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# Partner Overview



Coupons



Loyalty

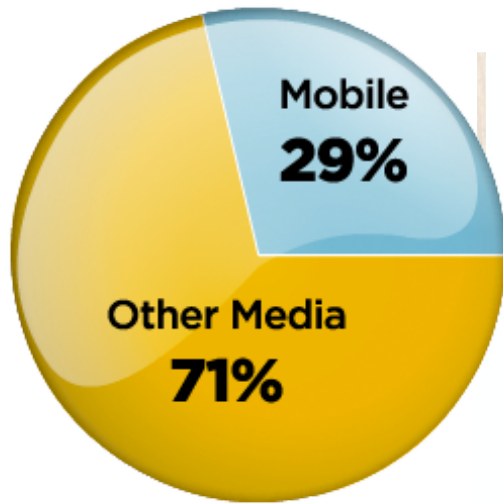


Promotions

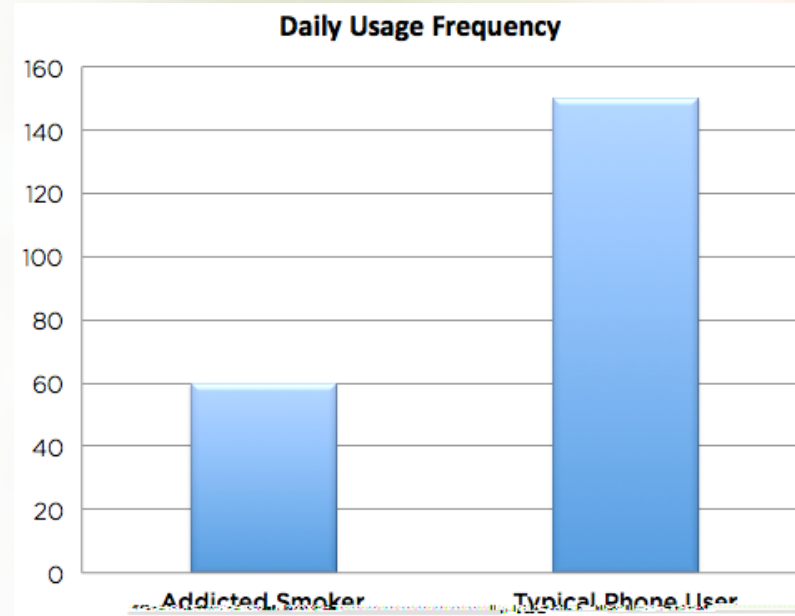


Insights

# The average consumer...



Spends 29% of their media time with their mobile device



Pulls their phone out 150 times a day – 2.5 times more than a heavy smoker

Source: eMarketer, T-Mobile



- 
- Driving mobile acquisition



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# A Framework for Mobile Success

