PeopleVine

OVERVIEW DECK • Q3 2016

IF YOU'RE LIKE US, THEN YOU'RE OVER USING ALL THESE PROGRAMS JUST TO GET TO KNOW YOUR CUSTOMER.

IN THIS NEW AGE OF THE CUSTOMER ITS ABOUT THEM.

WE GOT YOUR BACKEND.

PeopleVine

A NEW KIND OF SOFTWARE FOR THE AGE OF THE CUSTOMER

PEOPLEVINE PROVIDES OVER 60 EXPERIENCES, READY OUT OF THE BOX, TO ENGAGE WITH YOUR CUSTOMER. WE PROVIDE THE TOOLS, REPORTS, MY ACCOUNT, API AND DATA TO SUPPORT YOUR BUSINESS AT EVERY TOUCHPOINT.

A SINGLE PLATFORM FOR MARKETING, SALES AND OPERATIONS, PEOPLEVINE GIVES YOU THE TOOLS TO ENGAGE WITH YOUR CUSTOMER IN REAL TIME, WHILE BUILDING RICH PROFILES FOR TARGETED MARKETING.

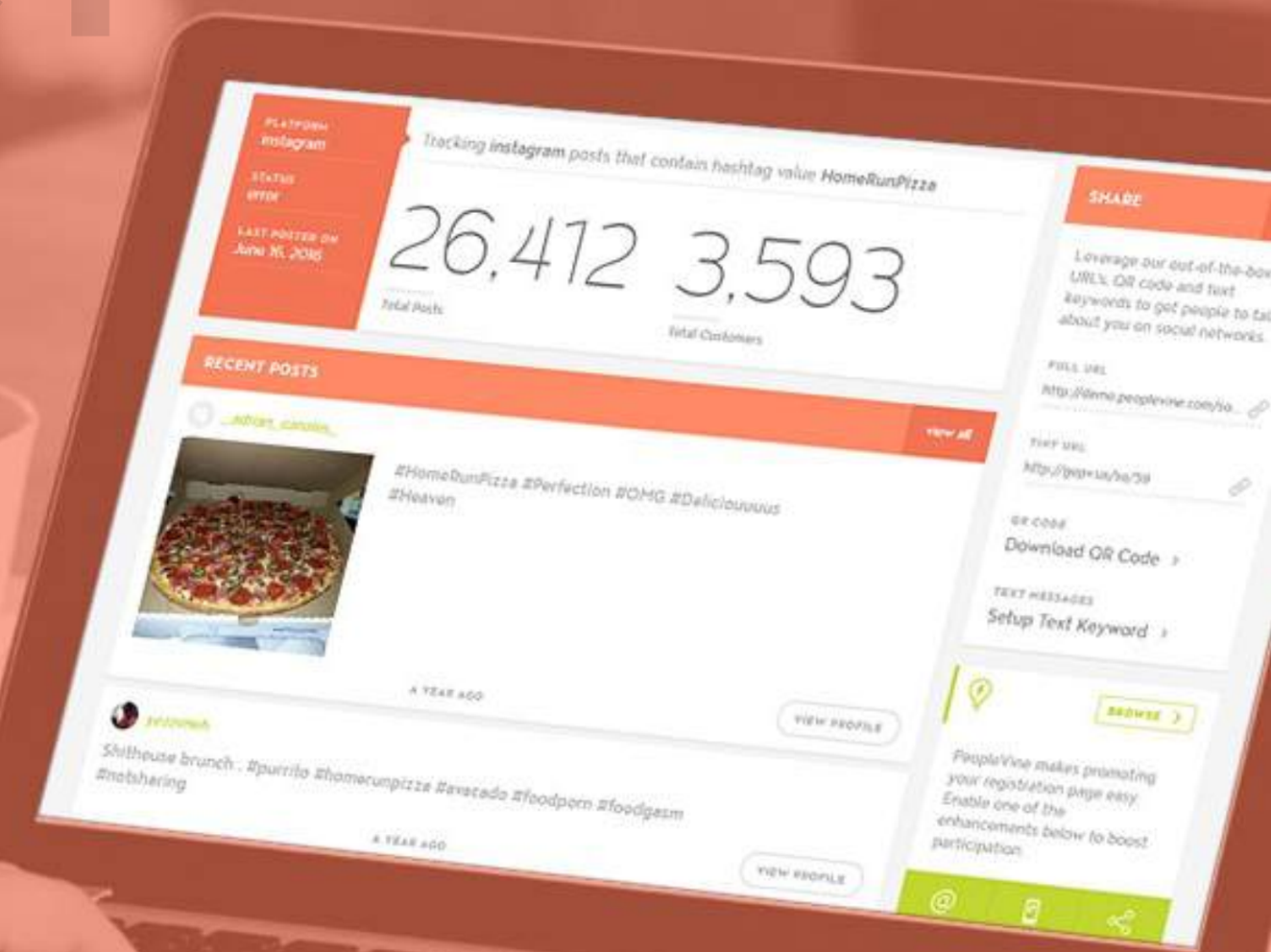
PEOPLE

Connect to, learn about, and build better relationships with your customers via PeopleVine CRM. Track all your interactions in one dashboard and engage further without ever leaving the platform.

BUILD STRONGER RELATIONSHIPS

CONNECT

Communicating with your customers is the most impactful way to build a connection. PeopleVine gives you the tools to build more touch points with your audience both online and in person.



EMAIL TO SEGMENTED AUDIENCES

COMMUNICATE THROUGH TEXT MESSAGING

SETUP AUTO REPLIES

POST TO SOCIAL

TRACK BRAND REACH ON SOCIAL

ENGAGE

Engaging your customer in an informed way creates loyalty. PeopleVine gives you the tools to capture demographic, behavioral and transactional data, allowing you to identify your most engaged and loyal customers. This provides insights that lead to even more personalized engagement.

BUILD WEBSITES & LANDING PAGES

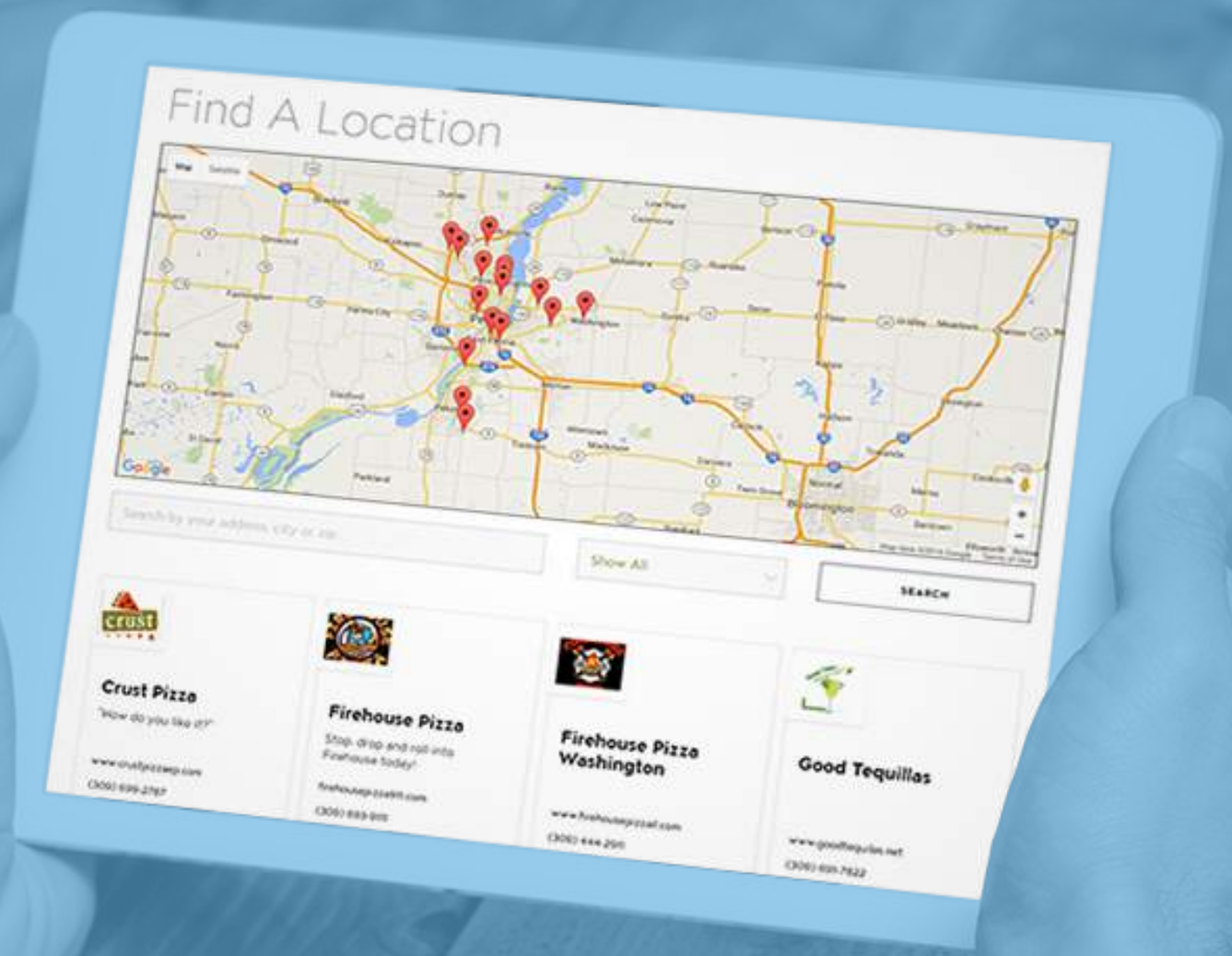
CAPTURE DATA WITH ONLINE FORMS

GET REVIEWS & FEEDBACK

ENGAGE THROUGH CONTESTS

TRANSACT

Transacting with your customer effortlessly, creates a better experience and increases value. PeopleVine enables you to manage revenue generating aspects of your business or program.



