



Combine High Tech & High Touch with Our
Complete Mobile Marketing Solution



Goals

Improving lead flow, referrals, and consumer experience using mobile technology

CardTapp's customers use this solution to provide a differentiated, high-quality, personalized, always-on, consumer experience.

Equally important is the way Cardtapp helps them engage prospects and optimize conversion.



Americans who own a smartphone
TWO THIRDS



Smartphone users touch their phones
2,617 TIMES PER DAY

*Business Insider July, 2016

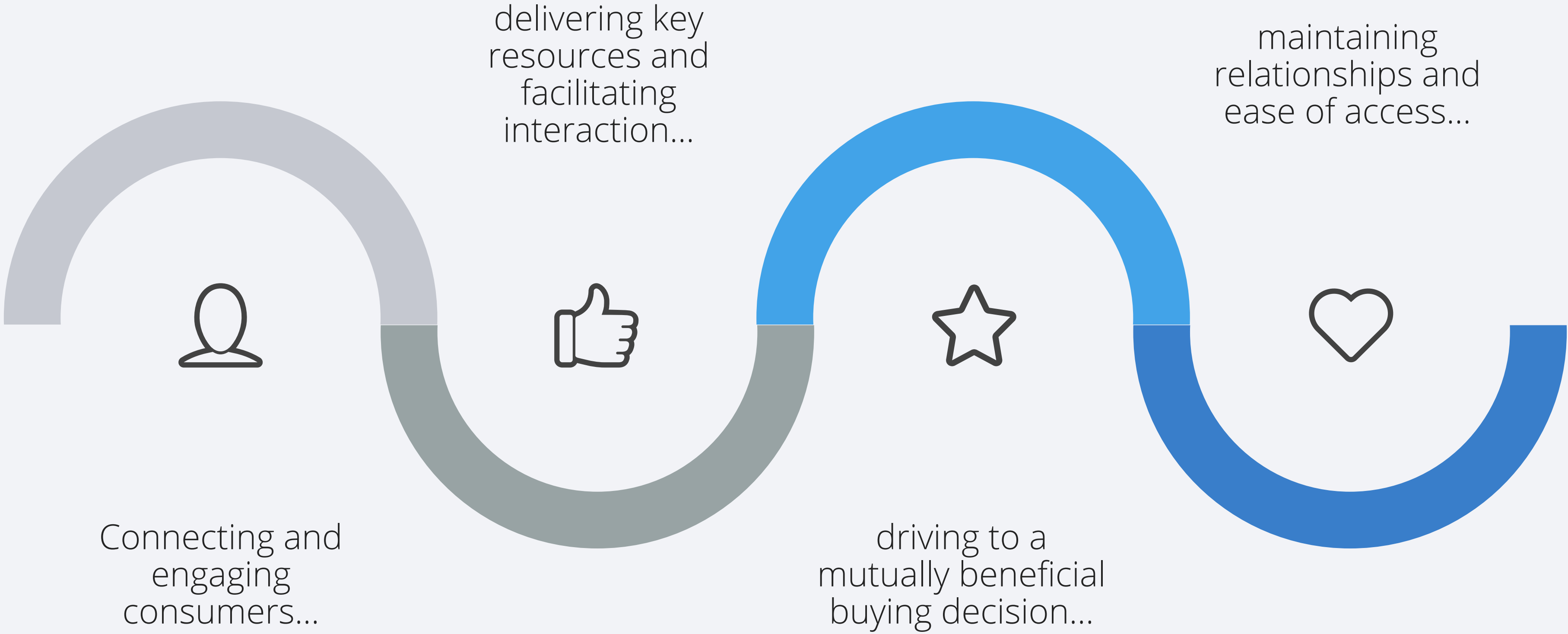


Access & research content on mobile
86% OF BUYERS

**GOING MOBILE IS A
necessity**

in today's world

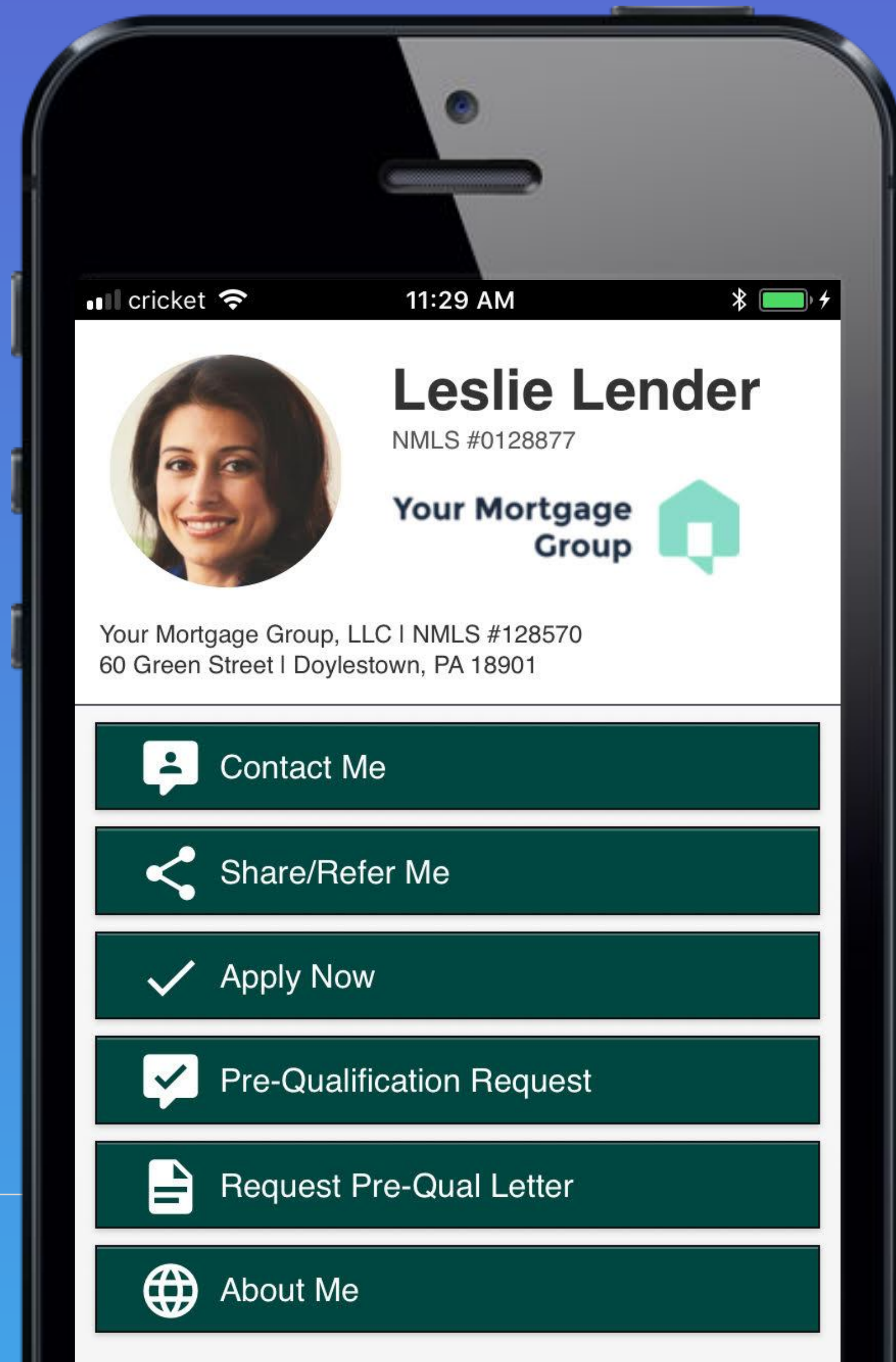
CardTapp Customers Are...



We Create Tech That Works. Period.