**GROW**  
mobile opt-ins



Loyalty

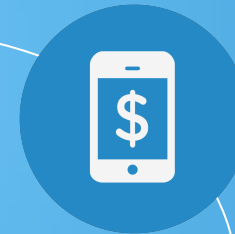


**ENGAGE**  
with branded, interactive  
mobile content



Promotions

**CONVERT**  
with mobile coupons, offers  
and geo promotions

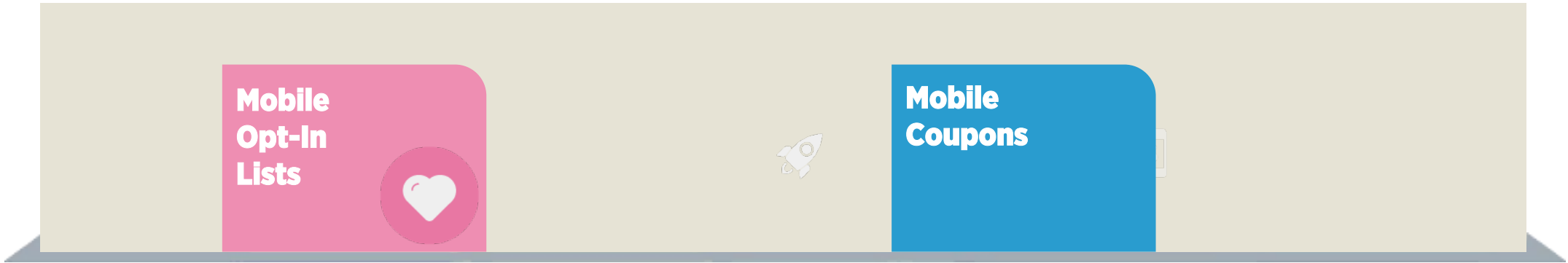


Coupons



Insights

**MEASURE**  
with audience reports,  
data and insights





# Secret Sauce: HTML5 SmartWidgets

Flexible, modular mobile web objects

Generated dynamically

Responsive URLs – no app required

Works on hundreds of mobile devices

Generates and stores customer data

Integrates seamlessly with SMS and email

Dynamically add content to mobile apps

Created online through easy SaaS tools

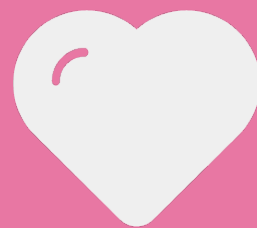
Or generated dynamically through APIs

Leverages FunMobility patents



# GROW

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Loyalty



# Driving Mobile Opt-Ins with EZ Opt-In

**FUN MOBILITY** FunU@funmobility.com

Donny's Pizzeria

**Statistics**

- 6,781** Total Customers  
2,112 new this month, 1,271 returning this month
- 764** Total Opt-ins  
43 new this month (176% ↑), 61% opt-in rate
- 21** Total Coupons  
356 clips this month (15% ↑), 176 redemptions this month

**Latest Campaigns**

Campaign	Sessions	Conversions	Actions
Donny's Pizzeria: \$2.00 OFF	4	1	[Icons]
Free Soda with Pizza Purchase	27	6	[Icons]
Donny's Pizzeria Survey	7	5	[Icons]
<b>Donny's Mobile Loyalty Club Opt-in</b>	42	1	[Icons]
Donny's Pizzeria - Medium 1 Top...	17	8	[Icons]
Donny's Pizza All USA Locations...	6	1	[Icons]
Donny's Promo Slider	9	1	[Icons]
Donny's Tap to Call	7	2	[Icons]