LAUNCH E-COMMERCE

SELL TICKETS & MANAGE EVENTS

SCHEDULE APPOINTMENTS & BOOK RESERVATIONS

PRODUCT LOCATOR & MEMBER DIRECTORY

MANAGE RECURRING BILLING

REWARD

Rewarding is key to building a loving relationship between you and your customers. PeopleVine helps you reward in more ways than any other platform. Leverage our loyalty and rewards component to encourage your customers to engage further with your brand. Then send them an offer as they achieve their goals.

REWARD & LOYALTY PROGRAMS

MANAGE ONLINE MEMBER REGISTRATIONS

REWARD WITH SPECIAL OFFERS

BRANDS & AGENCIES

GROWING ON THE VINE

ROSATI'S
Authentic Chicago
PIZZA

Chick-fil-A

avionos

zipcar

Phil Stefani
SIGNATURE RESTAURANTS

DIFFA
DESIGN
INDUSTRIES
FOUNDATION
FIGHTING
AIDS

MDRNmethods

Mamba

1871

avanse

JACKSON GRAY 3
INCORPORATED

Tuscany

OHi

BRANDING

CHROME
city

LIVE NATION

MHUB

EAR GROUND

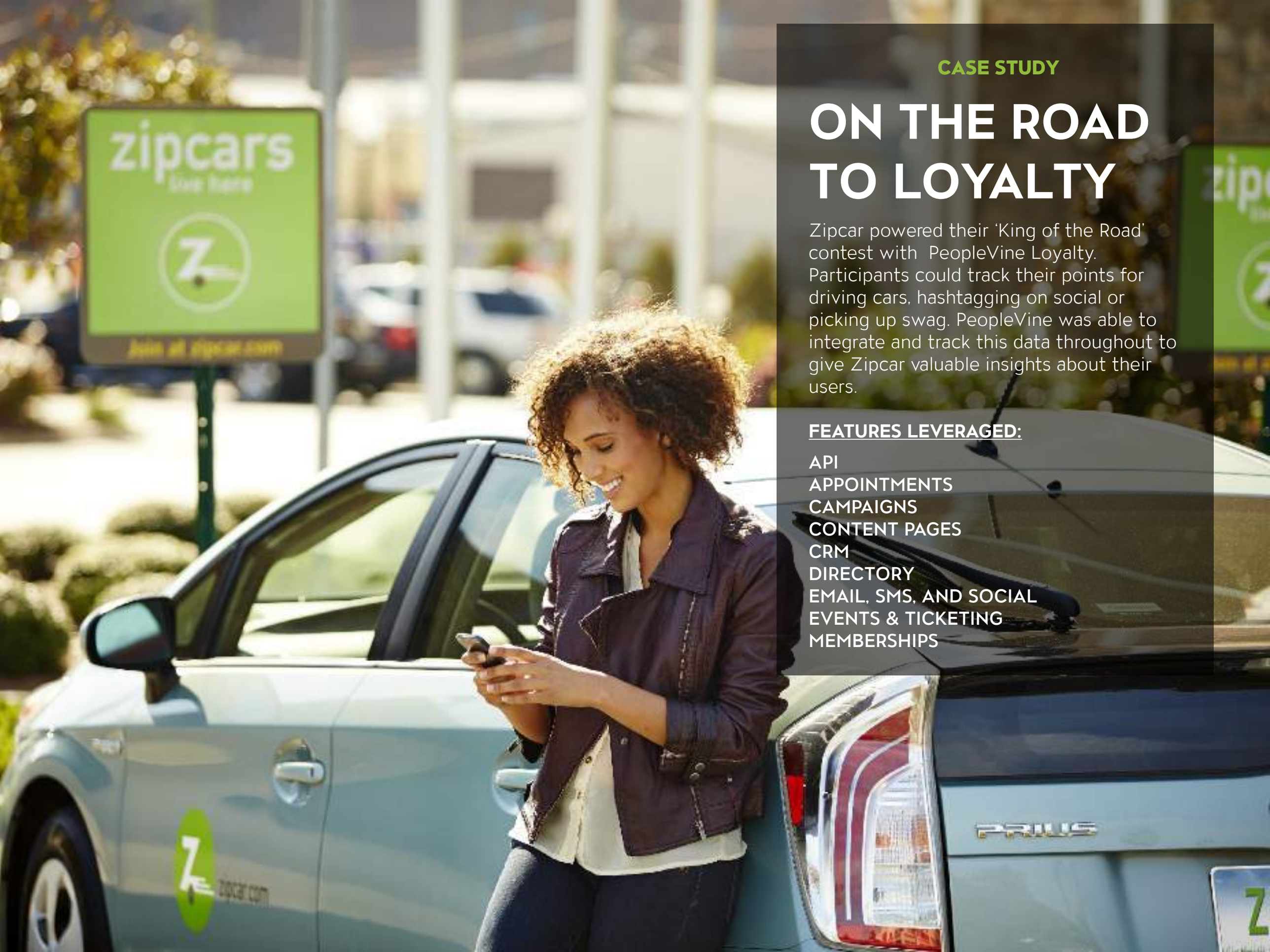
CASE STUDY

POWERING MEMBER EXPERIENCES

1871 chose PeopleVine to improve and simplify their member's experience with booking rooms, events, workshops, the member directory and more.

FEATURES LEVERAGED:

API
APPOINTMENTS
CAMPAIGNS
CONTENT PAGES
CRM
DIRECTORY
EMAIL, SMS, AND SOCIAL
EVENTS & TICKETING
MEMBERSHIPS
ONLINE FORMS
RECURRING BILLING



CASE STUDY

ON THE ROAD TO LOYALTY

Zipcar powered their 'King of the Road' contest with PeopleVine Loyalty. Participants could track their points for driving cars, hashtagging on social or picking up swag. PeopleVine was able to integrate and track this data throughout to give Zipcar valuable insights about their users.

FEATURES LEVERAGED:

API
APPOINTMENTS
CAMPAIGNS
CONTENT PAGES
CRM
DIRECTORY
EMAIL, SMS, AND SOCIAL
EVENTS & TICKETING
MEMBERSHIPS

CASE STUDY

CAPITALIZING OFF-SEASON

Jermichael Finley chose the PeopleVine Content Pages to build and power his website and sell tickets to his training camps during his off-season.

FEATURES LEVERAGED:

APPOINTMENTS
CONTENT PAGES
CRM
EMAIL, SMS, AND SOCIAL
EVENTS & TICKETING
ONLINE FORMS

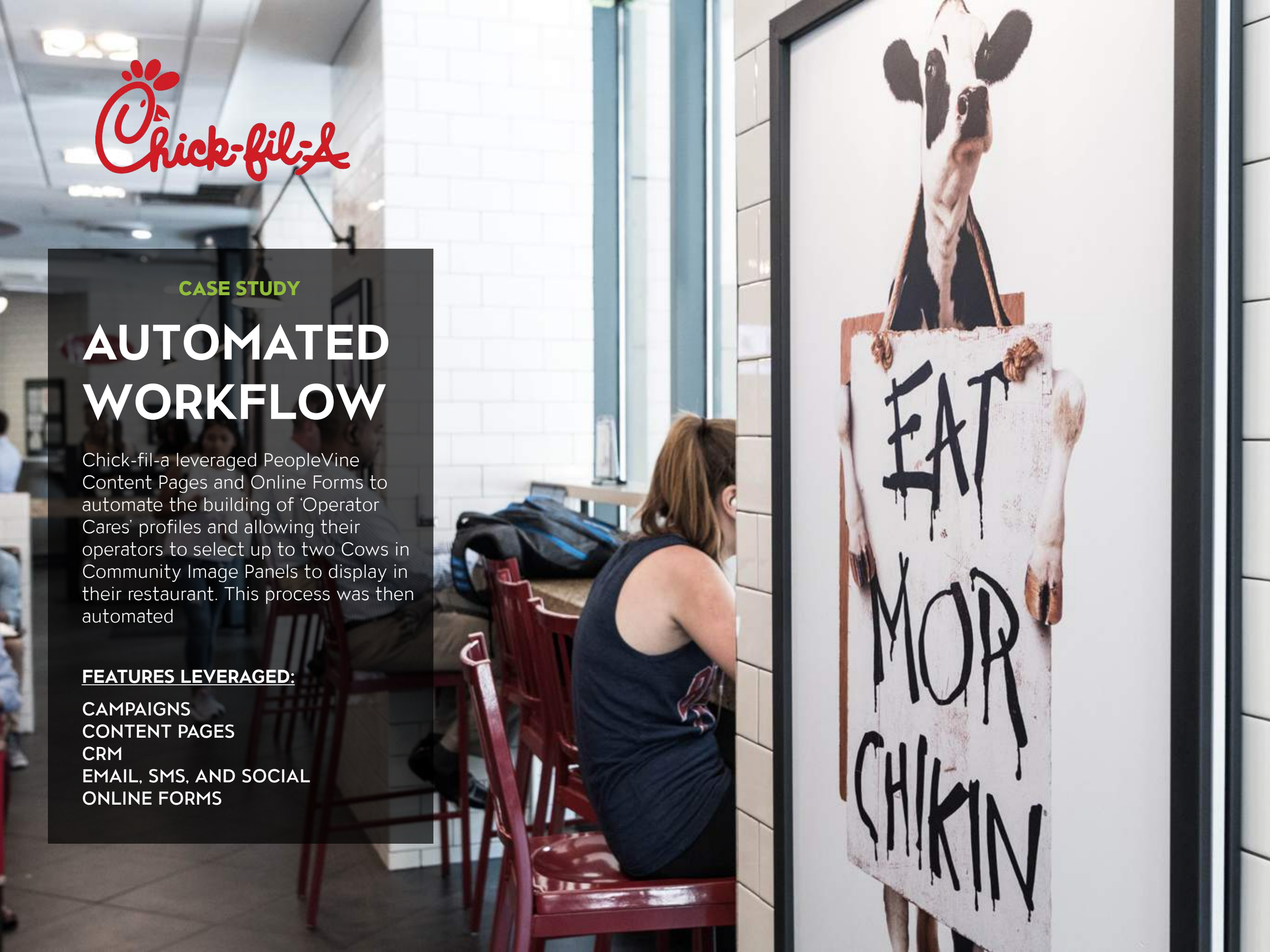
CASE STUDY

GOING DEEPER THAN DEEP DISH

Rosati's Pizza leverage PeopleVine's Scratch-Off contest to learn more about their customers. They gave away prizes from free pizza to Chicago Cubs tickets to even a trip to Naples, Italy just for playing, and ensured that everyone got an offer to redeem at their local Rosati's Pizza.

