

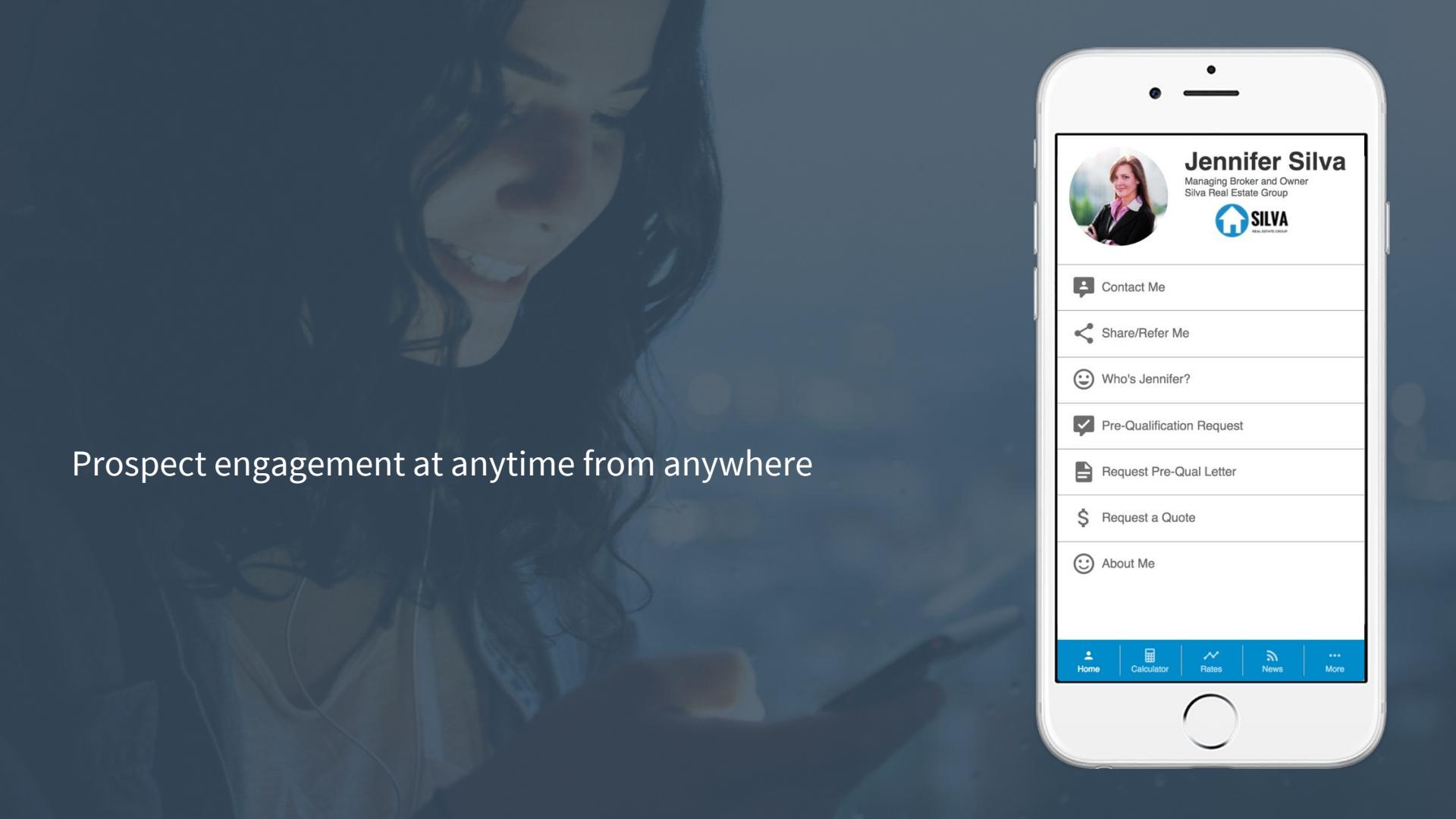
THE CARDTAPP DIFFERENCE

Create a Better Buying Experience

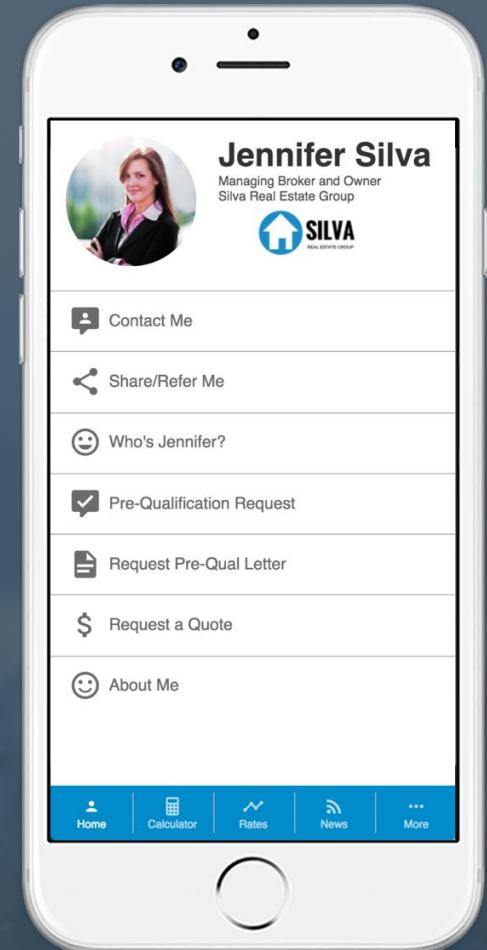
Leverage Real-Time Buying Signals

Manage Team Productivity

Grow Top-of-Funnel & Increase Conversions



Prospect engagement at anytime from anywhere

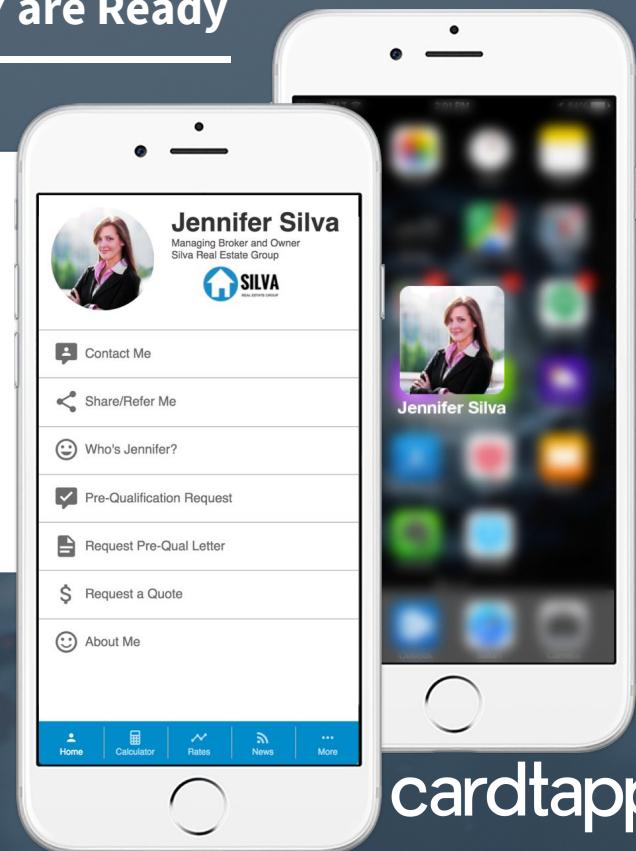


TOP OF MIND MOBILE MARKETING

