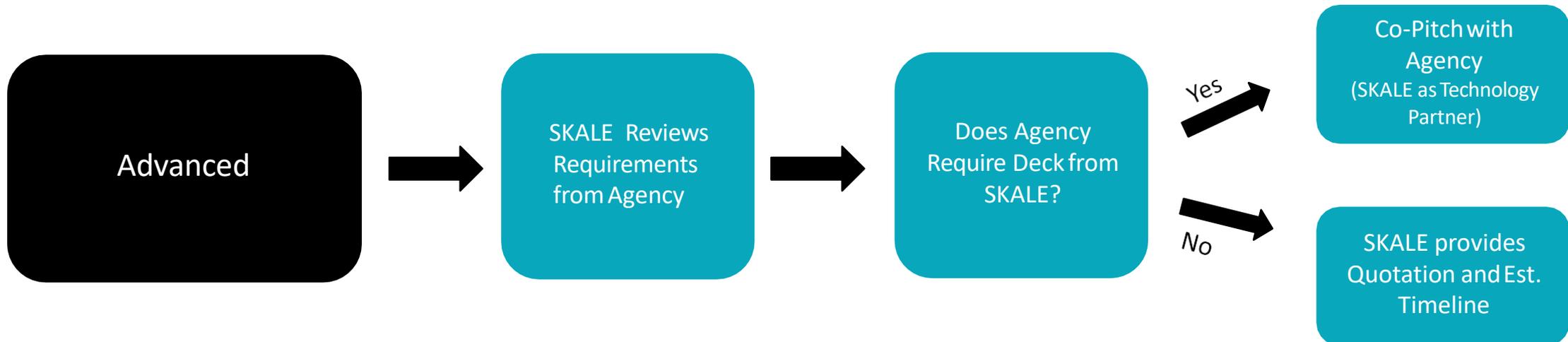
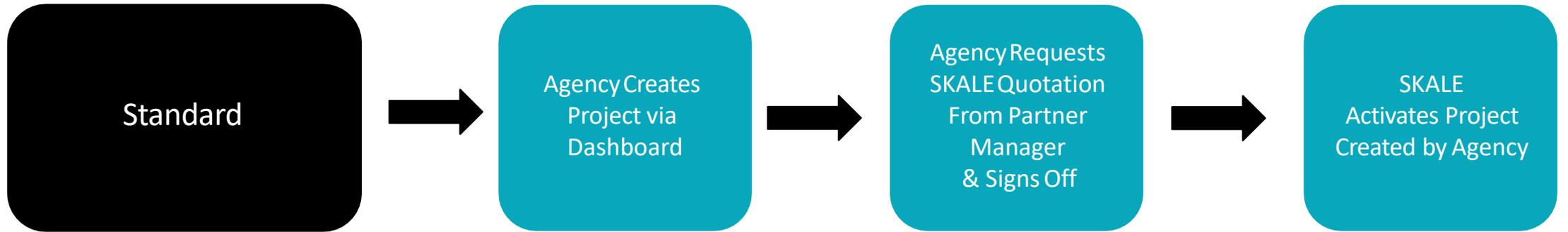
User uid	Name	Email	Mobile Number	DOB	Digital Engagement	Total Sales Generated	Registered at
1	K**** L**	k*****m@live.com	659*****15		0	0	
2	B** L****	j*****z@dlsu.edu.ph	659*****39		0	0	
3	B**	b*a	601*****61		0	0	
4	J****	j*****g@gmail.com	659*****89		0	0	
5	B**	g*****1@gmail.com	601*****70		0	0	2022-01-13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

Connect your Offline Customer Data to your systems

Score your customer's lifetime value (Digital / Store Engagement and Total Sales)