**Quick Actions**

- Create SmartWidget
- Create Campaign
- View Campaigns

**FUN MOBILITY** FunU@funmobility.com

Donny's Pizzeria

**SmartWidget Name:**  
Donny's Mobile Loyalty Club Opt-in  
You have a 100 character (alphanumeric) limit.

**Color:**  
Foreground: [Green] Background: [White] Text: [Red]

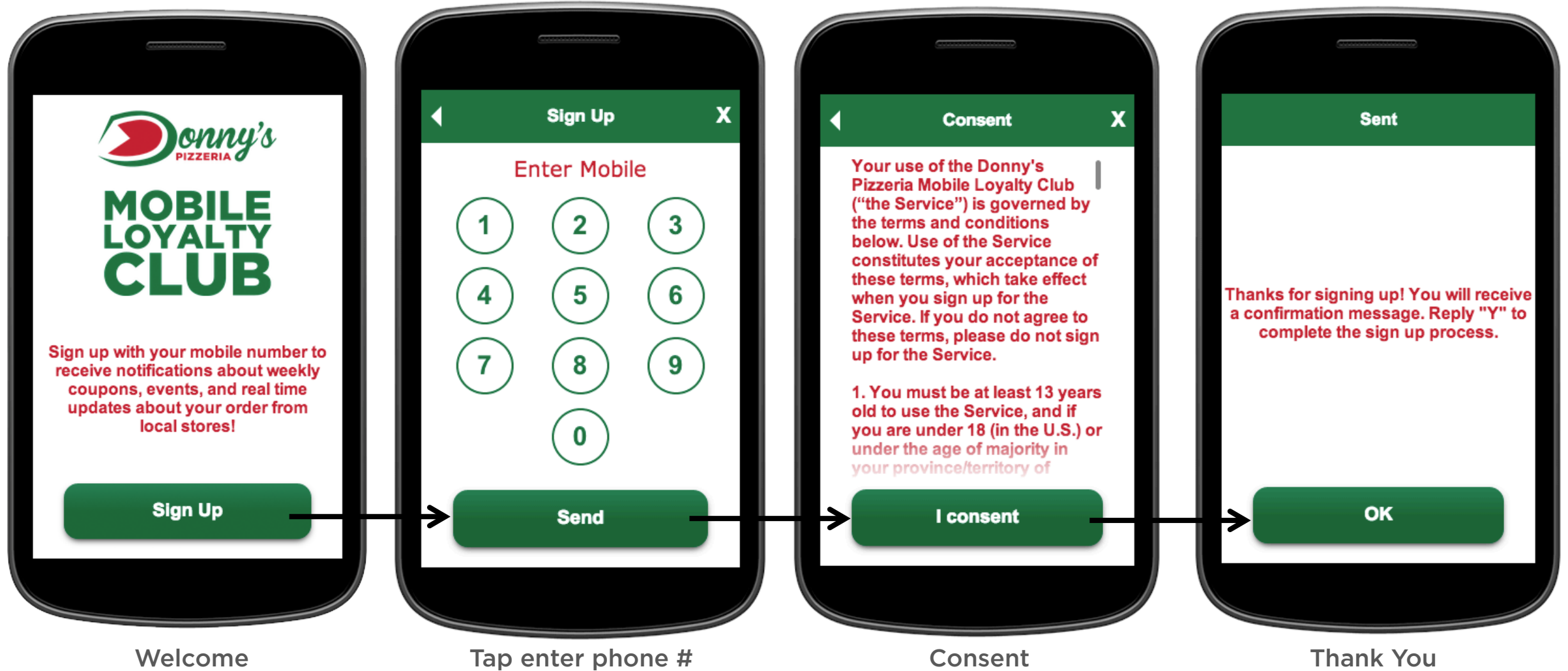
**Logo:**  
Image [Donny's Pizzeria Logo] Text [Untitled]  
You have a 20 character (alphanumeric) limit.

**Preview:**  
MOBILE LOYALTY CLUB  
Sign up with your mobile number to receive notifications about weekly coupons, events, and real time updates about your order from local stores!

**Sign Up** [Save!]

**Terms and Conditions:**  
Your use of the Donny's Pizzeria Mobile Loyalty Club is subject to the following terms and conditions below. Use of the constitutes your acceptance of these terms.

# EZ Opt-In : The simplest, fastest way to drive legal mobile opt-ins



# ENGAGE

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Promotions

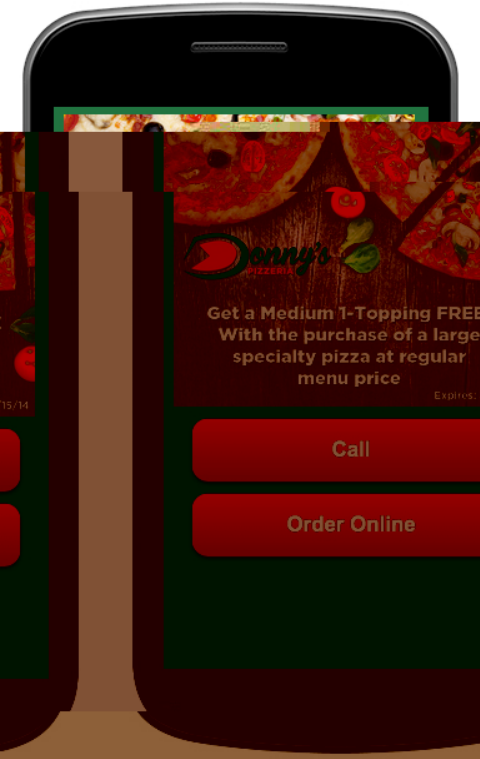
# From the Consumer Point of View

- Easily clip coupons to my phone
- Opt-in to receive deals
- Know when I'm near an offer
- Easy to swipe through multiple offers and clip the ones I want
- Easy to use at point of sale
- Offers me fun mini-games
- Brings me closer to the brand
- No app required – just tap and engage

