



Diller

Turn one-time shoppers into loyal customers.

Diller is a revenue-boosting loyalty platform that enables stores to identify, reach, and keep their customers.

Our business concept

- ✓ Diller provides a **cost-effective and revenue-boosting** loyalty platform that ensures customer retention.
- ✓ Retailers become more competitive
 - Stores need to **own their marketing channel**
 - With Diller and POS, loyalty is **easy to use**
- ✓ Stores can go **from data burdened** to **data-driven**
 - Fast access to first-party data for customer insight, personalized marketing, and automatization



CUSTOMER JOURNEY WITH DILLER® LOYALTY

CUSTOMER ACQUISITION PROCESS - PAID MARKETING



- Increased cost
- Increased regulations
- Lower hit rate

Paid marketing channel

Paid marketing channel

8 out of 10 customer journeys begin online



Converted to purchase

PURCHASE INSTORE AND E-COMMERCE



One-time shoppers turned into loyal customers

diller.

- Owned marketing channel
Direct, relevant communication
- Automated campaigns
- Total control of your customer experience
- Communication relevantly based on data
- Reduced sales and marketing cost

CUSTOMER COMMUNICATION

Know the customer

PURCHASE DATA BEHAVIOUR

CONSENT

All data in one platform - easy to analyze and use

CUSTOMER DATA

SEGMENTATION

GROUP 1, GROUP 2

Customer opt-in to loyalty program

CUSTOMER JOURNEY WITHOUT LOYALTY

Customer remains unknown. Acquisition process starts again in paid marketing channels

High effort and cost needed to achieve repeat purchase

"Invisible" customer leaves


Diller® loyalty and communication platform integrated in POS

Put your loyalty program on autopilot!

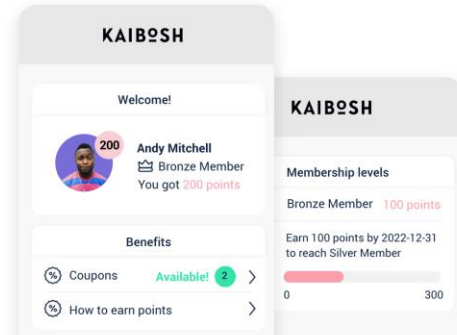
Diller® is a loyalty platform that boosts customer retention. Marketing automation empowers you to easily set up personalized, revenue-boosting SMS and email campaigns that will keep your customers loyal.

The secret behind loyalty concepts

1. Identification
2. Purchase data
3. Communication

 Customer insight and data driven communication

Loyalty program - plug and play



Multiple loyalty concepts available

- ✓ Welcome coupon
- ✓ Birthday coupon
- ✓ Recurring coupon
- ✓ Stamp cards
- ✓ Point system
- ✓ Member levels
- ✓ Text messages
- + many more



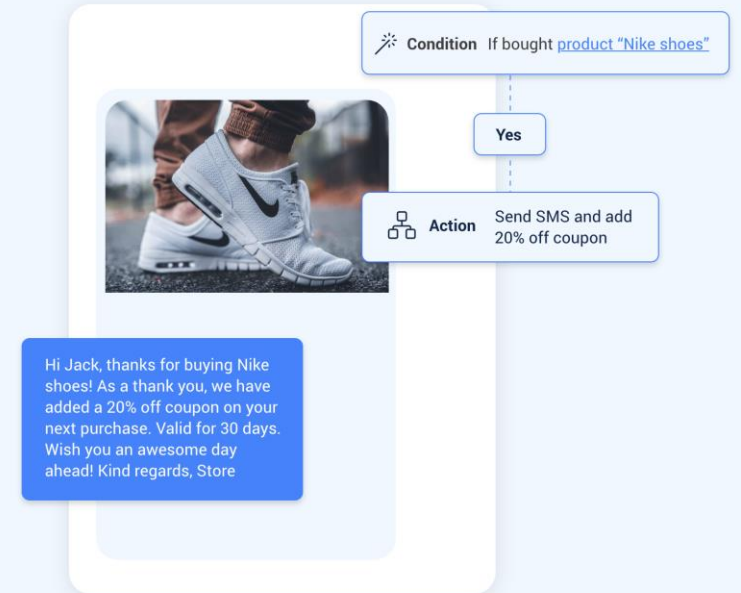
eCommerce integrations Plug and play



POS integrations



Data-driven marketing communication



Data driven & personalized marketing automation

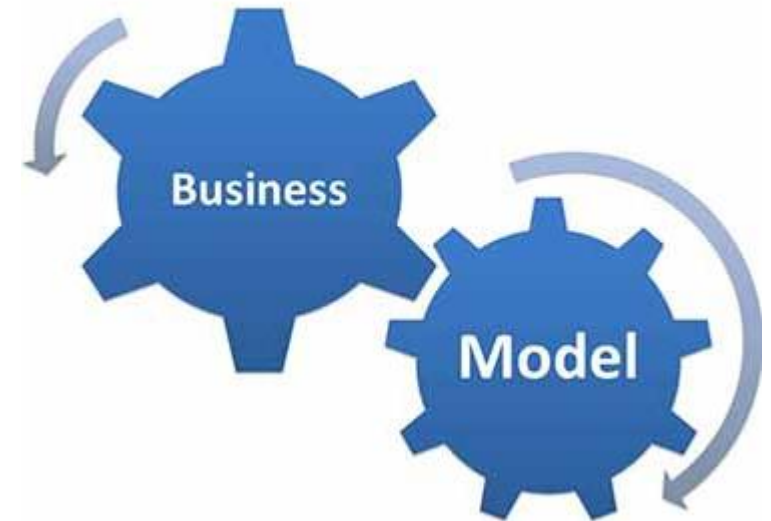
✓ Diller understands **customers and purchasing behavior** and will eventually **predict customer behavior** by using **artificial intelligence** to analyze first-party and purchasing data.

- Enables an **automated, personalized, and relevant dialogue** with customers
- **Significantly reduce time** and **resources spent** on internal development and marketing agencies



Diller's business model

- ✓ **Plug and play** – seamless integrated with no installation cost for the customer.
- ✓ Price model - **Pay as you go**
- ✓ All functionality available from the free plan
- ✓ Free 3-month onboarding to ensure satisfied customers
- ✓ Free support
 - Revenue sharing model - sales and partner model that provides extra income



Revenue sharing model

Sharing of income increases with the volume of members.

✓ 15 % revenue sharing

- The partner himself determines the commission for sales or dealers
- Revenue sharing takes place as long as the customer is active on the agreement.