FEATURES LEVERAGED:

CONTESTS
CRM
DIGITAL OFFERS
ONLINE FORMS



CASE STUDY

AUTOMATED WORKFLOW

Chick-fil-a leveraged PeopleVine Content Pages and Online Forms to automate the building of 'Operator Cares' profiles and allowing their operators to select up to two Cows in Community Image Panels to display in their restaurant. This process was then automated

FEATURES LEVERAGED:

CAMPAIGNS
CONTENT PAGES
CRM
EMAIL, SMS, AND SOCIAL
ONLINE FORMS

LIVE NATION + Mamba

CASE STUDY

REWARDING THEIR FANS

Both Live Nation and Mamba Fruit Chews launched a series of campaigns through PeopleVine in an effort to further engage and learn about their customers. Including a scratch-off contest, sweepstakes, voting platform and content page.

FEATURES LEVERAGED:

CONTENT PAGES
CONTESTS
CRM
DIGITAL OFFERS
EMAIL, SMS, AND SOCIAL
ONLINE FORMS
REVIEWS & FEEDBACK

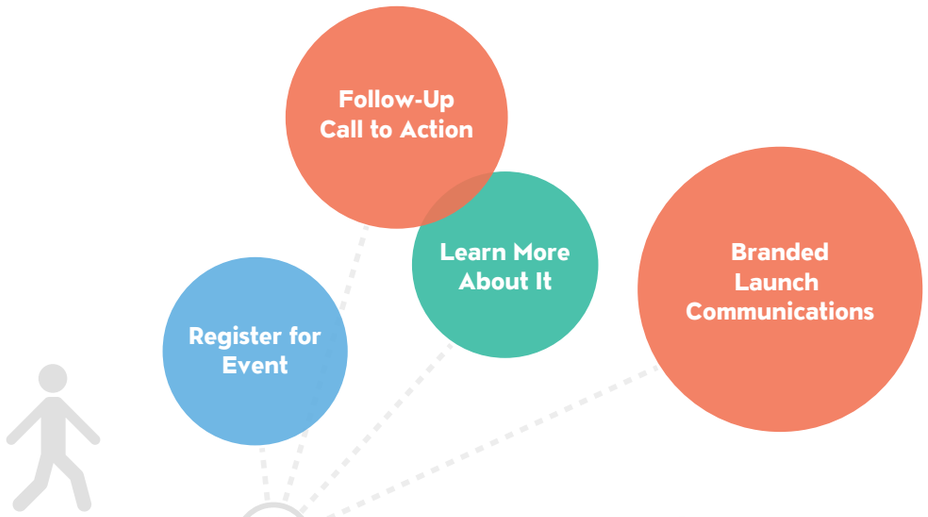
NOW IT'S YOUR TURN TO
CONNECT, ENGAGE AND TRANSACT
WITH YOUR CUSTOMER
BEFORE, DURING AND AFTER
IN-PERSON AND ONLINE EXPERIENCES.

START YOUR JOURNEY HERE

Before...

- Send them an invitation to attend a targeted event.
- They register and are dripped with more content before the event.

This is an opportunity to engage and make them excited about the event while capturing relevant data to further segment and customize the experience.



During...

- A series of touchpoints the second they walk in.
- Drip information and prompt for unique opportunities.

Once they're at the experience, keep them engaged and interacting through out the event. It's an opportunity to ensure they have the best experience.

After...

- Capture feedback to improve future experiences and to further segment.
- Send follow up opportunities to re-engage and encourage social.

Don't let the experience end, leverage PeopleVine to ensure the relationship stays active through continuous engagement.

FEATURES:

- PEOPLE (CRM)
- COMMERCE
- BILLING
- EVENTS
- SCHEDULERS
- DIRECTORY
- LOYALTY
- OFFERS
- MEMBERSHIPS
- CONTENT
- SURVEYS
- CONTESTS
- REVIEWS
- NEWSLETTERS
- SMS
- SOCIAL
- CAMPAIGNS
- KEYWORDS

CRM

One Customer View

At the core of the platform, PeopleVine CRM tracks every interaction your customers have with your brand both online, in-line and on social. PeopleVine is the only platform to give you real-time visibility of every interaction across over 60 touch points while providing you the tools to build and manage your relationship. No longer do you need to import and export data just to send a newsletter; having everything integrated gives you this data readily available at your fingertips.

Every Interaction Tracked In One Location

PeopleVine brings together over 20 TouchPoints to provide you with a real-time view of how your customer's are interacting with you. From page views to opened newsletters to completed surveys, it's all visible on a single customer.

Smarter Targeted Marketing

With PeopleVine's attribute and tracking engine, you can leverage real-time data to send targeted marketing to your customers. Simply segment your recipient list with nearly 20 different TouchPoints to send messaging that is relevant every time.

Tracked Across Every Device

With roaming profiles, popular in today's latest browsers, we're able to track your customer across their desktop, tablet and phone, to ensure a single profile for every interaction.

COMMUNICATION

Communicate with Customers

PeopleVine provides a suite of tools to share your message across the channel your customer prefers. Give the people what they want, where they want it—stronger, more sustainable engagement will follow.

Send Targeted Messages

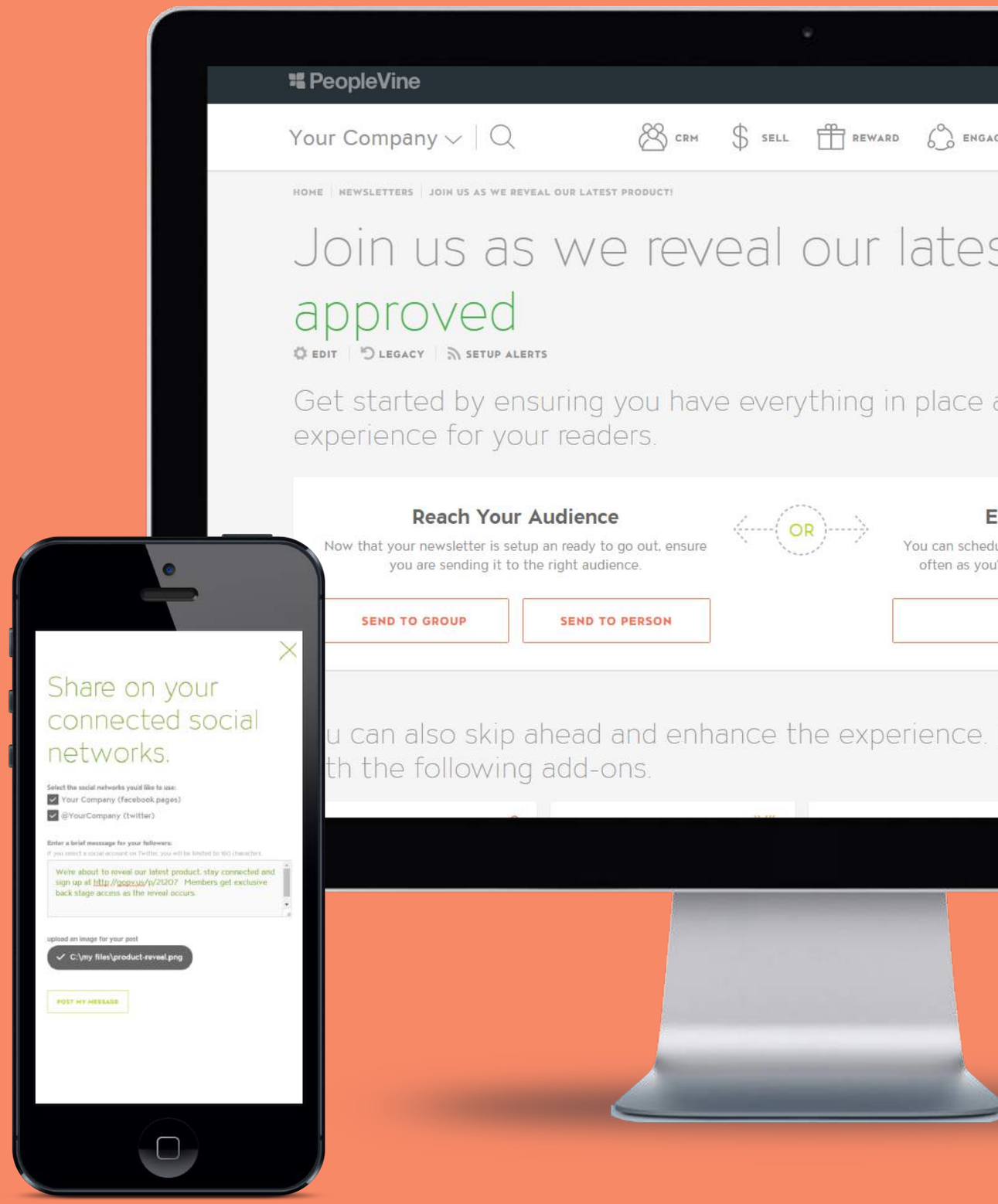
Every TouchPoint, every tagged attribute, every interaction is an opportunity to send targeted messaging directly to your customers. Combine them together to create a more personalized experience.

The Power of a Keyword

With PeopleVine's Keyword Engine, we can automatically reply, forward, post or engage further based on a specific keyword (or combination) across SMS and Twitter.

One Platform Any Message

We are the only platform that allows you to communicate with your customers across e-mail, SMS and social networks, based on their preferred means or the channel they respond to the most.



CAMPAIGNS

Automatic Communication

Use PeopleVine's Campaign engine to automate and streamline your engagement efforts. We make it simple to send automatic follow-ups and notifications, keeping you in contact with customers at just the right times.

