

# Revionics® Social Offer Management

Rewarding Customer Engagement With Special Promotions



Revionics® Social Offer Management enables retailers to engage and motivate their most loyal, influential customers by providing them with specific offers that are then shared in their social network. They become social advocates of the retailer's brand, and this results in the acquisition of new customers and additional sales.

## Profit From Those Social Butterflies



Traditionally, the social medium has lived and died within the marketing department as a brand management tool without much visibility to the rest of the organization. This does more harm than good. It fosters an environment of overlapping promotions, unfocused messaging and margin degradation.

But there is a real opportunity in giving existing customers the right message with the right incentive to turn them into social mavens. Retailers are taking advantage of this opportunity to strengthen their current customer base and utilize them to reach new customers.

### The Highlights

For those with limited time

- Tailored Promotions, Messages & Social Actions
- Drive & Incentivize Social Actions
- Optimal Offer Recommendations
- Offer Simulation & Side-by-Side Comparison
- Integrated Application & Central Repository
- Analytics Dashboard to Measure Campaign & Promotion Effectiveness

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## Data Rich. Feature Rich.

### BE STRATEGIC IN SOCIAL

Give your customers the promotions they want while giving your bottom-line what it needs. Revionics® Social Offer Management can balance traffic, sales and profit with your strategy and targets. And being able to simulate alternative offers, both optimized and manual, instills stronger confidence in the system.

### MAKE IT PERSONAL

We know customers appreciate messages that are customized and personalized just for them. Revionics® Social Offer Management helps you target that promotion to any particular customer segment and tailor the message and social actions associated with the offer and its incentive.

### CREATE SOCIAL MAVENS & DEVELOP NEW CUSTOMERS

Word-of-mouth marketing is considered one of the most trusted forms of advertising, but you need an effective way to utilize it. With Revionics® Social Offer Management you can leverage your existing social and loyalty data to drive and incentivize social actions. Your current customers are transformed into brand ambassadors and social mavens by amplifying your brand message and continuing the social rewards loop.

### ONE PLATFORM TO INCREASE EFFICIENCY AND STAY ON TARGET

Using separate and multiple systems lends itself to errors and inefficiencies. Integrated with Revionics® Promotional Suite, Revionics® Social Offer Management gives you one version of the truth and allows you to analyze all your promotions on one platform to ensure you're meeting goals and staying on target.

### MEASURE CAMPAIGN & PROMOTION EFFECTIVENESS

The amount of data available via online campaigns is staggering and can become quickly overwhelming. Revionics® Social Offer Management has an intuitive and modern analytics dashboard to help you analyze your promotions and campaigns in real-time, so you can make in-flight adjustments as necessary.

