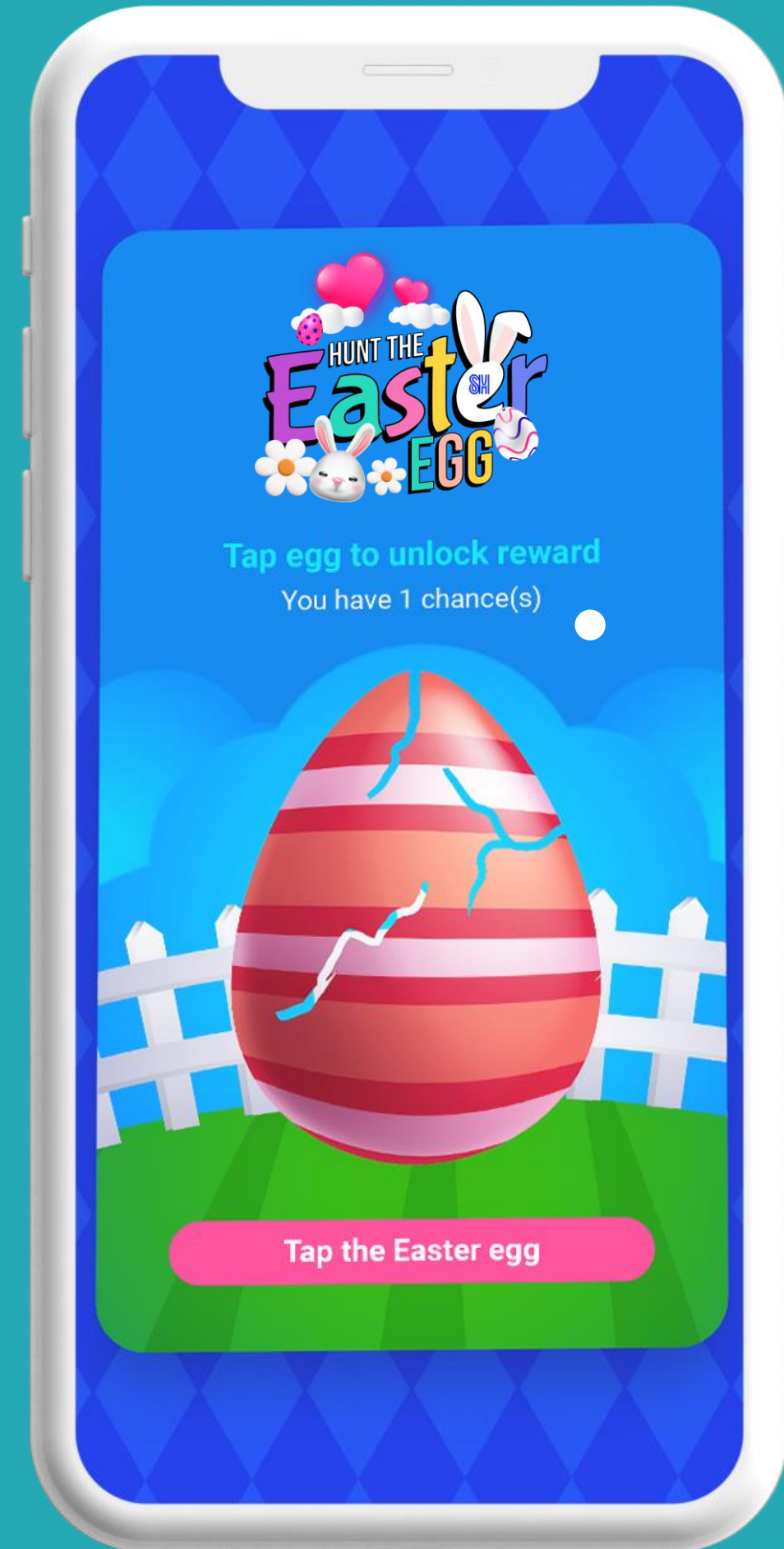


skale

Tap & Win

INTRODUCTION GUIDE



WHAT'S INSIDE

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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

