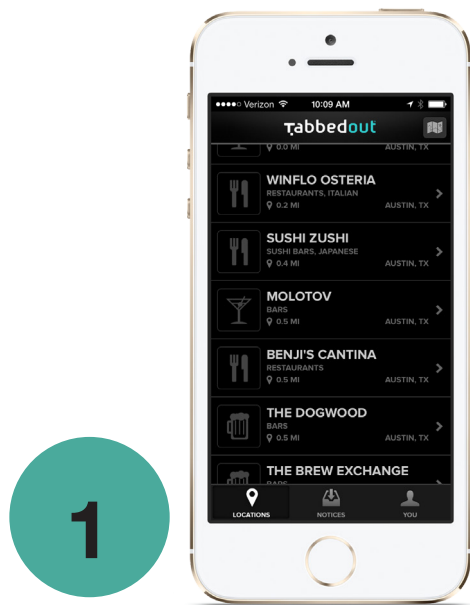




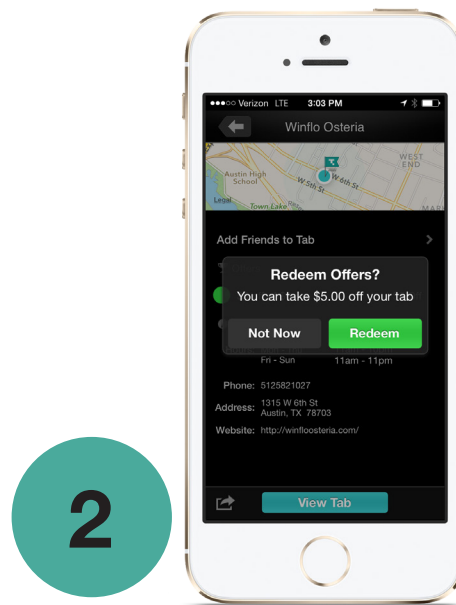
Creating and Redeeming Offers in Periscope

Send offers straight to your customers' phones through TabbedOut and Periscope. No paper coupons, no codes, and no relying on servers to properly process the offers. In short: no hassle.

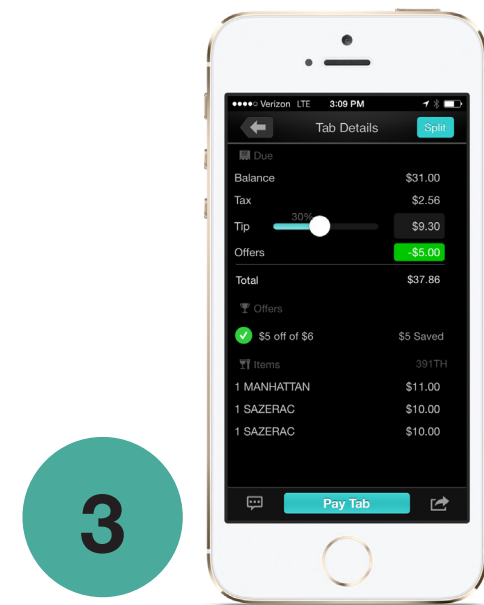
How It Works



1 The consumer identifies locations that have available Offers by the gold badge on the 'Locations' screen. Tap on the gold badge to see what Offers are available at that location.



2 Each location will have an Offer available for redemption, **currently funded by Tabbedout**. Once the Offer is qualified, the user will redeem the Offer via the app on the 'Pay' screen.



3 The POS will show a partial payment by Tabbedout's credit card for the discounted amount & the user's credit card for the remainder of the tab. **The merchant will be paid in full** & the suggested tip remains at 20% pre--discount.

How to Create Offers

On your Periscope home screen, click the blue box titled “TabbedOut Guests” from there, there are two ways to send offers.

By Guest

Name	\$ Spent	Visits	Last Visit
<input type="checkbox"/> Jeff Israel	373	8	May 1, 2014
<input type="checkbox"/> MITCH HOLT	244	7	April 9, 2014
<input type="checkbox"/> JAKE WESTERFELD	218	4	April 18, 2014
<input checked="" type="checkbox"/> Casey Hunt	148	7	April 18, 2014

1

Select your guest/s by name, dollars spent, visits, and most recent visit. Once a guest is selected, you can view their purchases.

2

Craft a personalized offer for the guest. For example, if Bob Smith has visited your establishment five times in the past week and ordered a \$5 beer each time, you are easily able to send him an offer titled “Here’s \$5, enjoy your favorite beer!”

3

To create this offer, click the checkbox next to the guest’s name.

4

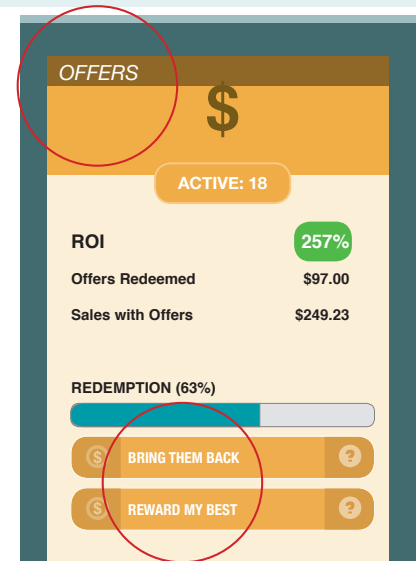
A button titled “\$ Send Offer” will appear. Click this button and fill in the required fields. It’s that easy!