Automate Continuous Engagement With Campaigns

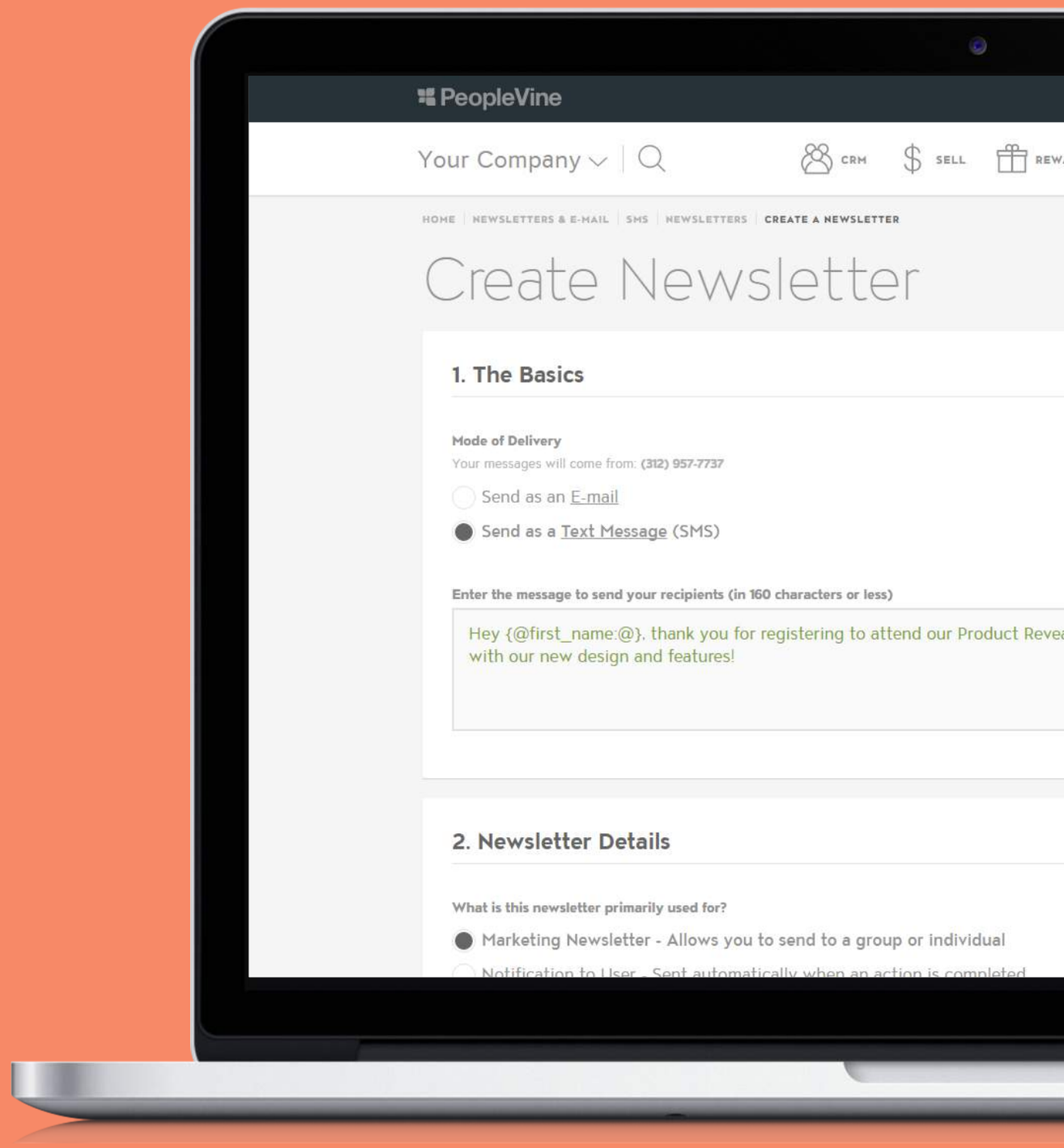
PeopleVine provides several campaign engines that empower you to continuously engage with your customers based on a specific date, attribute, interaction or lack thereof. Couple them together to ensure the customer is never forgotten.

Campaigns Can Reach Users Across E-Mail, SMS And Even Via Tweets

PeopleVine has built the only platform that enables you to send out automatic campaign messages across e-mail, SMS or tweet in order to reach your customer on the deice they use most often.

Timely Automation Is Key To A Lasting Relationship

Campaign messaging can be triggered to send out instantly upon interaction with the customer, for example upon booking an appointment or it can be more timely to be sent say 1 hour after they use their membership card.



WEBSITES & LANDING PAGES

Your Website Evolved

Our full-featured CMS manages your web content and allows you to build engaging landing pages. Launch an extension to your existing site, a new micro site, or build your entire web presence with PeopleVine's out of the box CMS tools.

Build & Manage your Website

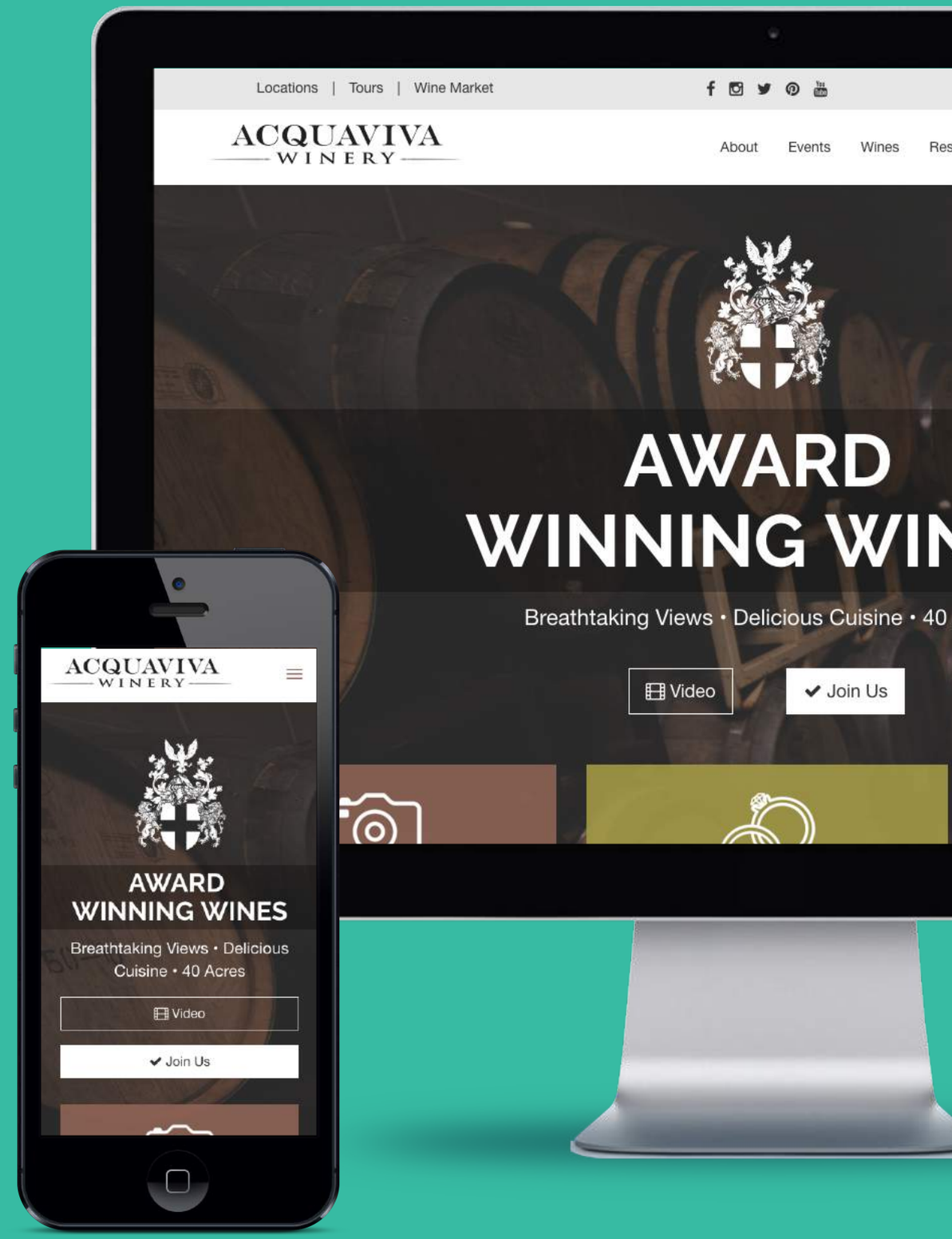
PeopleVine provides over 60 pages that are ready out of the box, so you can launch your web site in less time with little coding. Upload your existing HTML files or leverage PeopleVine templates to create stunning web pages with ease.

Your Domain, Brand & Experience

PeopleVine's tools ensure each out of the box page takes on the domain name as well as the look and feel of your current website. Add the power of PeopleVine to your website while maintaining your current brand experience.

Templates for Easy Management

Within PeopleVine's CMS you can build dynamic templates that make it easy for your team to update a page's content without knowing HTML or worrying about a page breaking.



CONSUMER FEEDBACK

Learn From Your Customers

With PeopleVine Forms and PeopleVine Ratings & Reviews feature you can create custom forms to capture client information and feedback. Each answer is a new opportunity for targeted marketing or product improvement.

