

# PiCoCampaign



## Real-time mobile marketing platform.

PiCoCampaign works with PiCoHub and PiCoConnect to provide you with a full suite of customer campaign capabilities. PiCoCampaign enables you to send highly targeted campaigns directly to your customers' smartphone based on time, location or previous purchase history.



**Delight your customers with personalized and relevant offers,** based on previous purchase history collected by PiCo, as well as time and location.



**Deliver offers directly to your customers' smartphone lock screen.** Use the power of beacons to deliver location aware offers.



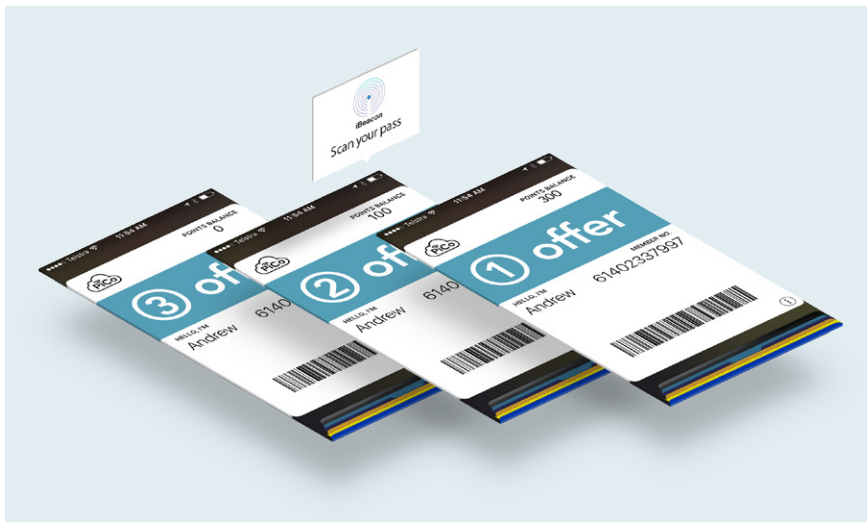
**Build a reciprocal relationship with your customers.** When they share their preferences with you, remember and respond accordingly.

## How it works

PiCoCampaign contains a full-featured Digital Pass authoring platform so you can create and manage digital passes, offers, coupons, SMS and membership cards from any browser.

PiCoCampaign has APIs that connect to most leading EDM platforms, so you can manage PiCo using your own Campaign Management tool.

Control proximity messages delivered to a customer's smartphone through built-in beacons on each PiCoHub. Beacons broadcast messages via low-energy Bluetooth® that appear on the lock screen of a customer's phone when they are in or near the store or checkout.



### FEATURES

- ✓ Create digital loyalty offers
- ✓ Personalize offers based on customer data
- ✓ Send offers at the right time and place
- ✓ Create digital membership cards
- ✓ Integrate with any EDM platform



PiCoHub

+



PiCoConnect

+



PiCoCampaign

=



PiCoRetailCloud

Visit [www.picolabs.co](http://www.picolabs.co) to learn more and find your nearest PiCo Partner.