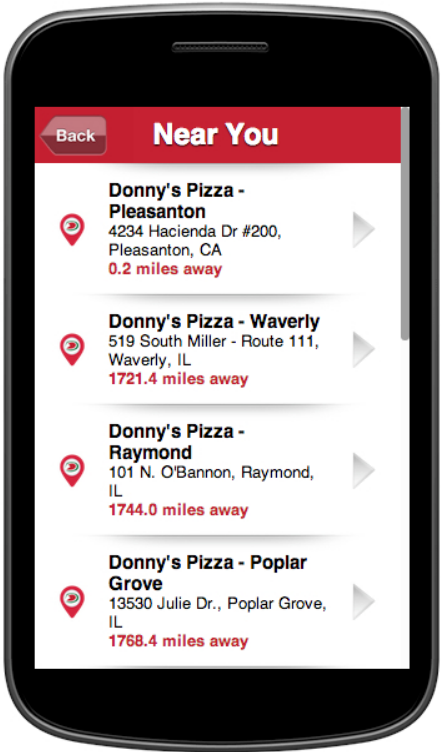




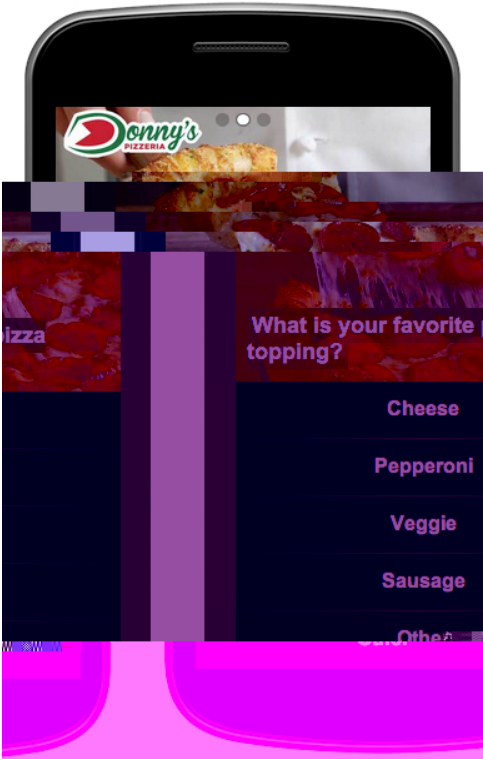
# Mobile Promotion SmartWidgets



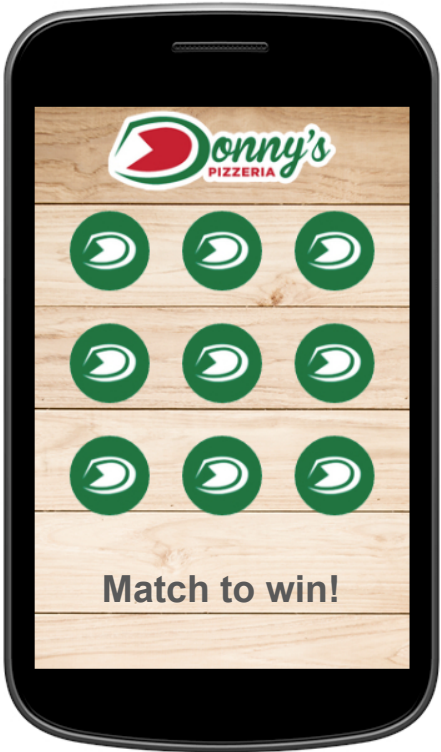
Tap to Call



Store Finder



Instant Survey

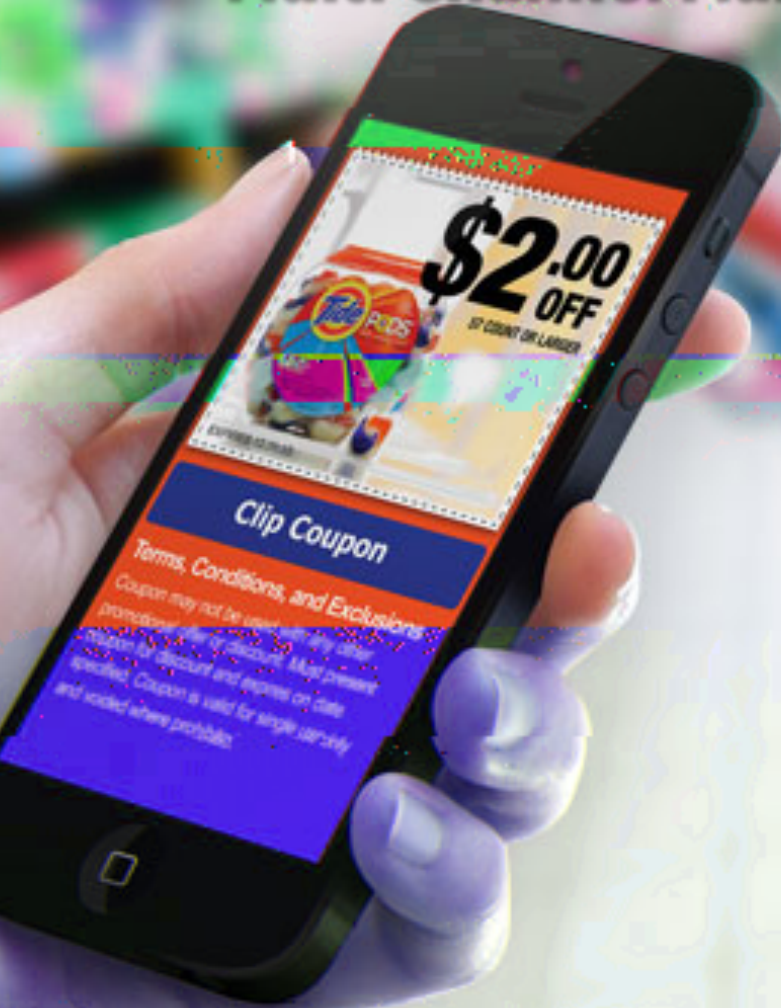


Lucky Matcher

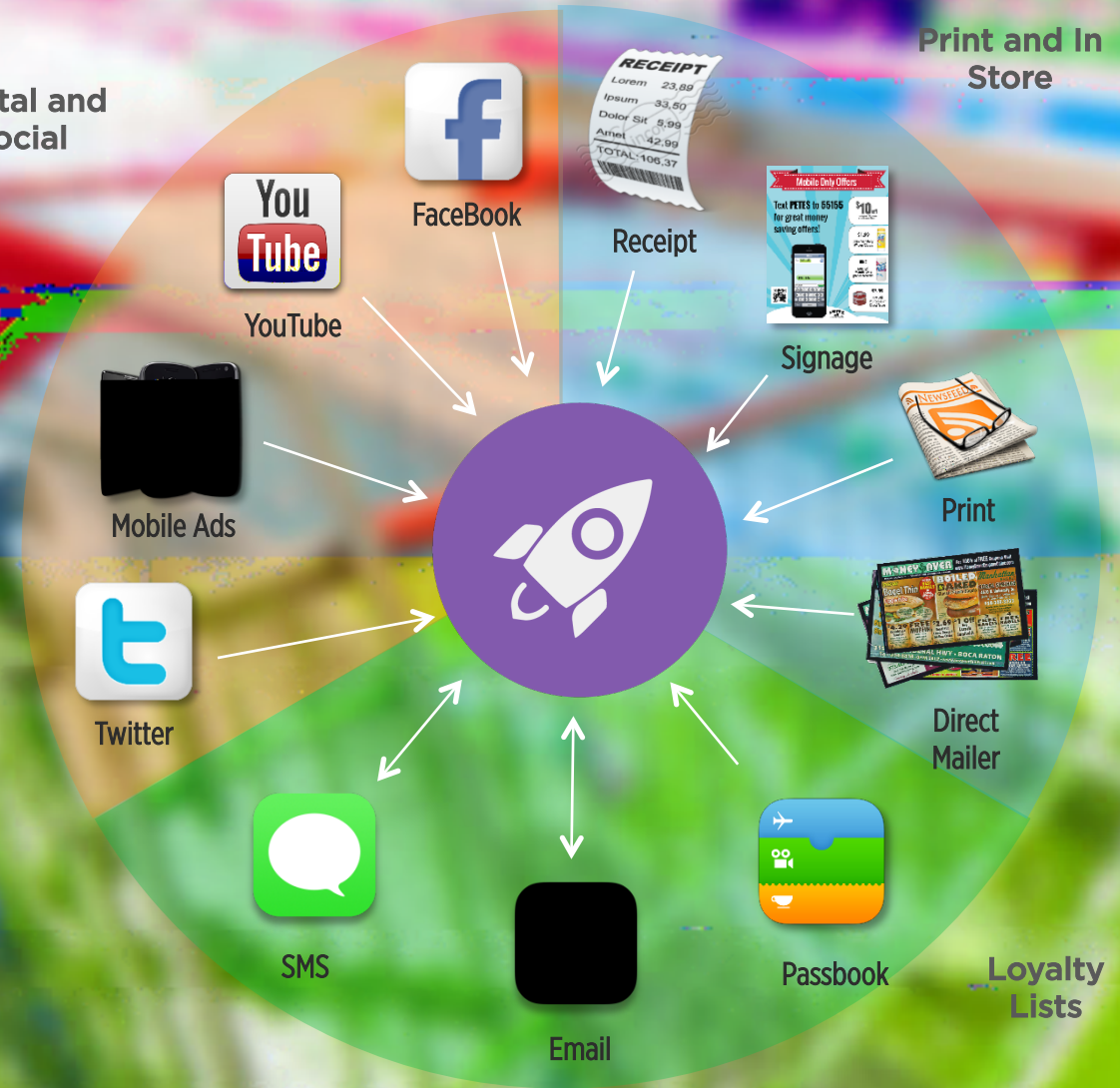


Lucky Spinner

# Multi Channel Marketing Support Capabilities



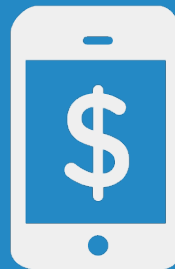