Captive Landing Pages

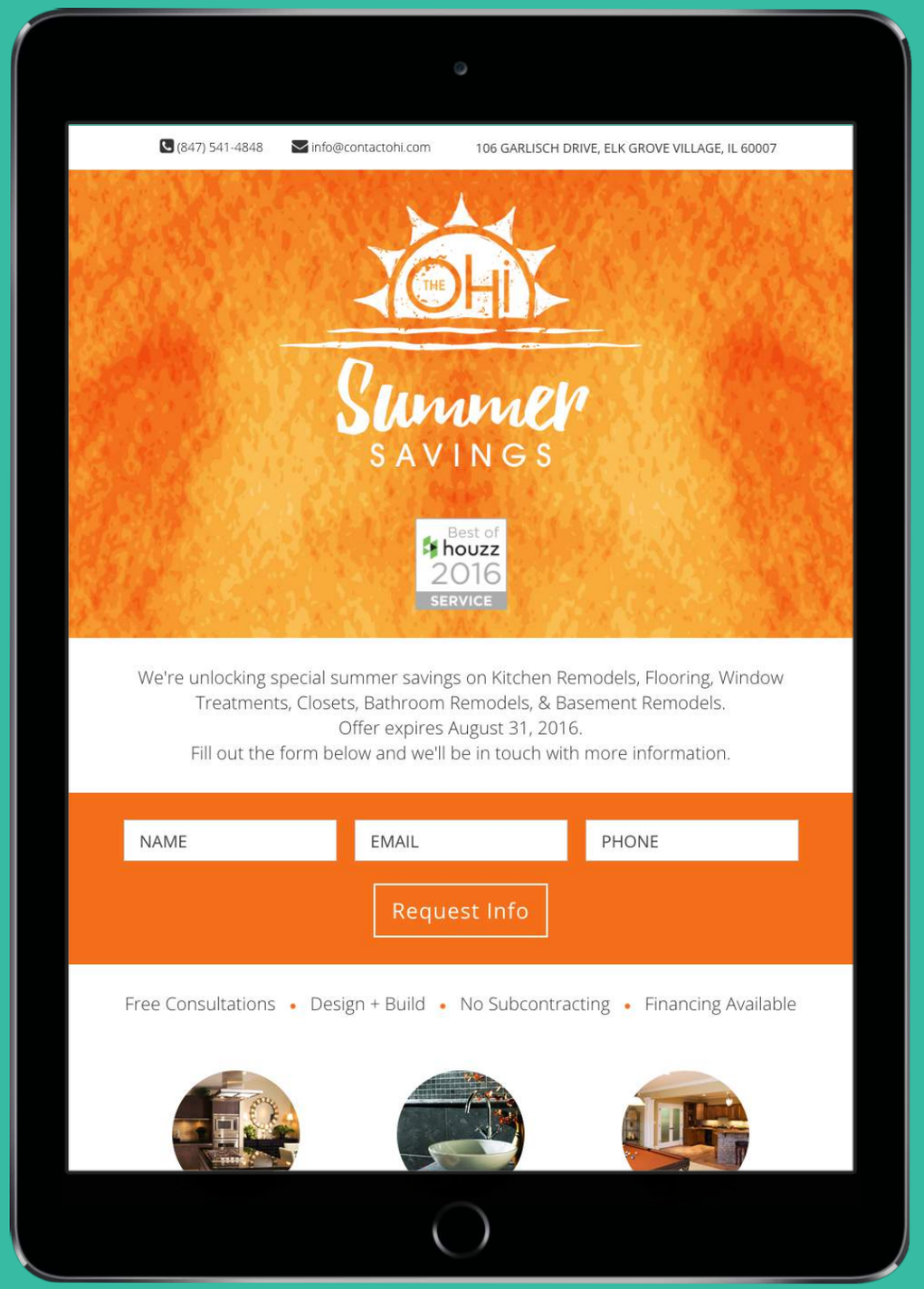
Build a landing page in PeopleVine and attach a survey/ form to capture information from your visitor. Leverage their responses to segment or kick off a campaign.

Learn More With Every TouchPoint

PeopleVine Survey/Forms can be attached to other tools in PeopleVine in an effort to learn more when they sign up, learn and engage.

Leverage The Data

Every answer is another opportunity to segment and target your marketing, so make sure you ask the right questions to help you achieve your results.



CONTESTS

Create Winners

Create enticing online contests with PeopleVine. We supply all the tools you need to create, promote, regulate, monitor, and select winners for engaging customer contests.

Quickest Way To Capture Leads

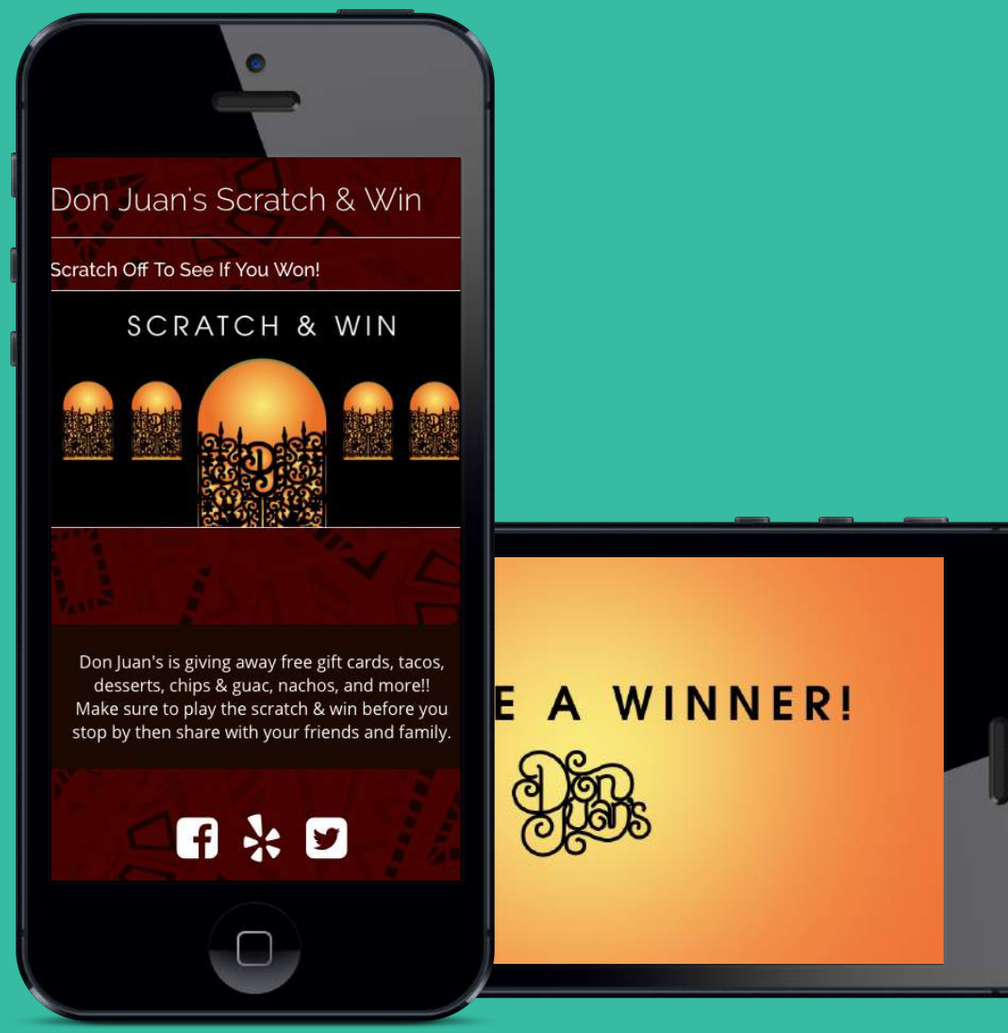
Create an enticing prize for your customers and they'll be willing to tell you their preferences, where they live and so much more for a chance to win. Increase the prizes offered to keep them engaged on a continual basis.

Sweepstakes, Scratch-Offs And Competitions

Launch an interactive contest in a matter of minutes with PeopleVine Contests. Whether it's a simple sweepstakes for a chance to win, an engaging scratch off and win contest with prizes or a loyalty contest to create competition amongst your most loyal customers; PeopleVine manages every entry.

A Plethora Of Data Captured

PeopleVine Contests are a great way to build your database and learn about your customers. From registering to being rewarded prizes, you will be amazed at the type of data captured.



COMMERCE

Start Selling in Seconds

PeopleVine provides all the tools you need to set up shop online. Add your products, payment options, and shipping settings and we'll handle the rest. An out of the box and easy to brand online marketplace is at your fingertips.