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

How to Activate SKALE's Solutions



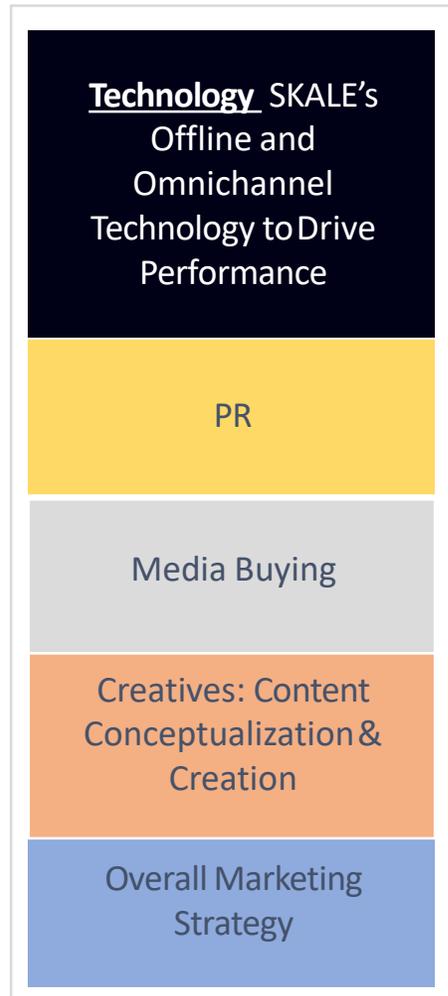
SKALE's Partnership Model with Agencies

skale

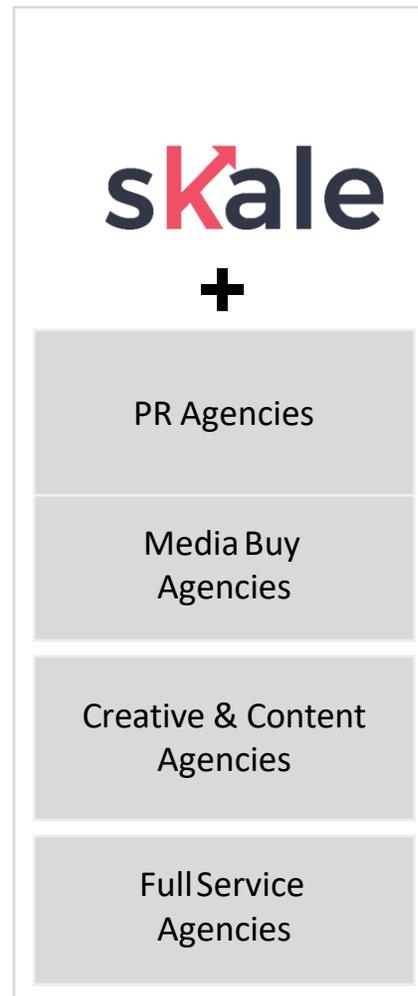
SKALE is looking for like-minded Agency and Solution Partners globally to ideate, consult, implement and drive value for global FMCG, Retailers and Malls

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

Value Journey



SKALE Partnership Ecosystem



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



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

SKALE Gamification

SKALE Smart Receipt

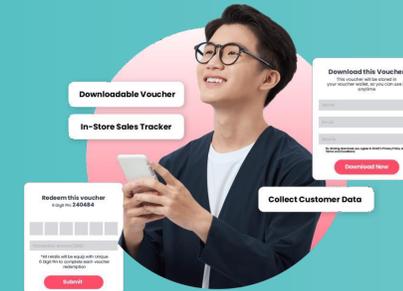


7x ROI
6,500 In-Store Transactions
10k Customer Data

Digital Vouchers



13x ROI
60% - 95%
Voucher Redemptions



Enterprise
Digital Voucher
Platform

SKALE Gamification

Automated Re-engagement



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

Digital Vouchers



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



Smart Receipts
Smart Rewards

Digital Vouchers



27x ROI
100% Increase in Basket Size

SKALE Gamification

Digital Vouchers



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 Preferential Rate Card for Agency Partners

Items	Shared Cloud	
	One Time (USD)	Monthly (USD) Min 3 months
Standard Gamification		
Standard Games <ul style="list-style-type: none"> • Digital Scratch Card • Digital Spin & Win • Digital Tap & Win • Digital Riddle and more 	1,425	285
Advanced Gamification		
Advanced / Customized Gamification <ul style="list-style-type: none"> • E.g. Digital Stamp Card 	To quote separately From \$2,000 to \$30,000	To quote separately
<ul style="list-style-type: none"> • Digital Vouchers 	1,900	380
Smart Receipts	1,900	Higher of \$800, or 0.15 / receipt
WhatsApp ChatBot	1,900	Higher of \$800, or Based on country rates
Cost per Engagement	From USD 0.07 *Rates may vary depending on country For 1x SMS and 1 Email	
***Minimum 3 months package See next slide for country rates		

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

Annual Value
20k – 100K
Per Client

Get in touch with us!

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Partner Manager:
Cate Aquino Santos
cate@skale.today



in Partnership with



As featured on

