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FUNMOBILITY LAUNCHES MOBILE RETAIL REWARDS SOLUTION FOR RETAILERS, CPG AND BRANDS

AppWidget Location-Based Offering Enables Businesses to Quickly Release Mobile Apps and CRM Campaigns that Reward Consumers for Visiting Stores and Engaging with Merchandise

September 12, 2012 – New York, NY (Mobile Marketing Summit) and Pleasanton, CA – FunMobility (www.funmobility.com), a pioneer in the art and science of mobile engagement, today announced from the Mobile Marketing Summit in New York, NY the commercial availability of [Mobile Retail Rewards](#), a new turnkey solution for retailers, CPG companies and brands. The new solution is built on FunMobility's AppWidget Mobile Engagement Platform, which enables the rapid creation of enterprise mobile applications and mobile relationship management. The end-to-end enterprise package includes an iOS and Android hybrid app, the Reactor App, which leverages the power of native functionality combined with dynamic HTML5 content. This turnkey solution comes prepackaged with all the AppWidgets needed to kick start a mobile retail location-based program such as: store-finders, check-ins, and unlockable digital rewards and coupons. Businesses can also boost functionality for their existing apps by adding AppWidget push notifications, mini-games, surveys, and more. The primary benefit of the new Mobile Retail Reward solution is that it provides an easy to manage platform through which ongoing location-based mobile campaigns and promotions can be deployed and optimized for the highest ROI.

"Mobile is transforming the retail experience," said Adam Lavine, CEO of FunMobility. "We are already seeing the proliferation of smartphones in retail environments, and marketers recognize how mobile can connect with consumers in real-time and drive them to in-store locations to fight showrooming, build loyalty, and convert visits to sales."

According to recent findings reported by *Forbes*, nearly 83% of the top retailers already provide a mobile offering for their customers on the go. However, only one in three of the top retailers have an offering on all of the following: the mobile web, iOS and Android. By utilizing the Mobile Retail Rewards, retailers can easily create apps on the both iOS and Android platforms, as well as the mobile web, to better capture audience attention on multiple platforms and devices.

Mobile Retail Reward customers will also have access to the AppWidget Platform's Mobile Relationship Management (MRM) online portal, where marketers and developers can measure, manage and tune AppWidget campaigns with four primary components: Catalog, Configure, Analyze and Campaign. Marketers can now easily deploy and tweak mobile promotions in real-time, complete with the ability to segment customers by app usage and demographic selections.

"Our goal with the AppWidget Platform is to remove the confusion, mystery and high cost of entering the mobile space," continued Lavine. "By some estimates, consumers have a smartphone with them 40% of the time they are in retail locations. Mobile is too big of an opportunity for retailers to not properly seize."

Mobile presents many strategic advantages for retailers to differentiate their brand, strengthen customer relationships and loyalty, and ultimately drive revenue. Mobile marketing tactics that the AppWidget Platform enables include: easy-to-develop mobile apps, rich-media push alerts, actionable mobile analytics, dynamic content creation, cross-platform



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deployments, the ability to make changes outside of the app store submission process, and the power to pair mobile usage data and demographic data with location and check-in data. Advantages for retailers of the Mobile Retail Rewards offering include:

- **Fight showrooming** - Promote retail sales and diminish showrooming with mobile campaigns and functionality that build community. Deliver relevant, targeted offers to highlight the power of a positive shopping experience and brand value as an important part the purchasing decision process.
- **Incentivize customers** - Deploy mobile sweepstakes, digital coupons and in-store unlocks to reward and delight consumers. Push location-based, customized offers via mobile push notifications and coupons to increase retail sales, build loyalty and enhance engagement. The Yankee Group estimates that the number of active mobile coupon users is expected to grow from 2.7 million in 2010 to nearly 35 million in 2014.
- **Drive foot traffic** - Increase foot traffic to retail locations with mobile location-based check-ins and onsite retail promotions.
- **Gamify the retail experience** - Branded mobile mini-games, leaderboards and virtual achievements motivate and reinforce the most desired user behaviors.
- **Improve customer satisfaction** – Give customers the ability to find nearby stores, view showcased products, access exclusive offers and share their activities via social media.

The Mobile Retail Reward packaged offering starts at just \$899 per month and is available in three levels: starter, professional, and enterprise. Custom solutions are also available for more advanced needs. For more information or to get a free quote, please visit www.appwidgetplatform.com/solutions/retail. For more information on FunMobility, please visit www.funmobility.com.

About FunMobility

FunMobility is a mobile industry pioneer defining the art and science of mobile engagement. The company has over 10 years of experience building hundreds of successful mobile social applications for carriers and brands that have touched millions of users and generated billions of interactions. FunMobility customers include some of the world's biggest companies, such as Verizon®, AT&T®, Disney®, Universal Music Group®, MTV®, Little League® Baseball, and Chiquita Brands®. FunMobility is leveraging their extensive mobile knowledge and expertise to give any business in the world the ability to build meaningful relationships with their customers through engaging mobile experiences. Their AppWidget Mobile Engagement Platform is an integrated SaaS mobile marketing suite that boosts user engagement and enables true mobile relationship management. AppWidgets™ are cloud-based, HTML5 plug-ins that provide the power to send rich media and promotions via standard push alerts, segment and target users, analyze results, and optimize the user engagement loop, all in real-time. FunMobility is headquartered in Pleasanton, California with an additional office in San Francisco. Follow FunMobility on www.Twitter.com/FunMobility, www.Facebook.com/FunMobility, or visit www.funmobility.com or www.appwidgetplatform.com to learn more about the company and products.

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