Anytime, Anywhere, Whenever THEY are Ready

Features:

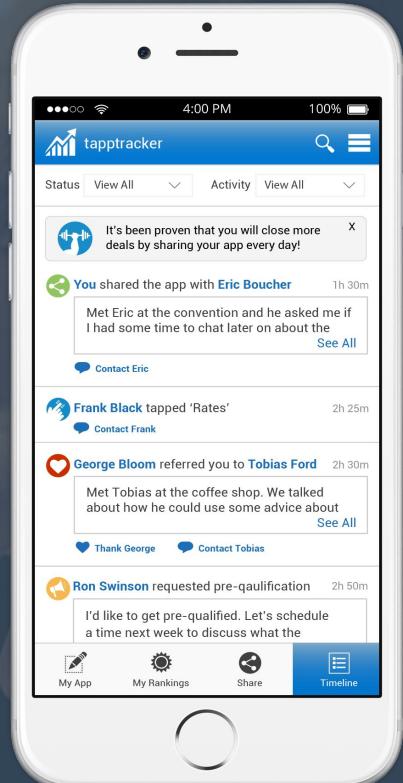
- Easy to install from text message; lightweight footprint
- Simple navigation to relevant information
- Useful tools at the ready (e.g. calculators, search, etc.)
- Latest news and updates (e.g. rates, blogs, etc.)
- Direct access to their rep for questions
- Easy to share (refer) app with others