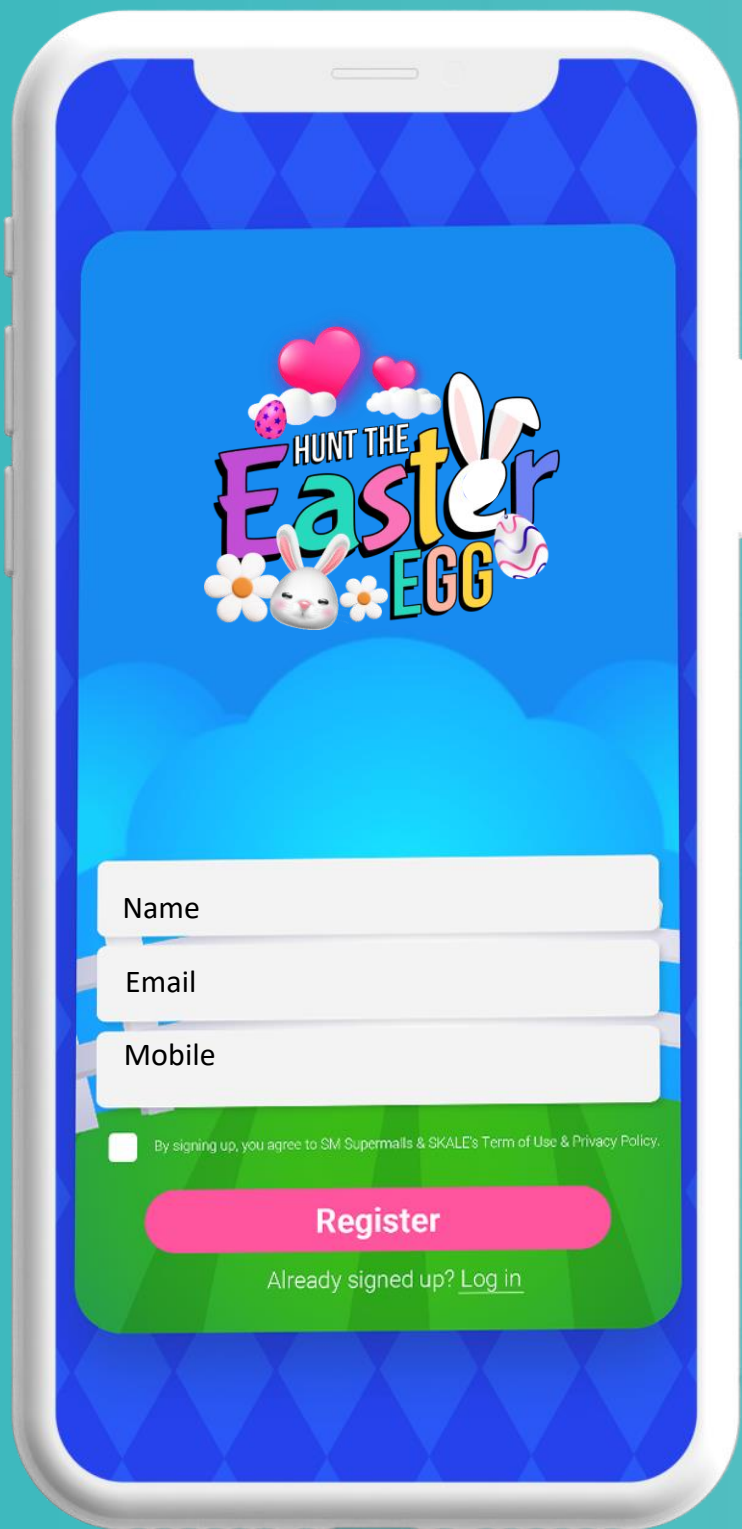
Go beyond Tactical Campaigns,
Help Clients Capture Customer Data