Digital and Social





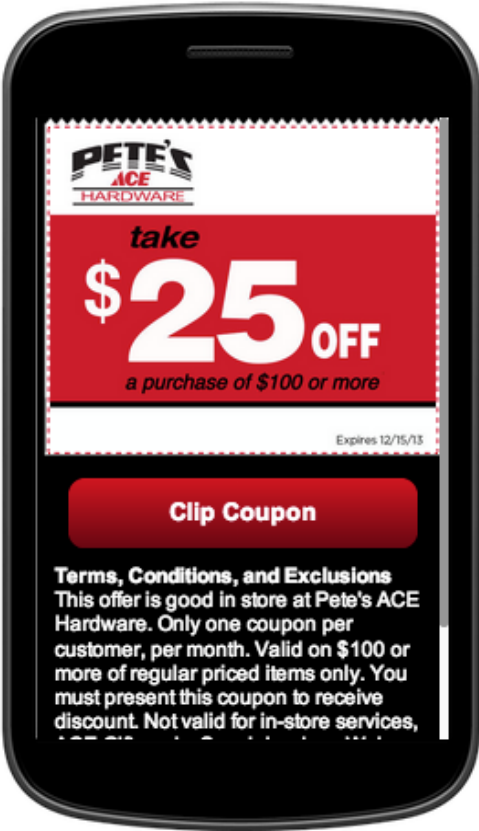
# CONVERT

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Coupons

# Conversion Results : Ace Hardware



Offer	\$10 off a purchase of \$50 or more on regular items	\$15 off a purchase of \$75 or more on regular items	\$25 off a purchase of \$100 or more	Total
Coupons	205	101	169	475
Coupon Redemption Fee	\$2,050	\$1,515	\$4,225	\$7,790
Net Sales	\$11,367	\$7,647	\$20,910	\$39,924
Aggregate Sales	\$55.45	\$75.71	\$123.73	\$84.05
Net Sales - C	\$9,317	\$6,132	\$16,685	\$32,134

# FunMobility : A Leader In Industry Mobile Coupon Standards

- FunMobility chairs the Mobile Marketing Associations mobile coupon standards committee.
- FunMobility Mobile Coupons based on these industry-defined standards
- Participating companies:

FunMobility (Chair)