cardtapp™

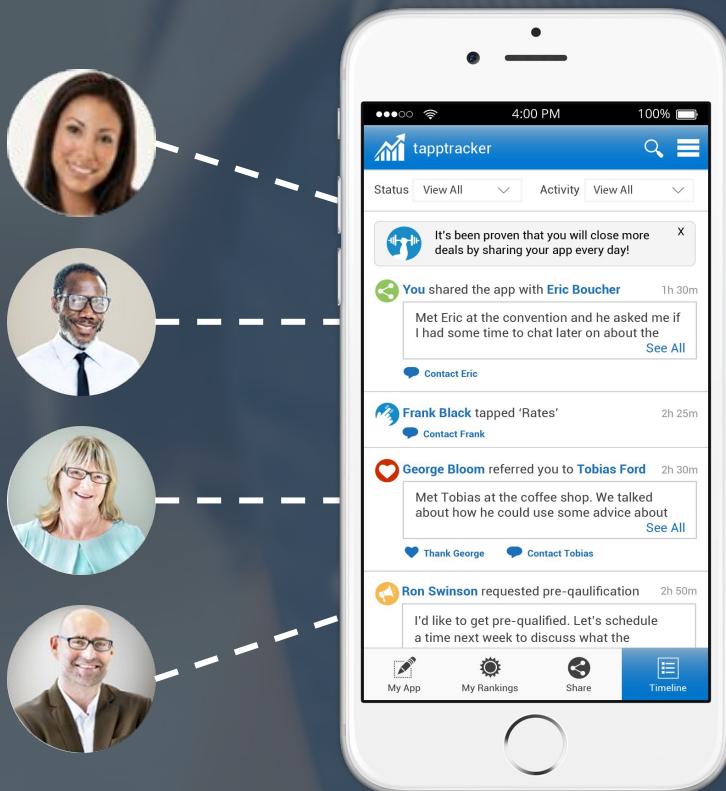
Real-Time Buying Signals

Minimize Missed Opportunities



TAPP TRACKER

Surfacing Hot Leads



Features:

- Every share captures lead's name and number
- Insight into prospect's topics of interest
- Notifications on user engagements with app
- Notes from referrers on readiness of lead

“If I had known that this was out there 10 years ago, I think my business would be much, much larger.”

-Josh H.

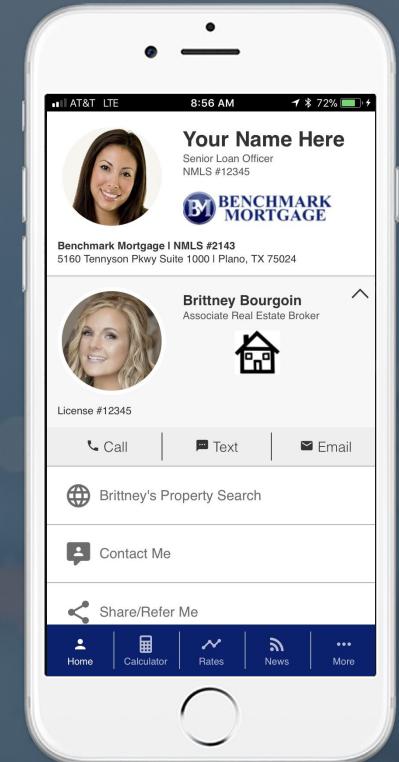
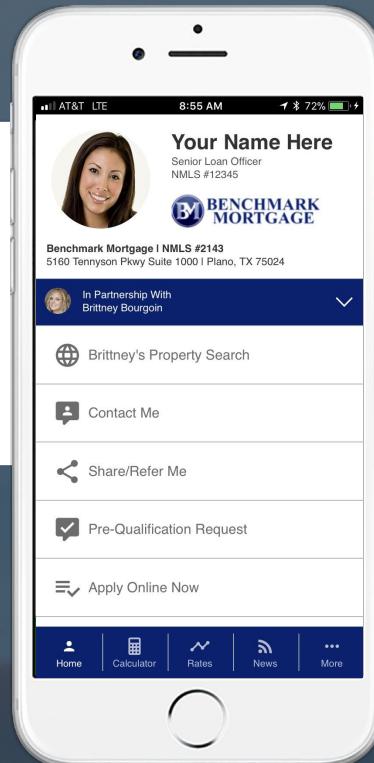