Turn-Key E-commerce

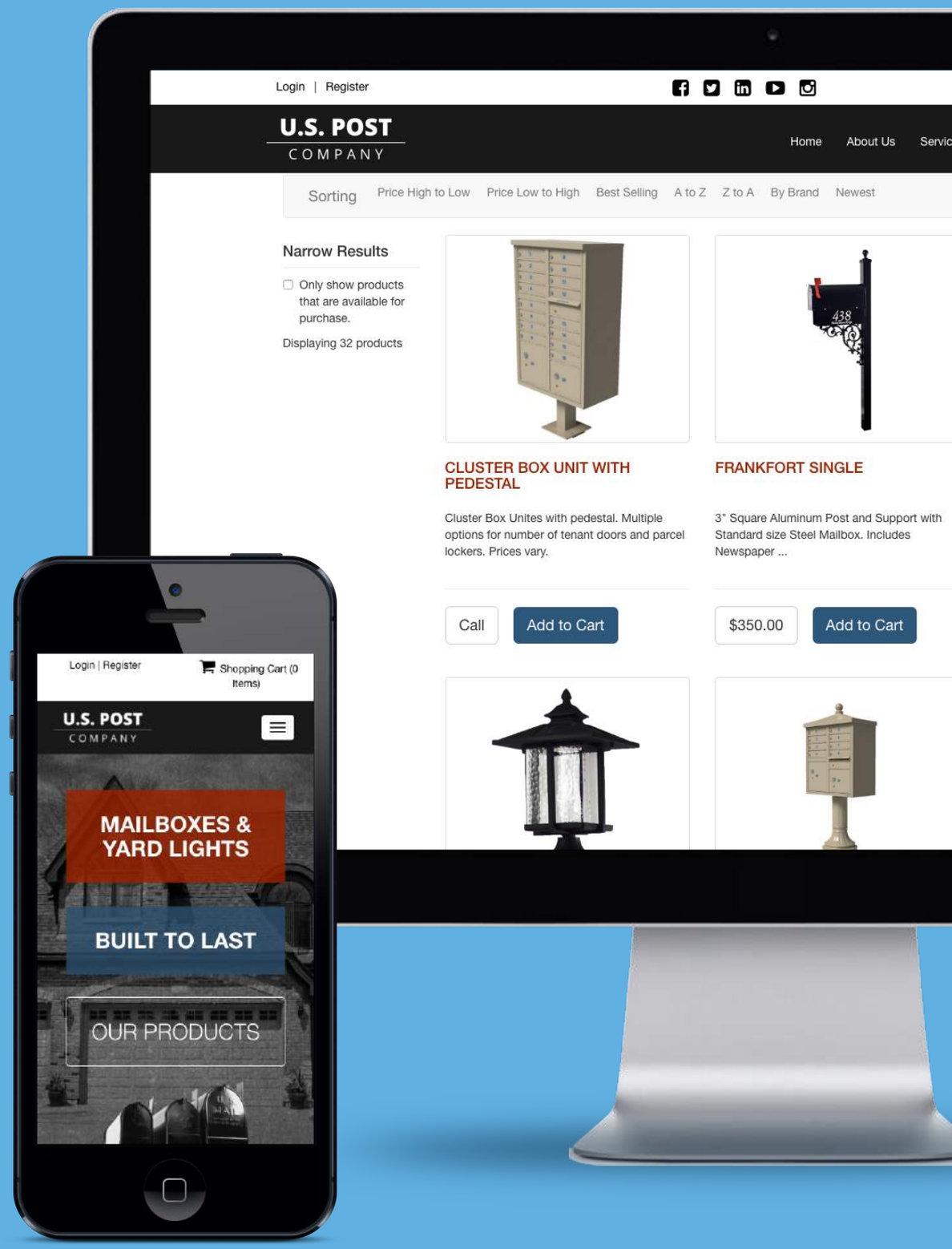
We've made it easy to launch an eCommerce web site with PeopleVine. Simply add your products (one by one or import via a spreadsheet), select your featured products and you're web site is now ready to take orders!

Real-Time Inventory

Whether you're stock is sitting in your back room or spread across warehouses nationwide, PeopleVine's pulling logic ensures the most optimal route for pick, pack and ship.

Full POS Interface

Whether you're selling online or in your store, PeopleVine provides you with the tools to run your entire business, marketing and loyalty all from a single platform.



EVENTS & TICKETING

Fill More Seats

Why use a standalone tool when you can manage events from the same place you track and engage with your customers? PeopleVine provides all the tools you need to schedule and promote events, invite attendees, manage ticketing, and keep in touch afterwards. Take advantage of our turn-key options for everything from Save the Dates to RSVPs. PeopleVine's Events & Ticketing feature is the future of hosting engaging events.

RSVP Or Buy Tickets

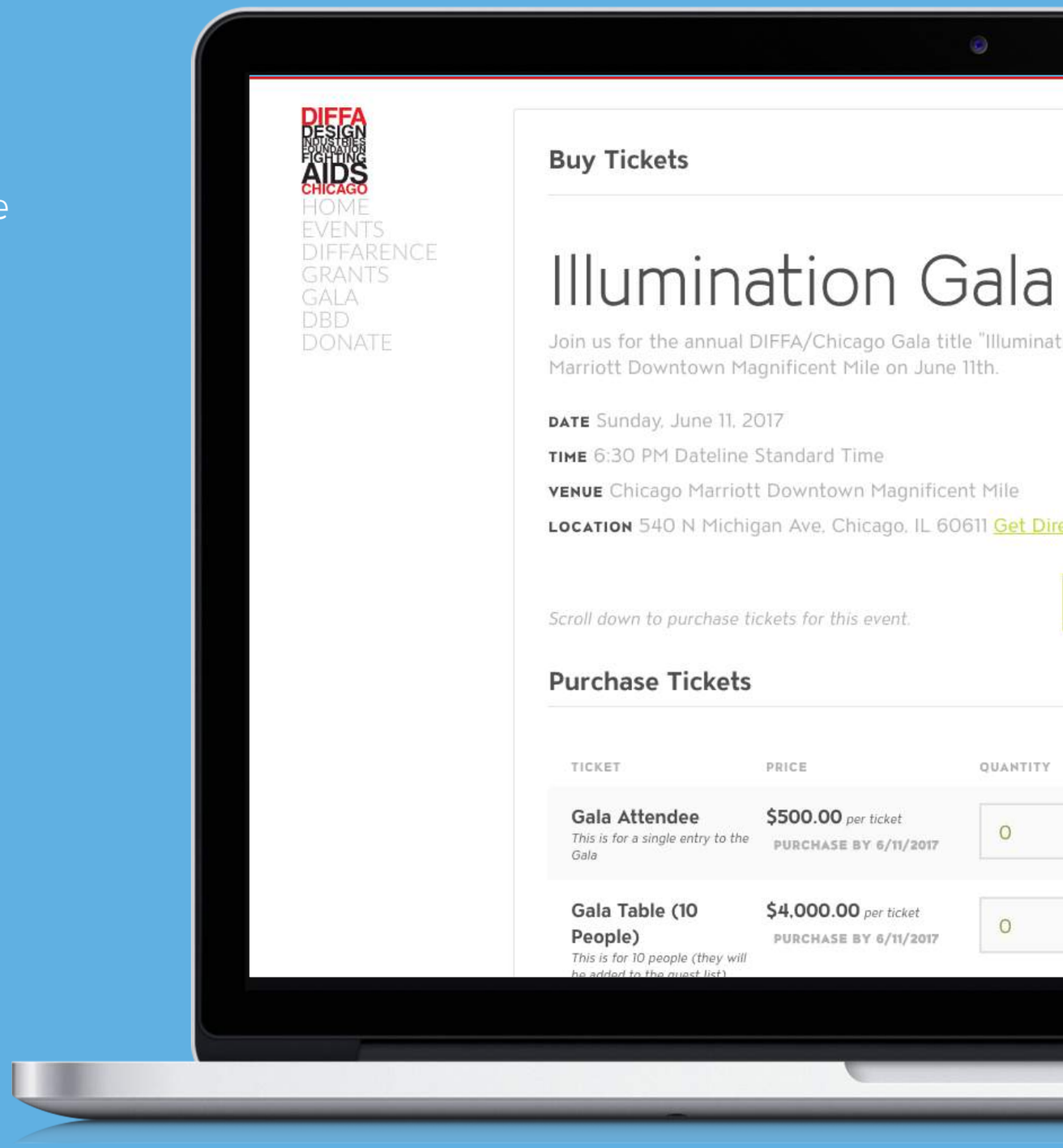
Whether you're sending out an invite only or looking to sell tickets, PeopleVine Events provide you with the flexibility to launch and manage any type of event.

Continuous Engagement

Imagine when entering the venue, your attendees get a notification with more info about the event or even from a sponsor. PeopleVine's continuous engagement engine keeps them hooked before, during and after the event.

Scan, Validate And Engage In Under One Second

Leveraging PeopleVine's Venue App (available for free in the App Store) you can zip through validating digital and printed tickets without the need for expensive equipment.



APPOINTMENTS & RESERVATIONS

Reserve Online

Allow your customers to book a time, reserve a table, or make an appointment with our easy online booking. Choose the dates, times, and total slots available and our platform handles the rest!

Simple Online Booking

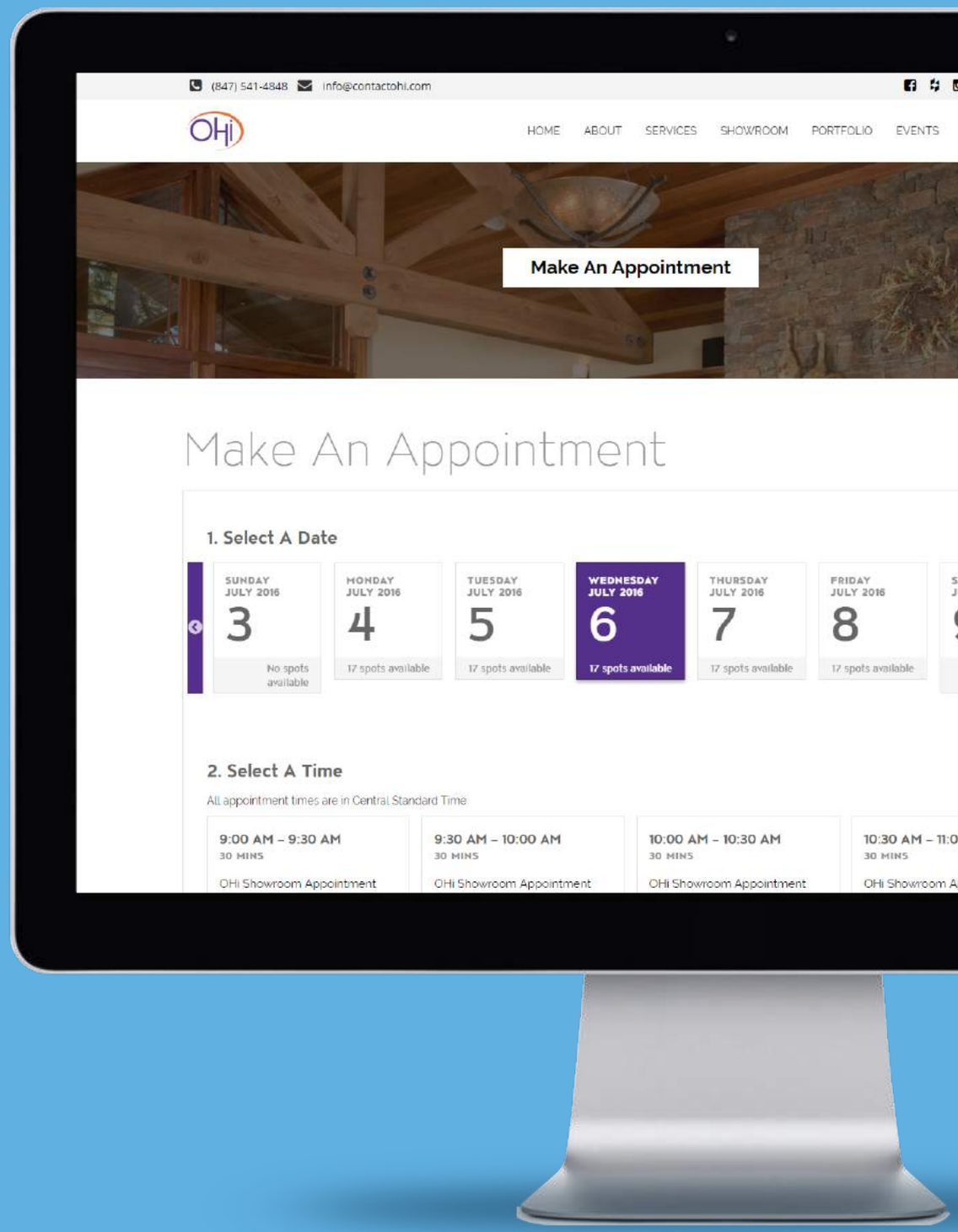
Start booking appointments online, whether for a fee or free, to make it easier for your customers to choose the time that's best for them.