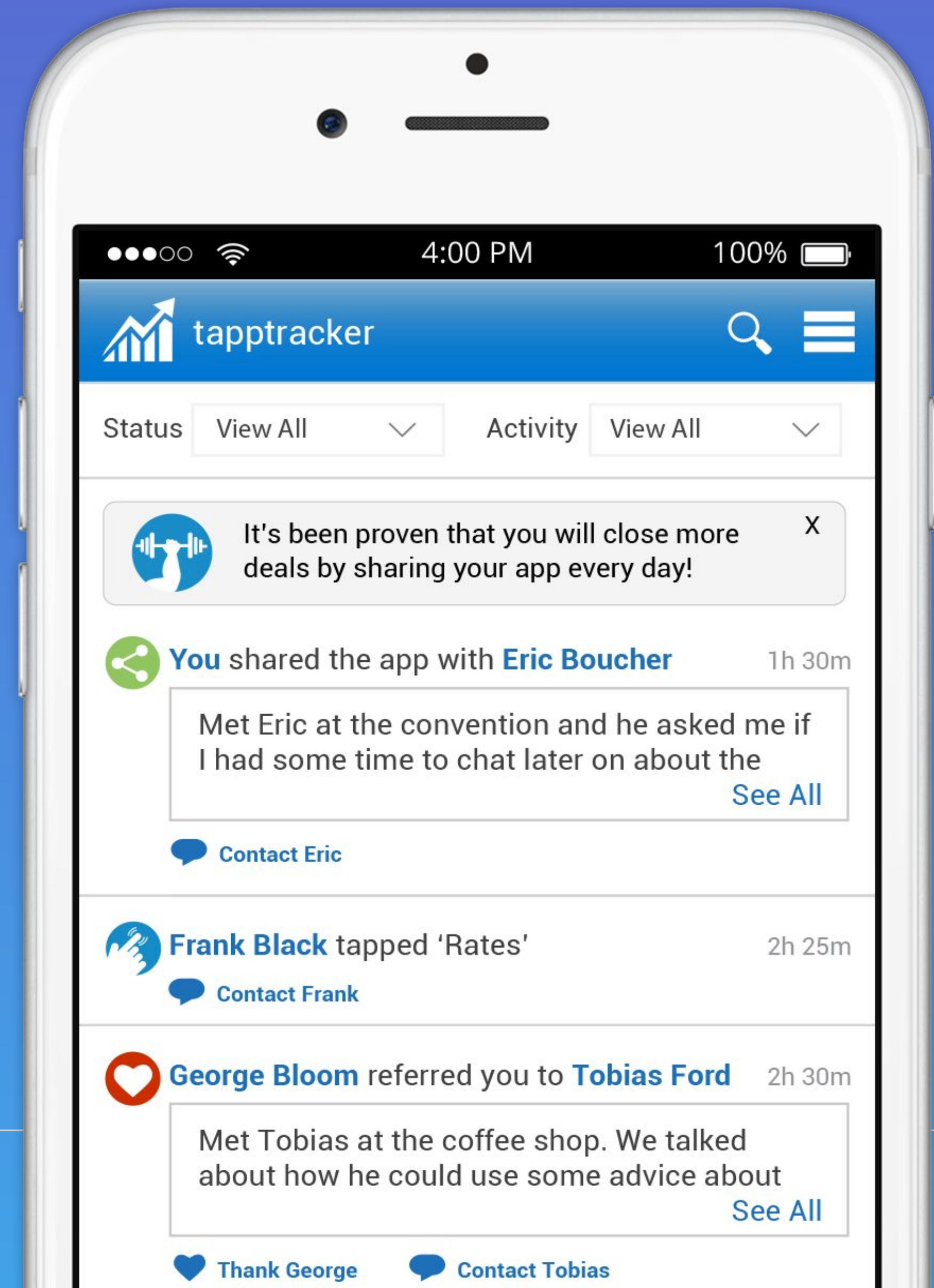


- Personalized and branded
- Share functionality enables a powerful referral engine
- Simple and easy to use
- Allows for corporate control over content and design
- Every Prospect action is captured and drives real-time notifications



Tapptracker. The Ultimate Hub for Sales Agents