CO-BRANDING

with agents and referral partners

Advantages:

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

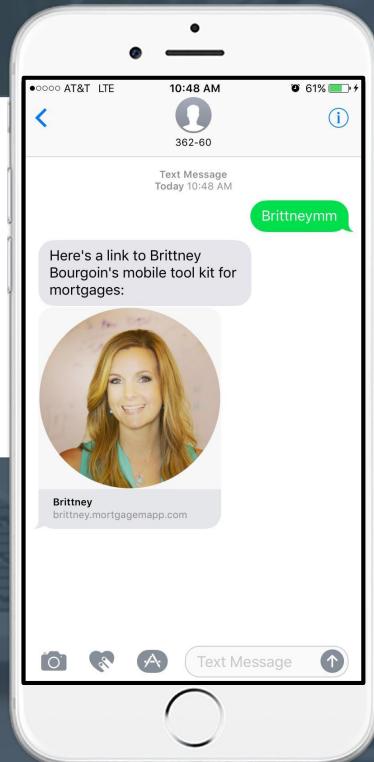


EASY TEXT

for easy mass distribution of the app

Advantages:

- 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!

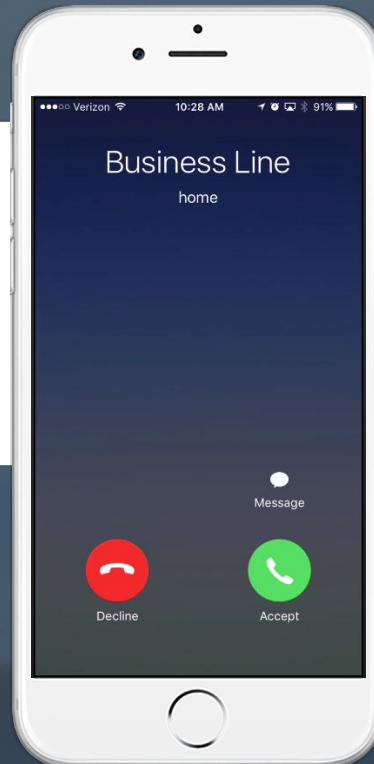
TEXT
Dana
TO
36260

BUSINESS LINE

for an extra level of professionalism

Advantages:

- You don't have to give out your personal cell number
- Keep the convenience of using your own personal mobile device
- Use this number for voice calls or... SMS!



SMS MARKETING

for engaging your prospects, customers, and referral partners

Advantages:

- 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



Maximize Team Productivity

Management Through Insight

ACTIVITY DASHBOARD

For Sales Managers

Features:

- Access to every rep's app activity
- Verify salesperson's effectiveness
- See what content is most compelling
- Ensure brand compliance
- Identify poor performers

“The dash helps me understand [my reps] day-to-day better so I can coach and manage them to their full potential.”
-Jesse R., sales manager

The dashboard features a top navigation bar with 'Your App Link: http://ctfloor.cardtapp.com', 'Tour', 'Help', 'Account', and a search bar. Below is a summary section with four large numbers: 5647 (Tappers), 1284 (Referrals), 92 (Requests), and 37380 (Total Taps). A 'Members' section lists 23 users with their activity metrics. A 'Sharing leaderboard: Mar 2017' table shows user names, teams, and shares. A 'Selected end user survey comments' table is also present.

| Submitted | Rating (0-10) | Comment |
|-----------|---------------|--------------------|
| 2/27/2017 | 10 | Accessibility |
| 3/1/2017 | 10 | Detail |
| 04/2017 | 10 | Easily accessible. |
| 08/2017 | 10 | Smiling face |

| User | Team | Shares Mar 2017 |
|---------|------|-----------------|
| Ken | East | 49 |
| Mary | East | 47 |
| Jan | West | 38 |
| Michael | East | 37 |
| Lisa | West | 31 |
| Susan | West | 29 |
| David | East | 26 |
| Melinda | West | 24 |

Grow Top-of-Funnel & Increase Conversions

Real Financial Impact

CRM INTEGRATION

Lead Insertion and Visibility



Features:

- Automatically create new leads in CRM system
- Every lead includes phone number
- No manual entry from reps
- Implement referral programs through CRM system
- Ensure lead continuity
- Improve management reporting

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THANK YOU!

CardTapp Sales Productivity Tools
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