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

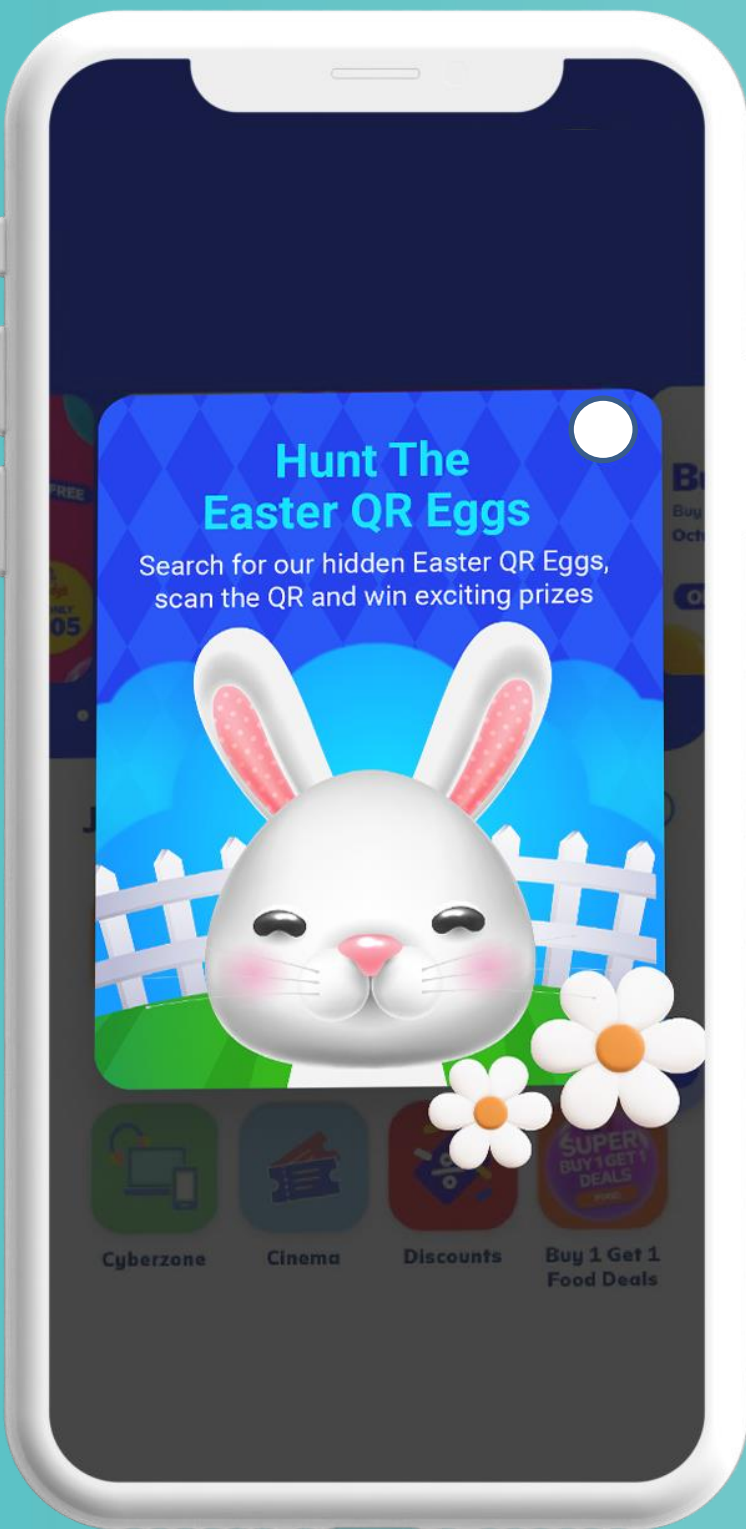
USER JOURNEY – TAP & WIN



Shoppers are driven to the platform via Social Media Ads, EDM or on-site QR codes