- See real-time buying signals as Prospects explore the branded app and your other web properties
- Option to conduct 2-way text/chat with Prospects directly from the Agent Hub



Distribution is Everything

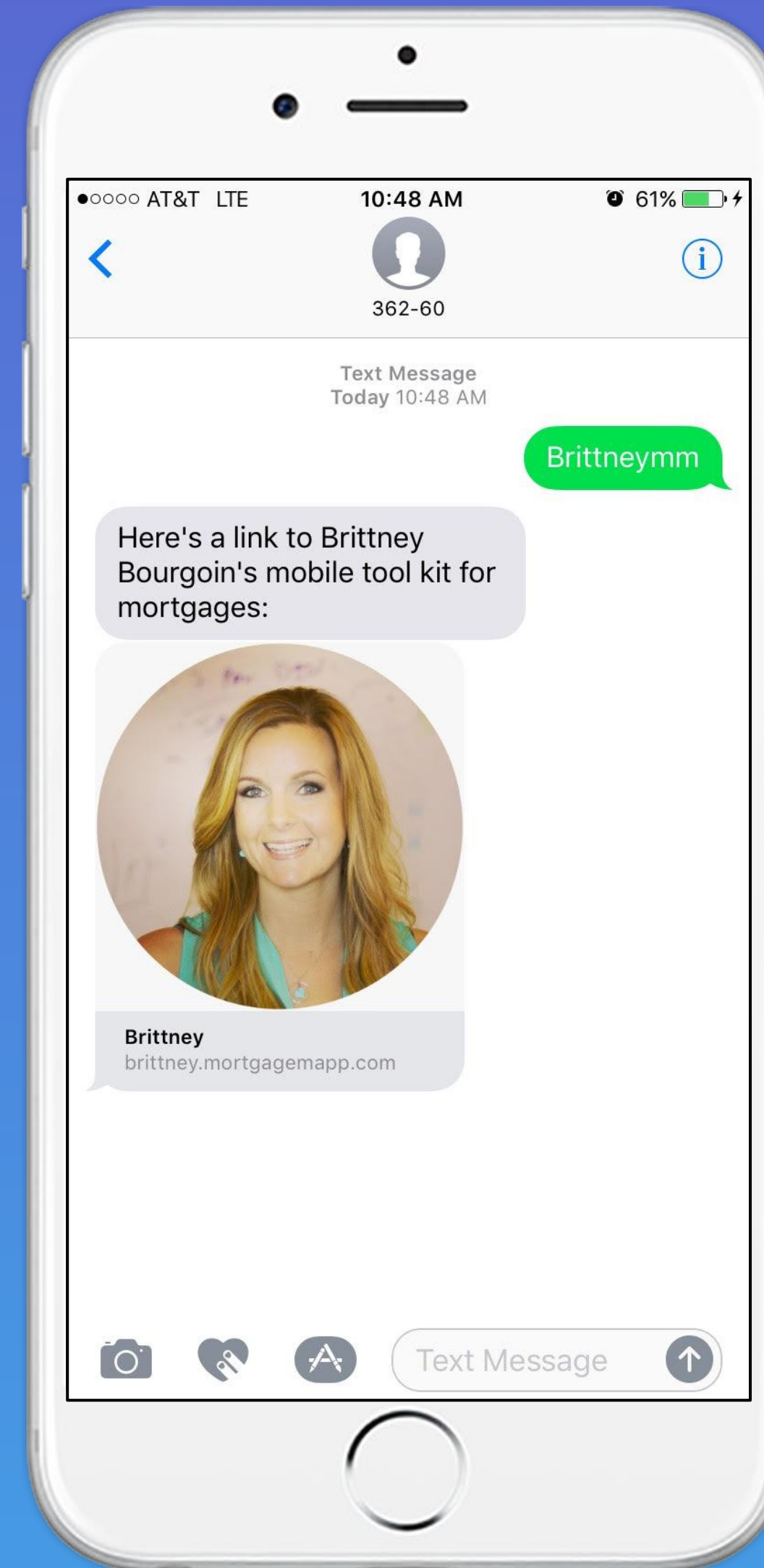
“If you can’t put the experience on the consumer’s phone and keep it there nothing else matters.”