How to Create Offer by Group

Much like Bob Smith's offer above, once you have clicked the checkbox next to the names you wish to send an offer to, the "\$ Send Offer" button will appear.

Batch Offers By Frequency of Visit

From your home screen, simply click "Offers" in the orange box. Once on the page, there are two orange buttons on the top of the screen: "Bring Them Back" and "Reward My Best"



Example of Bring them Back Offer

SEND OFFER

Send an offer to the 1178 guests who haven't visited in ninety days.

Short Title

Message

Discount

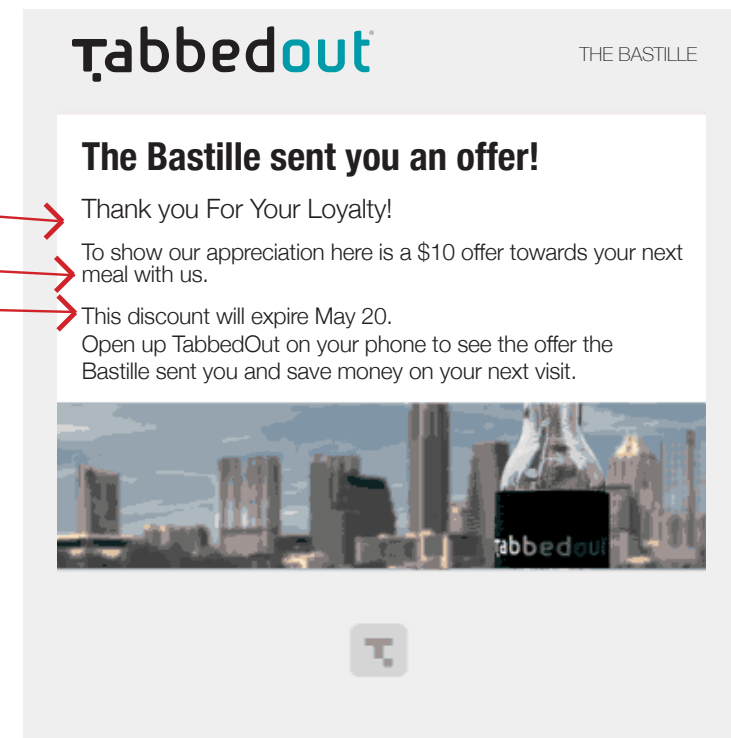
Minimum Tab

Start Date

Stop Date

*Add in the time frame of offer

Send





Helpful Tips for Offers

Titles: Word your offer to reflect the tone of your restaurant or bar. A fun, snappy title will perform better than a boring "\$5 off your \$10 purchase" title.

Duration: A week or two is typically the ideal time frame. This gives your customers time to see the offer and find time in their schedule to make a visit. However, you may want to limit your offer to a specific day if you are trying to boost attendance to an event.

Amount: We suggest offering a small amount. For example, \$5 off of \$10, or \$5 off of \$6 work well. This is the equivalent of a free drink, and is typically enough to get people excited about visiting you. You want to encourage them to spend time (and money) at your restaurant.

Ideas for Offers: Use Periscope to replace a paper-punch lunch card. Replace a free birthday dessert with a birthday discount. Celebrate your restaurant's anniversary with a free drink to your customers. Bring people to your game day event with \$5 off their purchase. The possibilities are endless.



TABBEDOUT OFFERS FAQ:

What is Tabbedout Offers?

Tabbedout Offers is a newly launched beta feature that provides consumers with discounts and specials, like money off their tab, which they can redeem and apply when paying their tab with the Tabbedout app.

How do I get Offers?

Just use Tabbedout! The more you pay tabs with your phone, the more chances you'll have to receive Offers. When Offers near you are available they will appear in the app automatically. On the 'Locations' screen, you will see a gold badge next to locations that have Offers available.

How do I redeem an Offer?

Since Offers are applied to your tab directly through the app, you must first have an open tab before you can redeem them. Tap the gold 'Offers' button on the 'Pay' screen and you will see all Offers that are ready to redeem once you have qualified. Check the redeemable Offer and tap the 'Redeem' button at the bottom of the screen. The Offers discount will be applied automatically to your open tab. If you have any Offers you haven't redeemed on your tab, the app will remind you to apply them before you pay.

Who funds Tabbedout Offers?

Offers are currently paid by Tabbedout via automated partial payments / split tab. The merchant is paid in full while the consumer gets the discount. In some cases, larger liquor/beer brands will fund offers at locations around the country. In the future, Tabbedout merchants will have the ability to fund their own Offers through Periscope.

Will this change the workflow for my staff?

No, nothing changes from the normal process your staff uses to process Tabbedout tabs. Offers are completely handled through the app by the consumer. Your staff will see two credit cards on their POS. One is Tabbedout's credit card paying the discount, the other is the customer's credit card paying the remainder of the tab and Op. The merchant will always be paid in full.

What about tip?

Tabbedout will automatically recalculate the suggested Op to reflect 20% of the pre-discounted tab. There is also an alert message that reminds your guests to Op their server accordingly since they are receiving a great discount.