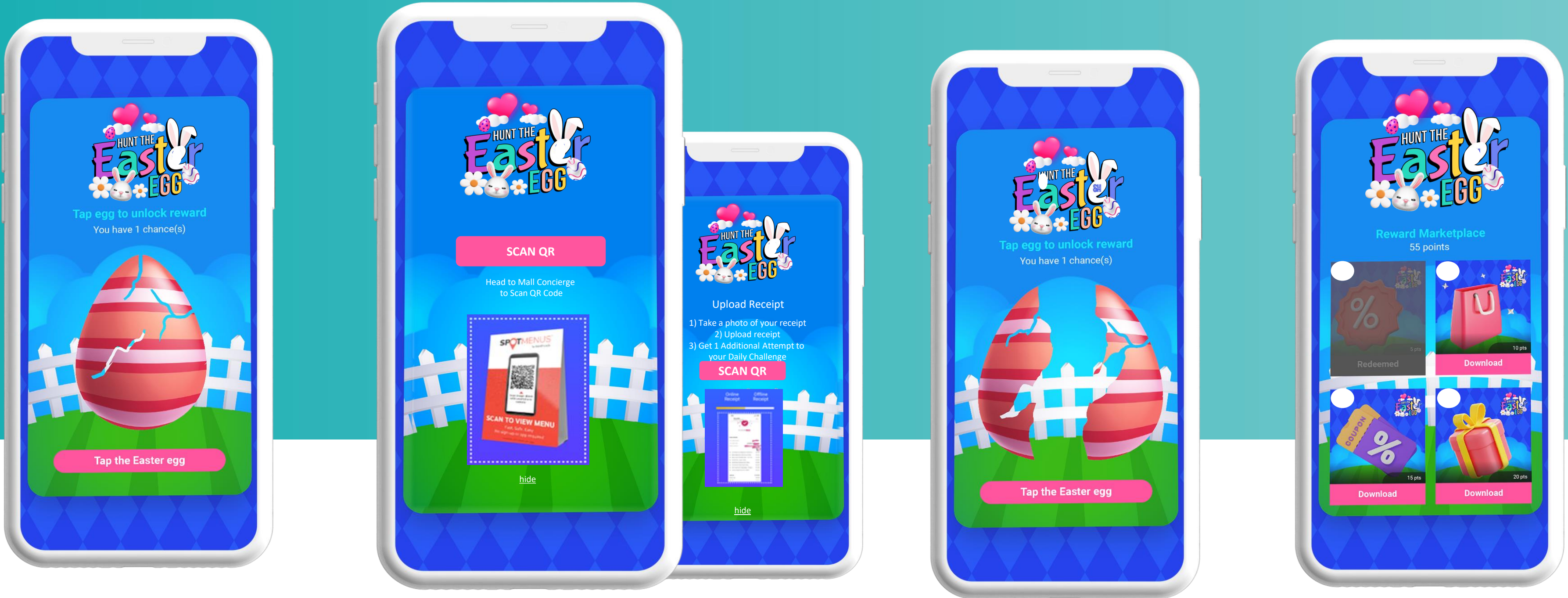


Capture First Party Customer Data When Shoppers register



Shopper is directed to Tap and Win gamification module

USER JOURNEY – TAP & WIN



- The user allowed one attempt daily to tap upon Registering (to allow for Instant Gratification and Engagement)
- User prompted Scan QR or upload receipt upon making a purchase to unlock additional points
 - Scan QR
 - Refer Friend
 - Follow Social Media
 - Upload photo
- SKALE has the ability to customize Point provisioning/number of attempts provisioned based on actions taken
- Shopper can redeem their rewards through the rewards marketplace
 - Digital Vouchers (in-store)
 - eCommerce Promo Code
 - Physical Gifts or more