- App shared by Sales Rep
- App shared by referral partner
- App shared by existing prospect/customer
- SMS keyword auto-response
- Email signature
- Social media
- App share triggered by web form submission



Easy Text for Increased Distribution

- Easy to share in large groups and during presentations
- Add to already existing marketing collateral
- Share via print, social media, and much more
- Track ROI from marketing initiatives

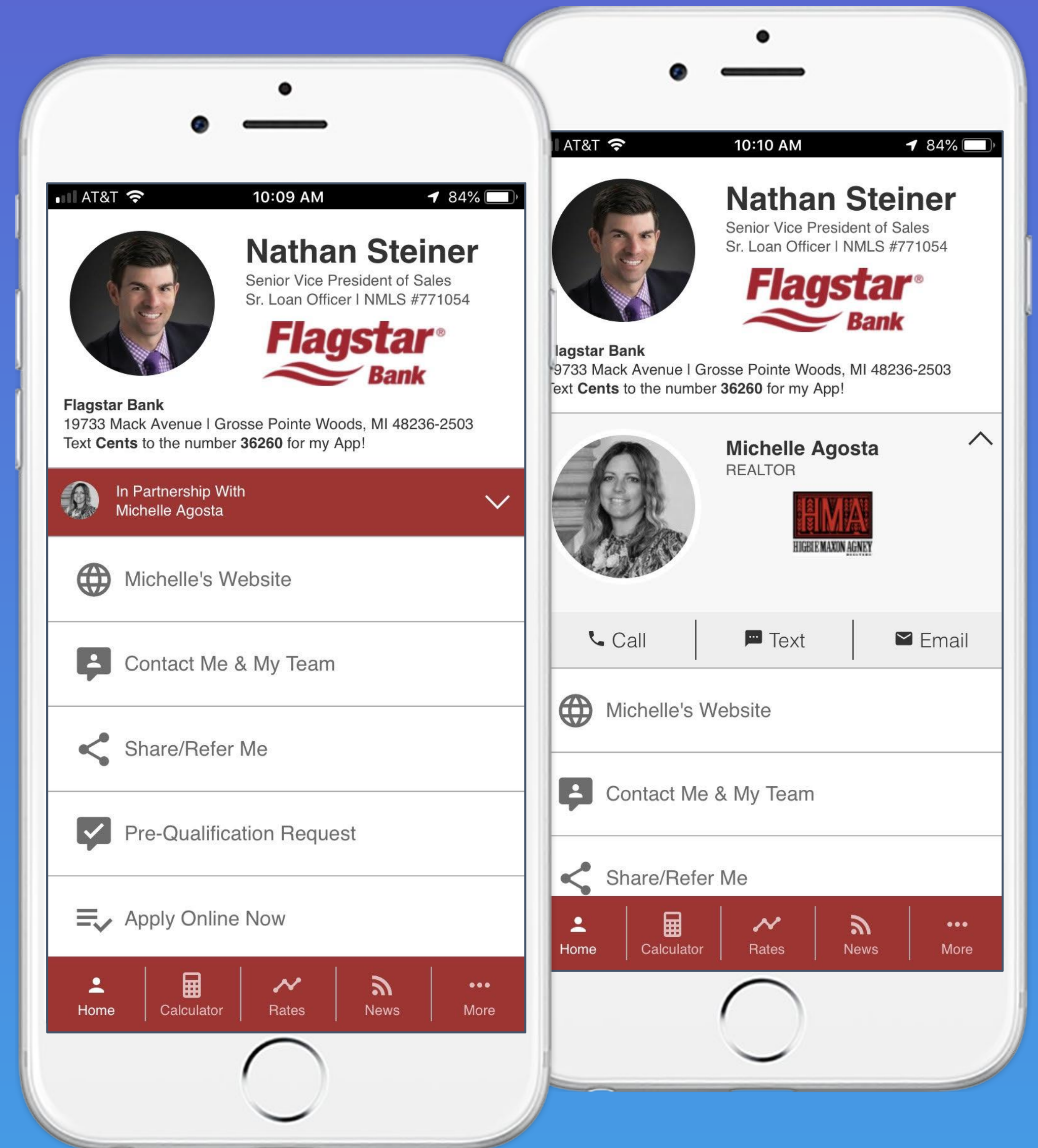


See it in action!