Add to Calendar for Ease

You have complete control over the messaging that's included with every calendar invite to ensure the right subject, location and body are added to your's and your customer's calendar.

The Perfect Lead

People who are interested in more or are ready to use your services will want to talk to you first. PeopleVine Appointments helps you start their profile and enables you to kick-off targeted messaging to prep them for your upcoming meeting.



DIRECTORY & AFFILIATES

Be Known

PeopleVine Directory provides you with a variety of uses, from dealer/store locator (where to find products) to a full membership directory with custom filters. We've also introduced an Affiliate engine which enables sales referral tracking alongside full reports on commissions earned and payouts. We even provide the tools for affiliate members to track their reach, friendly shareable URLs and more. The possibilities are endless.

Build Your Member Directory

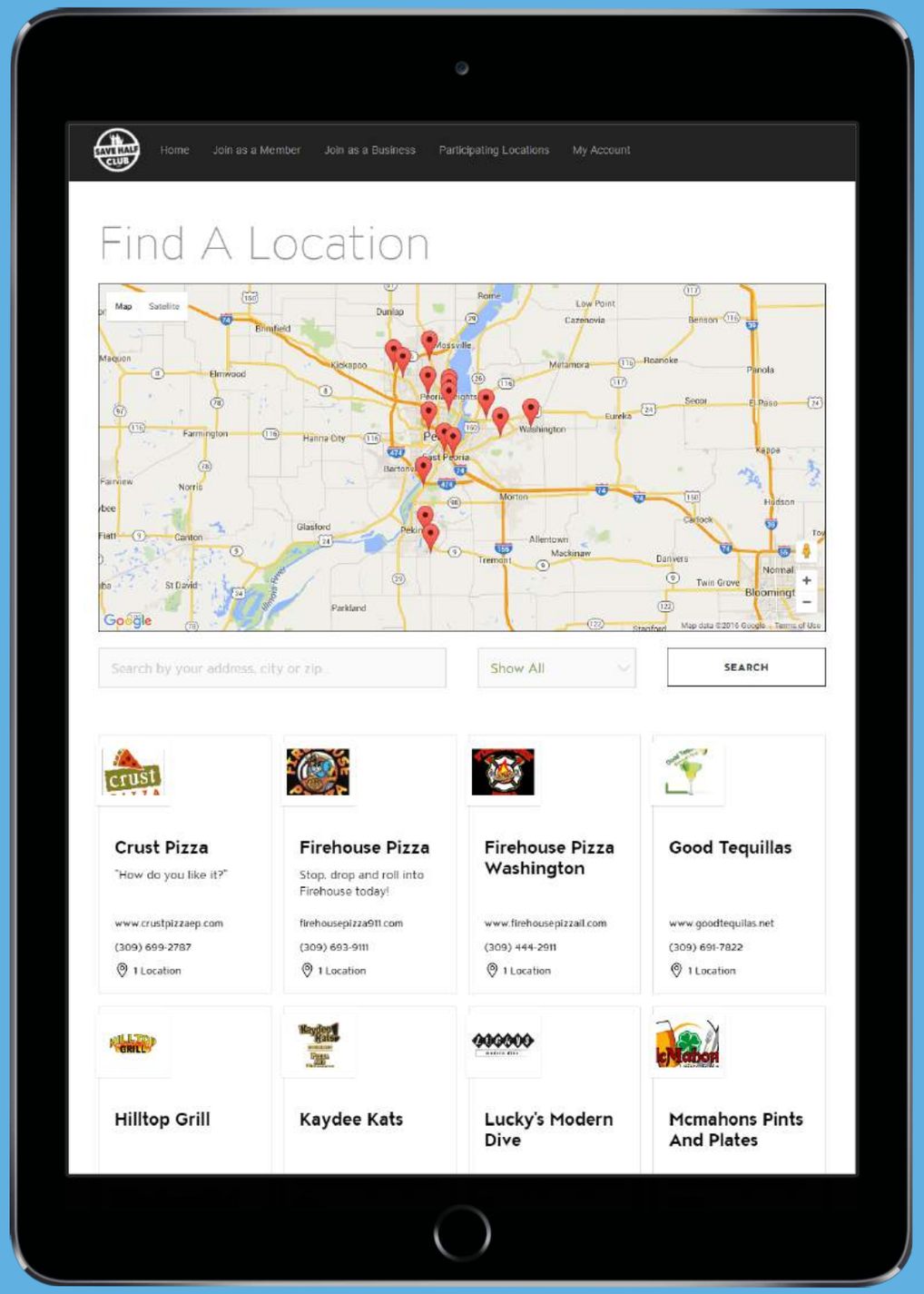
Showcase your members, team and more with our out of the box member directory. They have access to build and manage their own robust profile.

Help People Find Your Product

Setup a dealer and/or store locator to make it easy for customers to find where they can purchase your product. Once they land on the directory, we'll automatically display the closest location.

Track Your Affiliate Reach

Reward your existing customers with a percentage, flat fee or even a free membership when they refer their friends and family. We track it and share live reporting with ease.



RECURRING BILLING

Watch the Cash Flow

Automate billing for your membership, service, subscription, or product deliveries and accept payments straight from PeopleVine.

Ensure Continuous Cash Flow

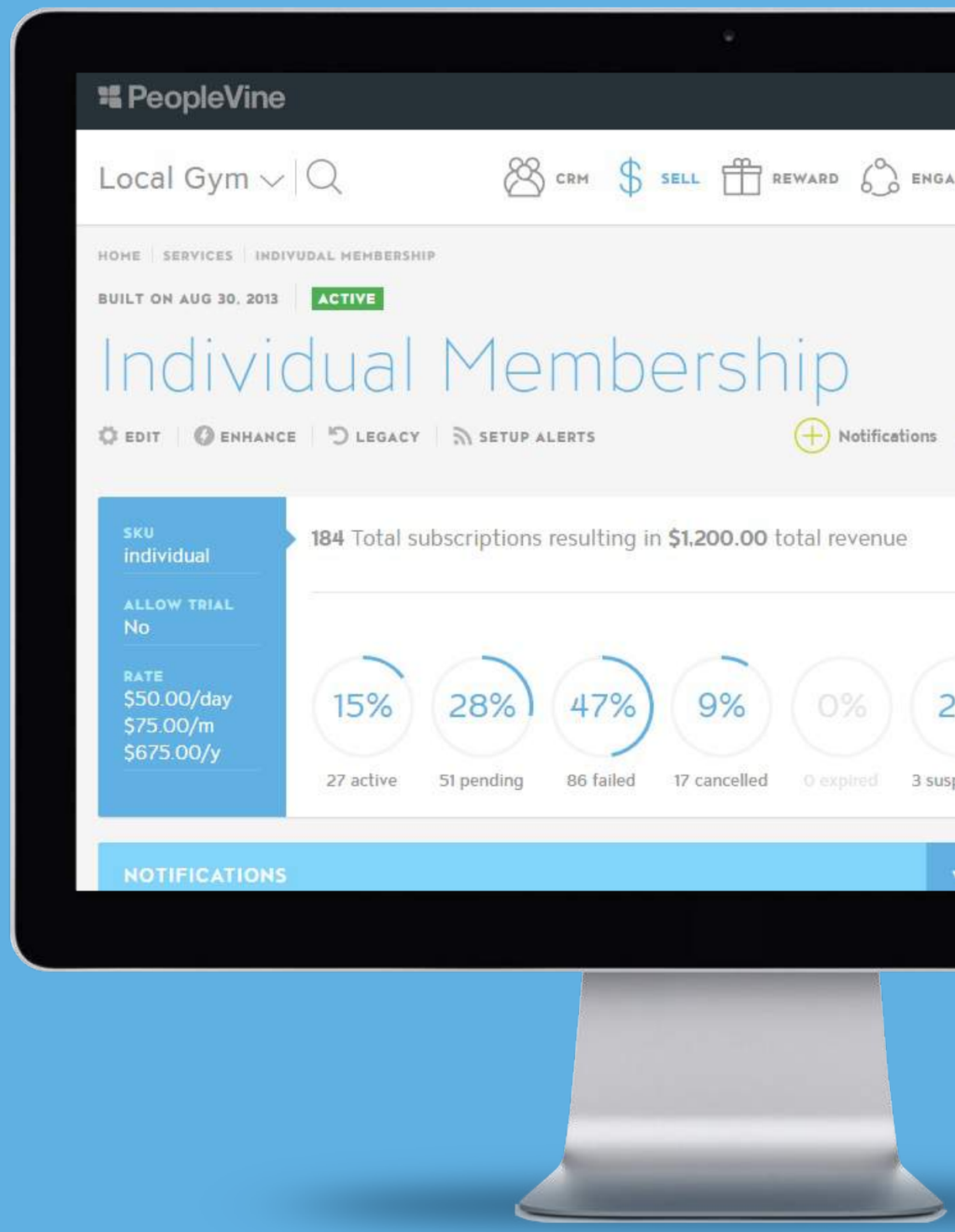
Leveraging our recurring billing engine, you can ensure your customer's credit card is automatically charged each billing cycle and if not, we'll automatically follow up with them to do it online.