Sprint-Nextel

Inmar

Valpak

ISIS

Acta Wireless

Sparkfly

Catalina

Linkable

Medialets

RadiumOne

Jumtap

Spotzot

Mocapay

Univision

Tribune

Mastercard

Razorfish



# MEASURE

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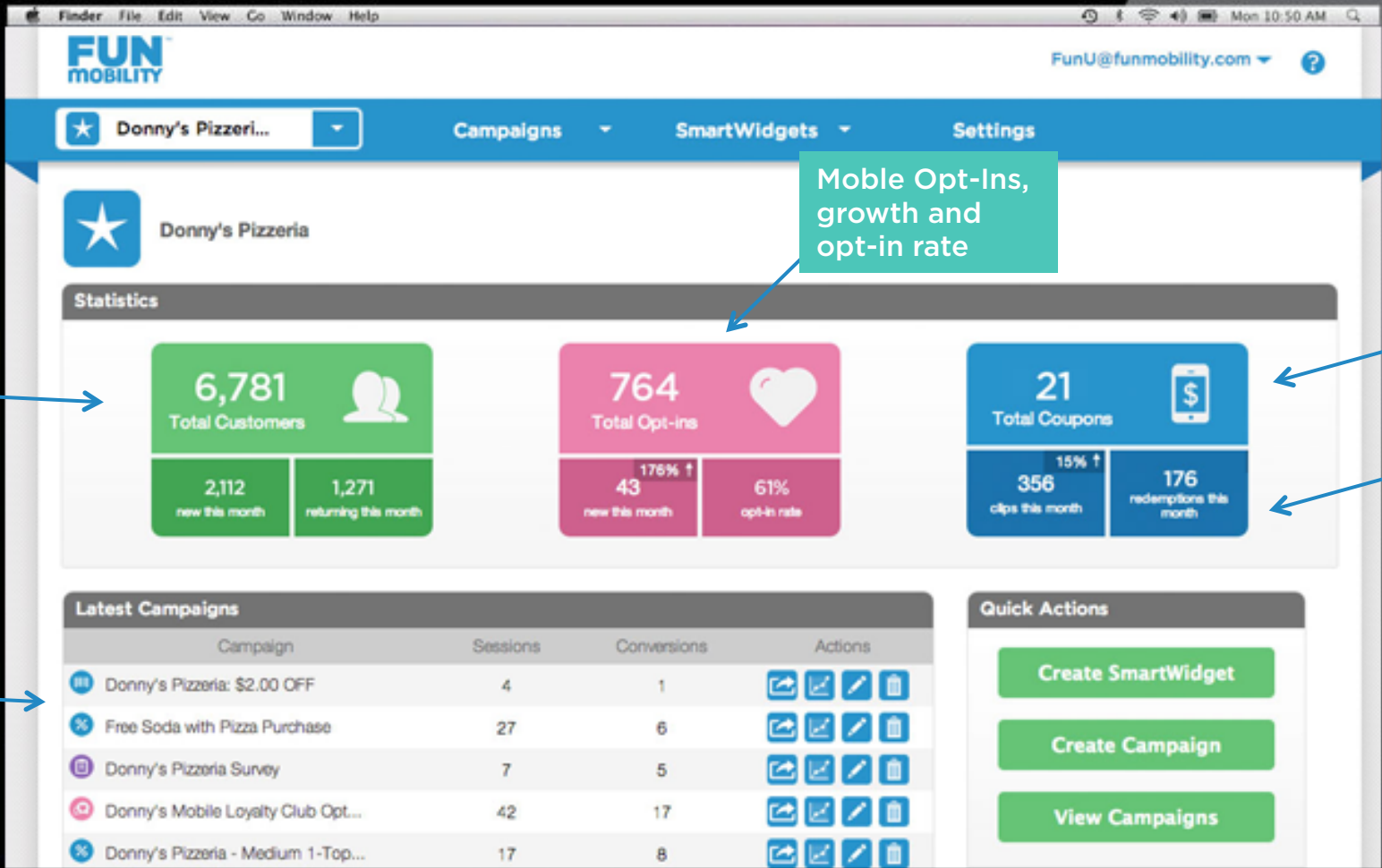