TEXT
Dana
TO
36260

Co-Branding with Referral Partners

- Co-brand your app with referral partners
- No limit to the number of co-branded partners
- Drive repeat referral business



Bulk SMS Marketing

for engaging your prospects, customers, and referral partners

- Send bulk text messages to all your Tappers
- Messages look personalized and replies are one-to-one
- No need for prospects to “OPT IN”
- Comes from your Business Line phone number
- All your messages are stored in TappTracker



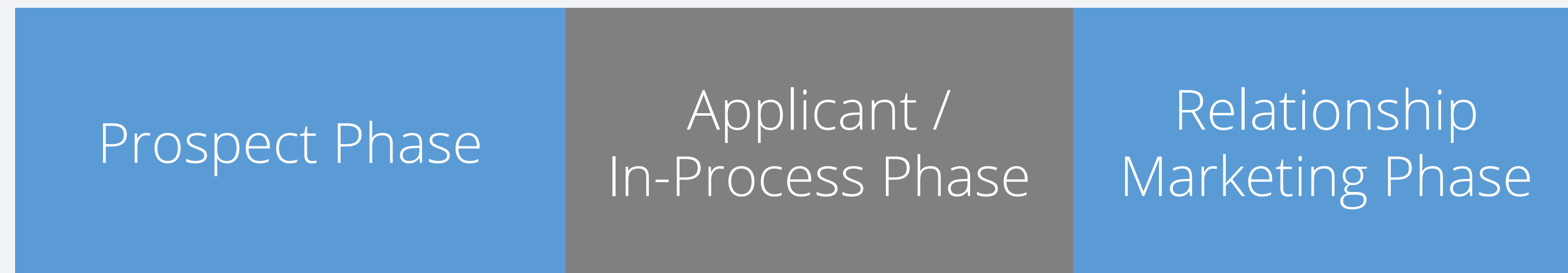
you see



they see

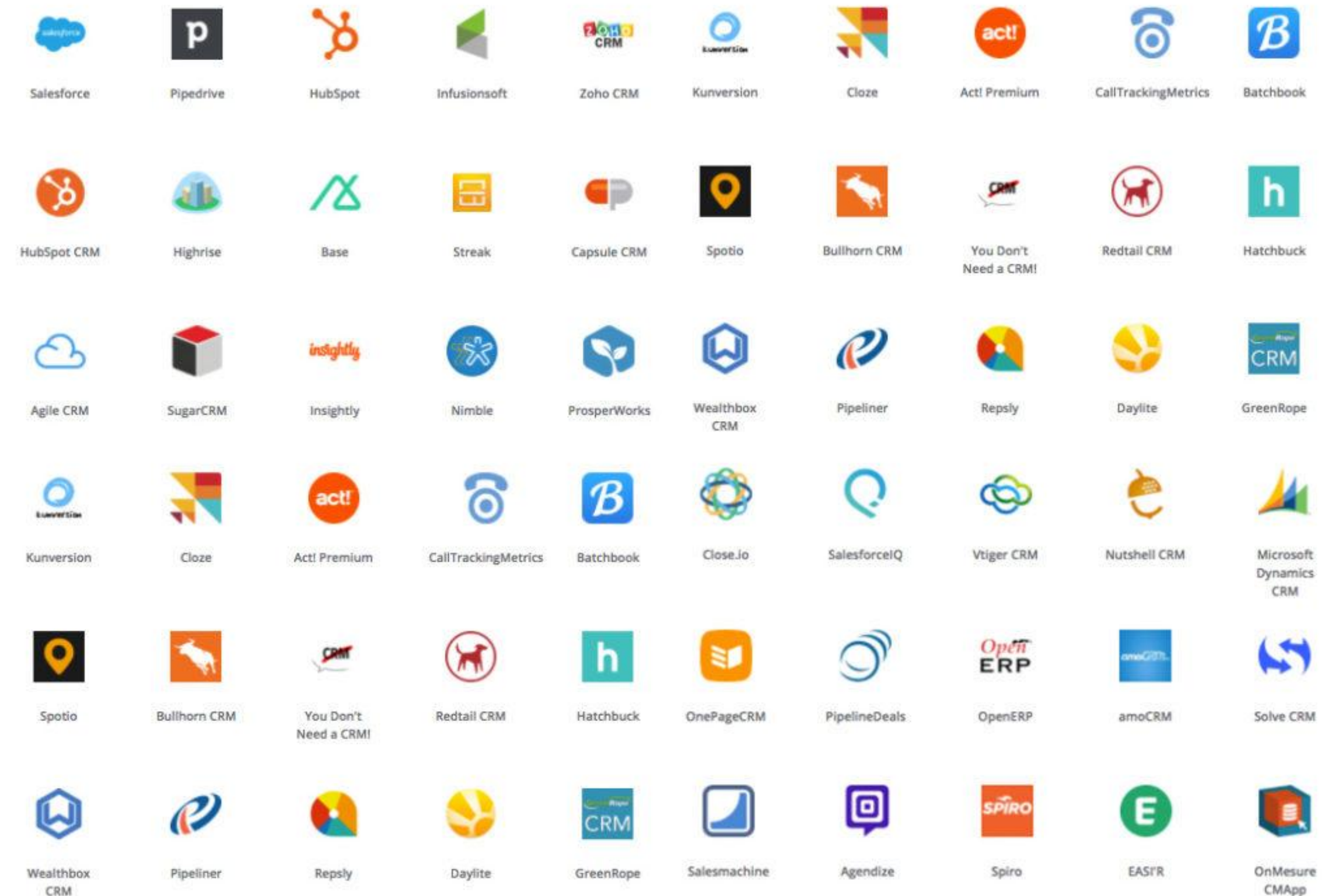


CardTapp's customers find it helpful to differentiate between three distinct phases



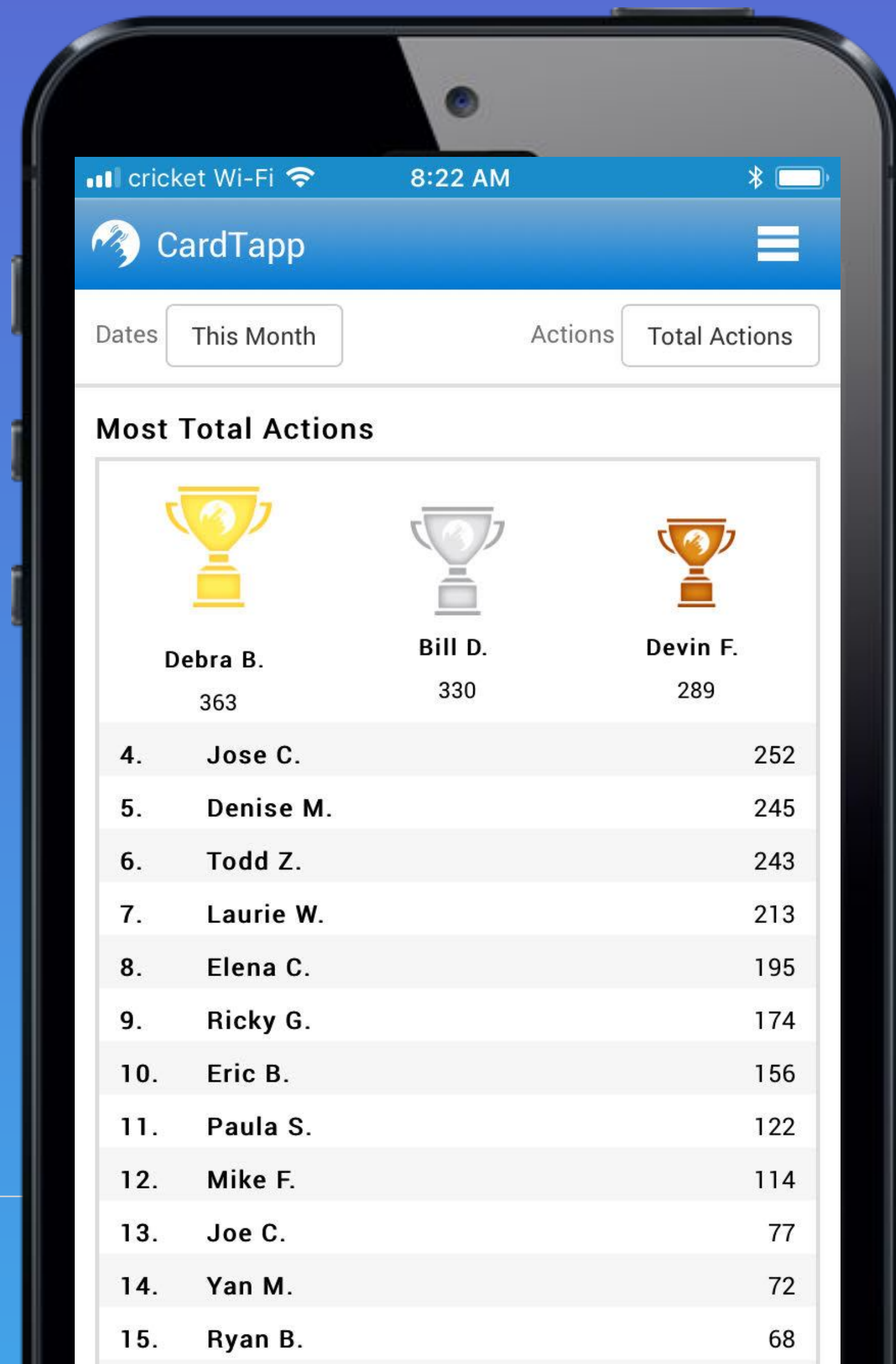
Advanced Integration Platform

- Cardtapp can insert Prospect data into 60+ CRM and marketing automation systems
- Bi-directional sync capabilities with granular data exchange supported for many systems
- API-driven connectivity and workflow