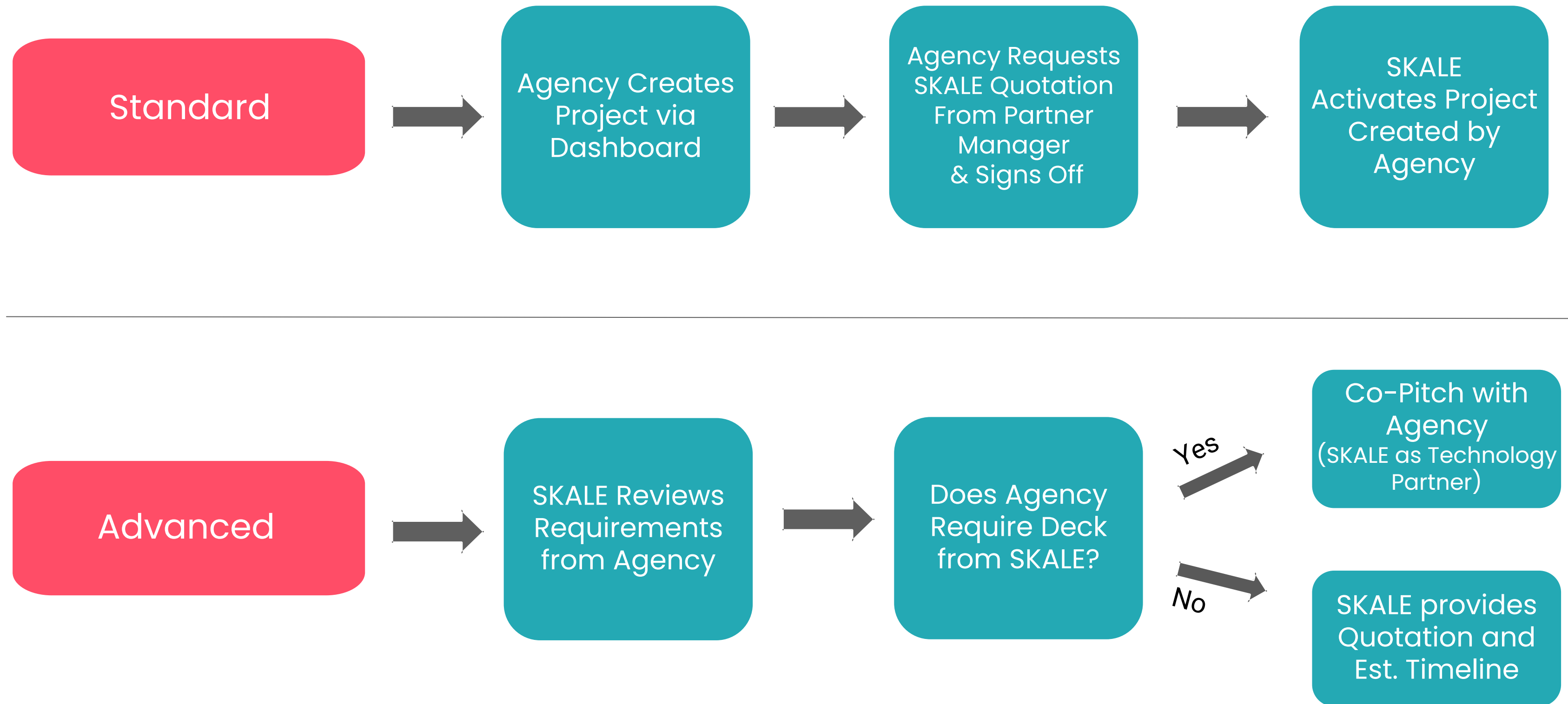
AGENCY PARTNERSHIP TIERS

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



CHALLENGES

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.

TAP & WIN FAQ

Can I set the number of winners for each day?	No. The game's system is randomized.
Can I customize the main image that will be tapped?	Yes, you can customize the key visuals.
Can automatic check in be enabled?	Yes, this will give the user instant free points. You can determine the number of points they will win upon check in.

GAMIFICATION FAQ

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 offline engagement be tracked?	<p>You can scan a QR code, enter a 6-digit pin, or do both.</p> <p>If you chose Scan QR code, you'll need to create QR codes on the platform to use in offline sales channels.</p> <p>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.</p>

GAMIFICATION FAQ

Can the 'social media follow', 'app install', 'snap a photo', and 'upload a receipt' challenges be automatically verified?	<p>Yes, you can use the Auto Approve feature to instantly verify and award points for uploaded images.</p> <p>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.</p>
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.

The Skale logo, featuring the word "skale" in a lowercase, sans-serif font. The letter "k" is stylized with a small upward-pointing arrow integrated into its vertical stroke.

Experience our Marketing Platform today!

[BOOK A DEMO](#)

or email us at hello@skale.today