Insights

Manage multiple brands

Total mobile audience size

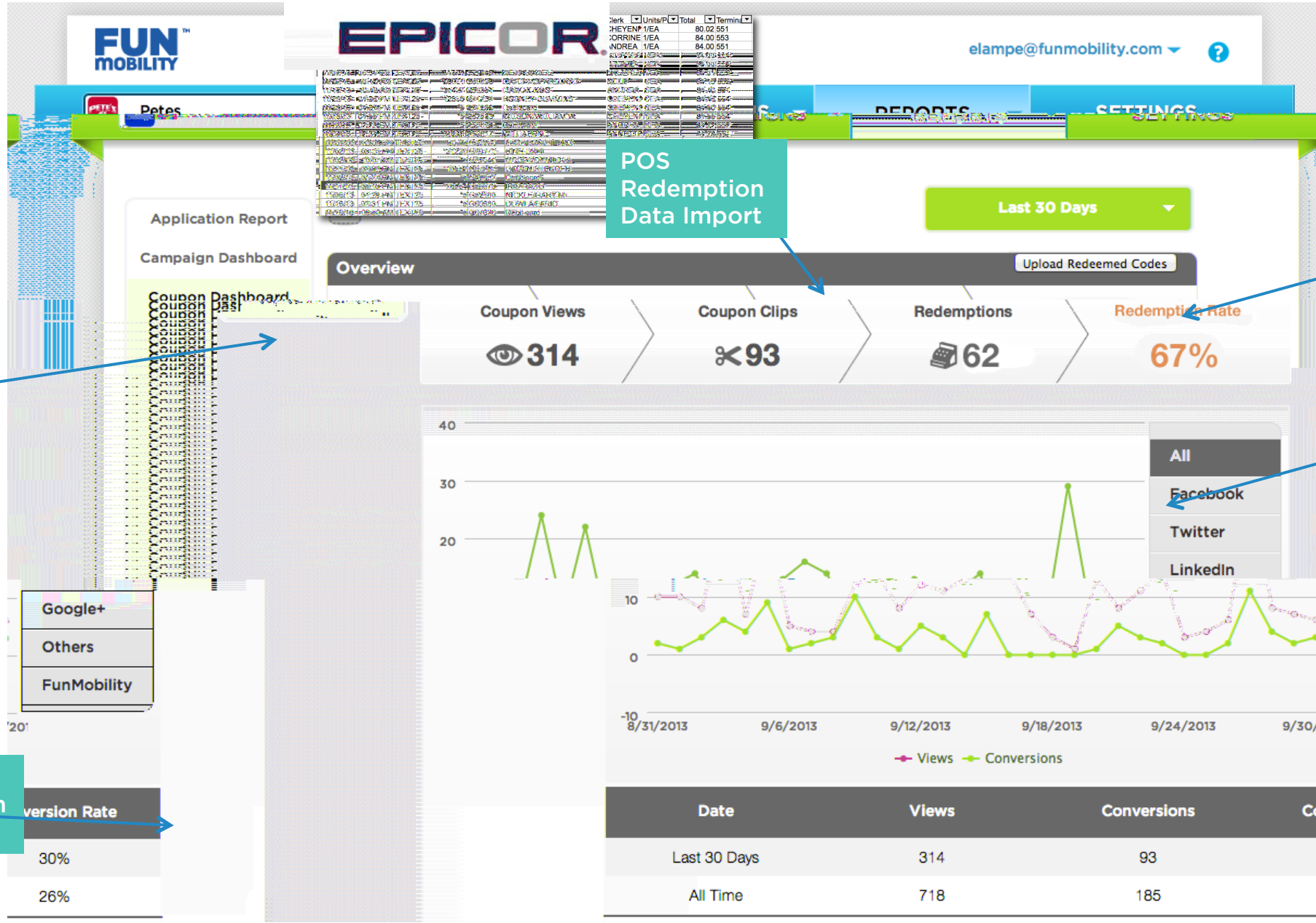
Latest campaign results



Mobile Opt-Ins, growth and opt-in rate

Total active mobile coupons

Coupon Conversion Data



Conversion Funnel

POS Redemption Data Import

Overall Mobile Coupon Redemption Rate

Redemption Rate by discovery source

Historical Conversion Results





## **Business Model**

# FunMobility Business Model

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- Software Setup & Licensing
- Session-Based Consumption
- Services & Support
- Can also sell “fractional” licenses / campaigns
- Sell directly or indirectly
- White label integration for the right economics

# Q&A / Next Steps

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