Team Gamification

- Gamification for Agent adoption
- Encourage competition with rankings



Management Dashboard

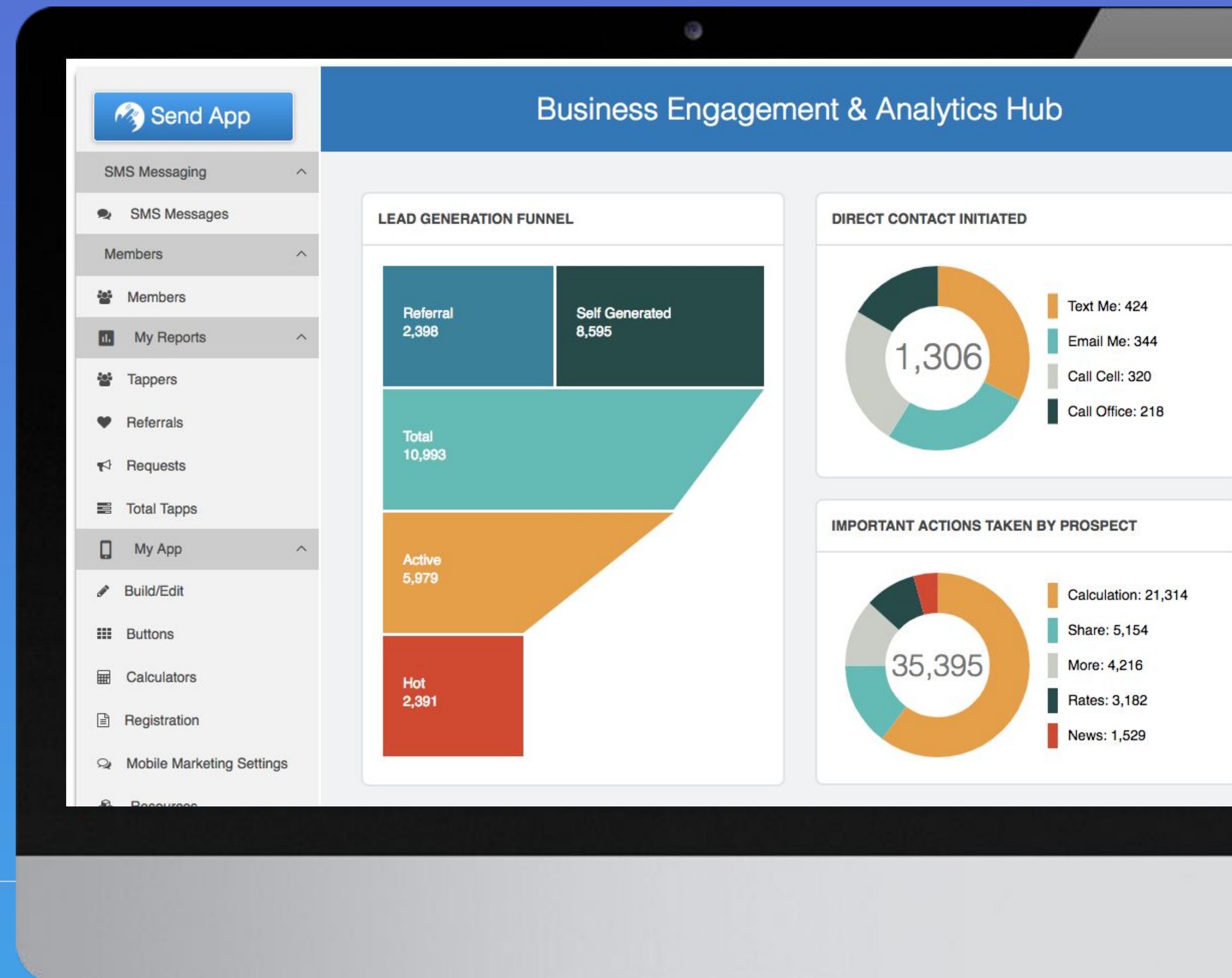
- Administration dashboard provides full visibility into Agent and Prospect behavior
- Delegated access to user accounts
- Role-based user access control

The screenshot displays the Cardtapp Management Dashboard. At the top, the Cardtapp logo is on the left, and the app link 'http://ctfloor.cardtapp.com' is on the right. The dashboard features four large summary statistics: 5647 Tappers, 1284 Referrals, 92 Requests, and 37380 Total Tapps. Below these is a 'Members' section with a table listing user details. The table includes columns for Login As User, Subdomain, Tappers, Total Tapps, Requests, Referrals, User Type, and Last Sign In. A sidebar on the left contains navigation options like 'Send App', 'My Reports', 'Tappers', 'Referrals', 'Requests', 'Total Tapps', 'My App', 'Build/Edit', 'Pages', 'Buttons', 'Calculators', 'Registration', 'Text/SMS', 'Resources', 'Account', and 'Manage Account'.

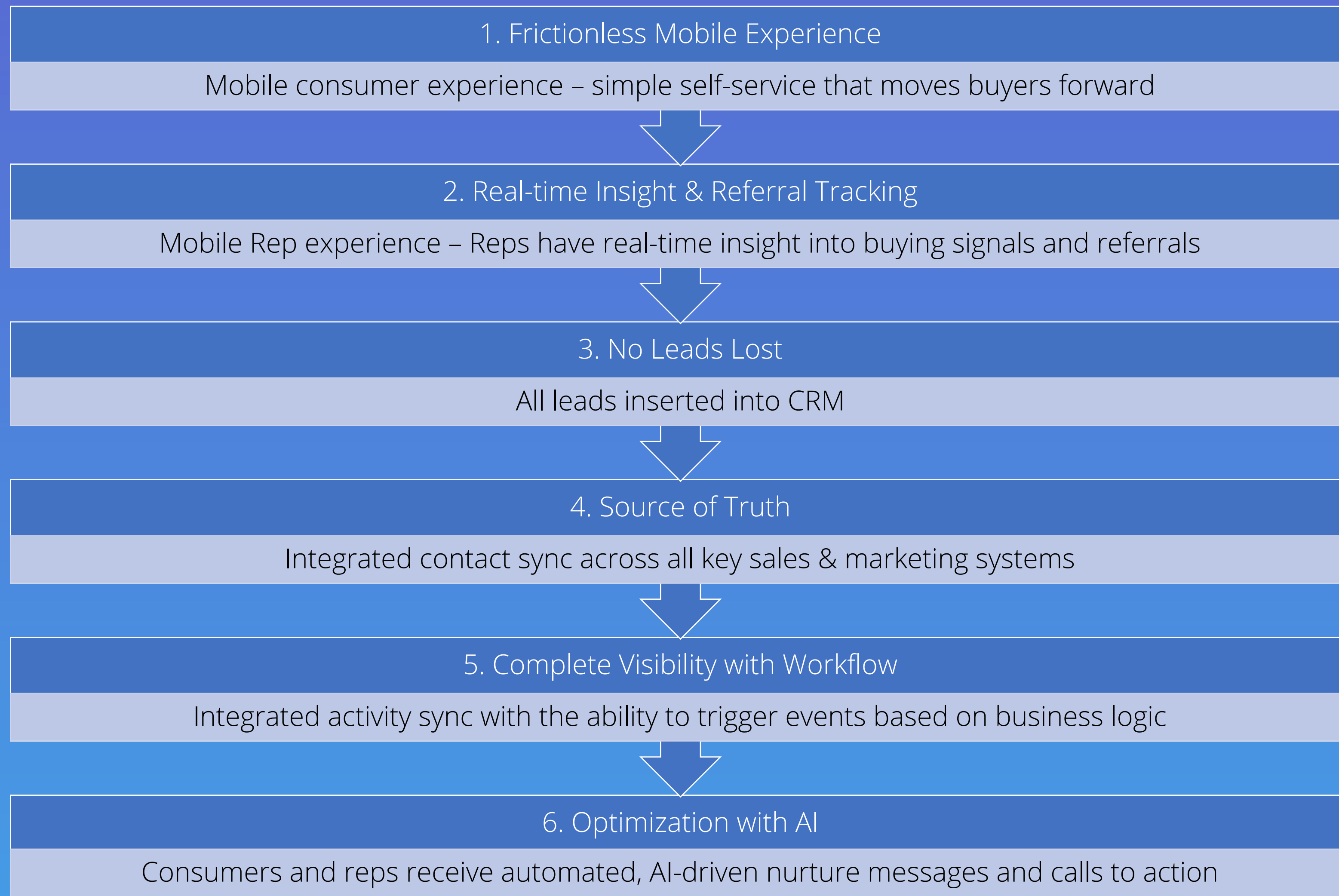
Login As User	Subdomain	Tappers	Total Tapps	Requests	Referrals	User Type	Last Sign In
Tyler Williams	twilliams	200	1497	10	194	Member	3/6/2017
Trevor Harris	trevorharris	149	1493	5	26	Member	3/6/2017
Sales Admin	salesadmin	4	0	0	0	Sales Admin	3/6/2017
Reid	rfredrickson	18	131	0	1	Sales Admin	3/1/2017
Mike del Fierro	mike	201	1298	2	32	Member	3/3/2017
Marc Alteio	malteio	139	885	2	17	Member	3/6/2017
Mackenzie Keizur	mkeizur	83	686	1	4	Member	10/4/2016
KC McNamara	kcmnamara	238	1739	8	47	Member	3/6/2017
K. Troy Howard	kthoward	335	1623	4	56	Sales	3/6/2017
Julie Broadwell	jbroadwell	182	834	0	4	Member	3/6/2017

Analytics

Funnel-based account analytics provide insights to drive optimization of sales and marketing processes



Enterprise Maturity Model for Mobile Prospect Engagement and Conversion Optimization





Ready for CardTapp

You have...

- A modern, cloud-based CRM system
- A strategic focus on the Consumer buying experience, including one or more leaders who “own” this
- A growth strategy that encompasses both marketing and sales
- A reliable 2-way communication channel with your Agent population to support adoption and feedback



Thank You!