Take Payments, Donations And More

Within the PeopleVine Billing engine you can accept payments for individual transactions, donations and of course recurring payments. The entire transaction history is available for auditing at your accountants fingertips.

Use It To Control Access To Your Software Or Service

With a few lines of code, PeopleVine's Billing Engine can be used to gate access to your software or service by only allowing paid customers access to your system; while others are sent directly to make a payment and re-activate their account.



LOYALTY & REWARDS

Reward for Sharing

Go beyond rewarding for how much customers spend: reward them for engaging and being loyal to your brand. Use our predetermined loyalty activities or add your own! PeopleVine makes it easy to promote, track, and reward customer involvement.

Reward Points For Just About Anything

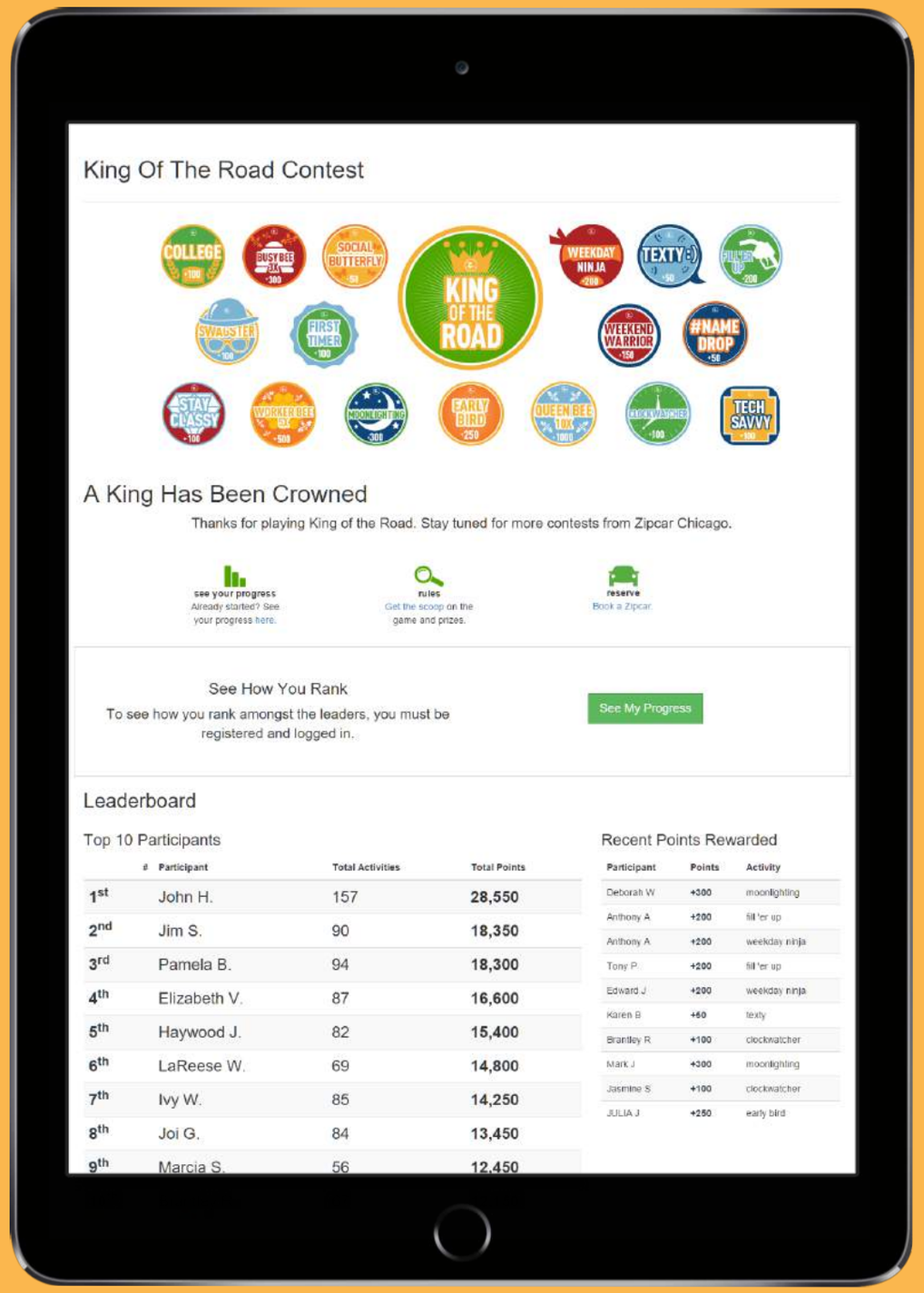
PeopleVine can automatically reward points for over 40 out of the box features within our platform; coupled with our API, you can reward for just about anything.

Compete Or Redeem

Loyalty isn't just about getting something back, although with PeopleVine it can be through the Rewards Marketplace, or couple with PeopleVine Contests to create a loyalty contest to create a competition amongst your top point earners.

Will #Tag For Points

PeopleVine is the only platform that allows you to automatically reward for this many TouchPoints. To top that, we help drive traffic to your social network by rewarding for #tags, follows and mentions. So encourage your customers to post a photo with #YourCompany!



DIGITAL MEMBERSHIPS

Powerful Member Management

Create and manage your digital membership program with PeopleVine. Setup is easy and your customers will love not having to keep track of a physical card.

Easily Accessible On Your Phone

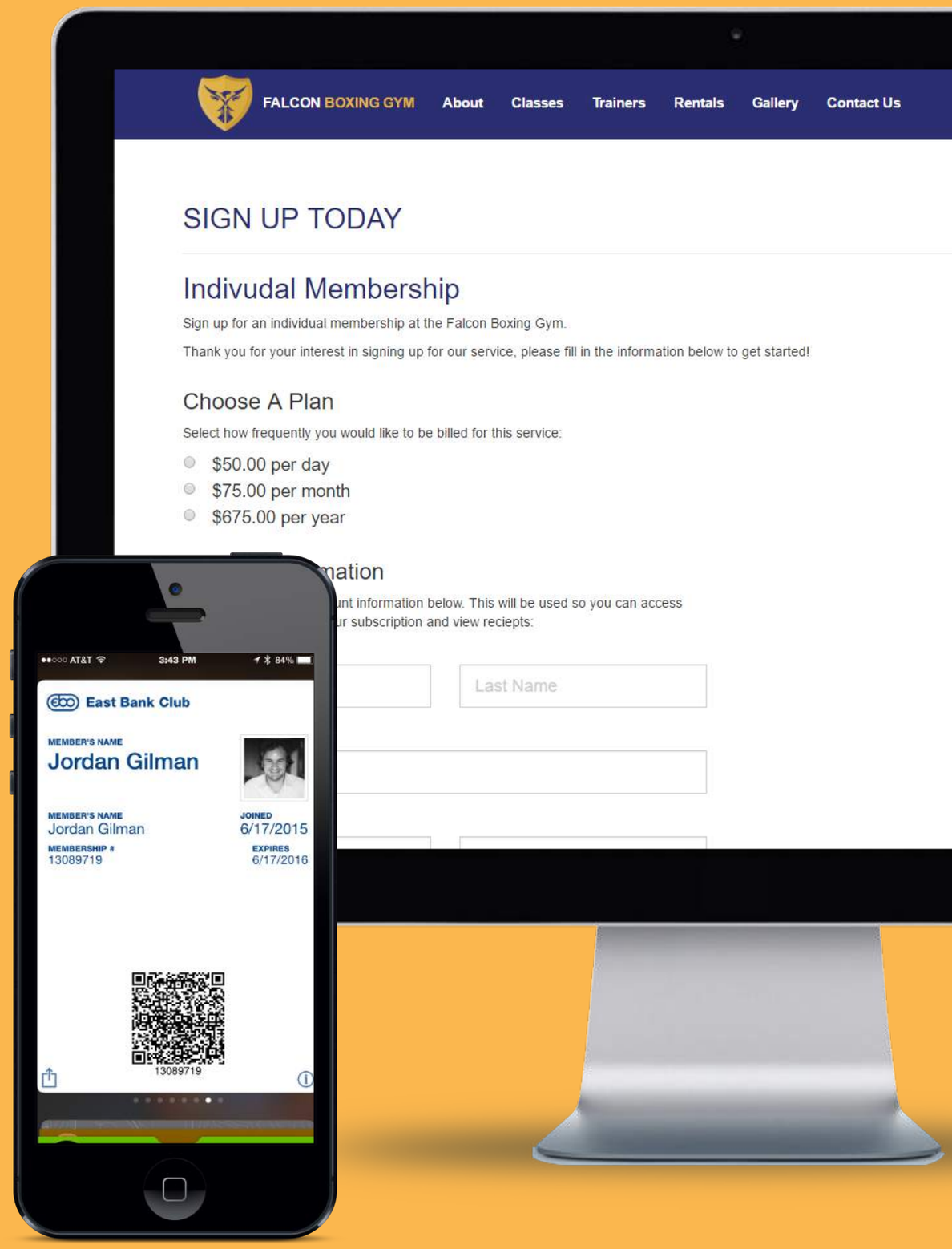
Make memberships always available to your members by sending them directly to their phones. Your customers will love not having to carry around physical cards.

Track Member Interaction

Track every entry. With our PeopleVine venue app, you can easily scan and track your members digital cards directly from your Apple device. It's free to download and you'll save big on scanning equipment costs.

More Than Just A Membership Card

Easily automate interaction with your customers. Members can instantly access tickets, coupons, RSVPs, and rewards right on their phone.



OFFERS & COUPONS

Motivate Customers to Buy

Entice customers through digital offers and coupons, powered by PeopleVine. Increase conversion over paper coupons with our mobile-friendly options. Create, promote, deliver, and redeem—all from one place!

Increase Traffic

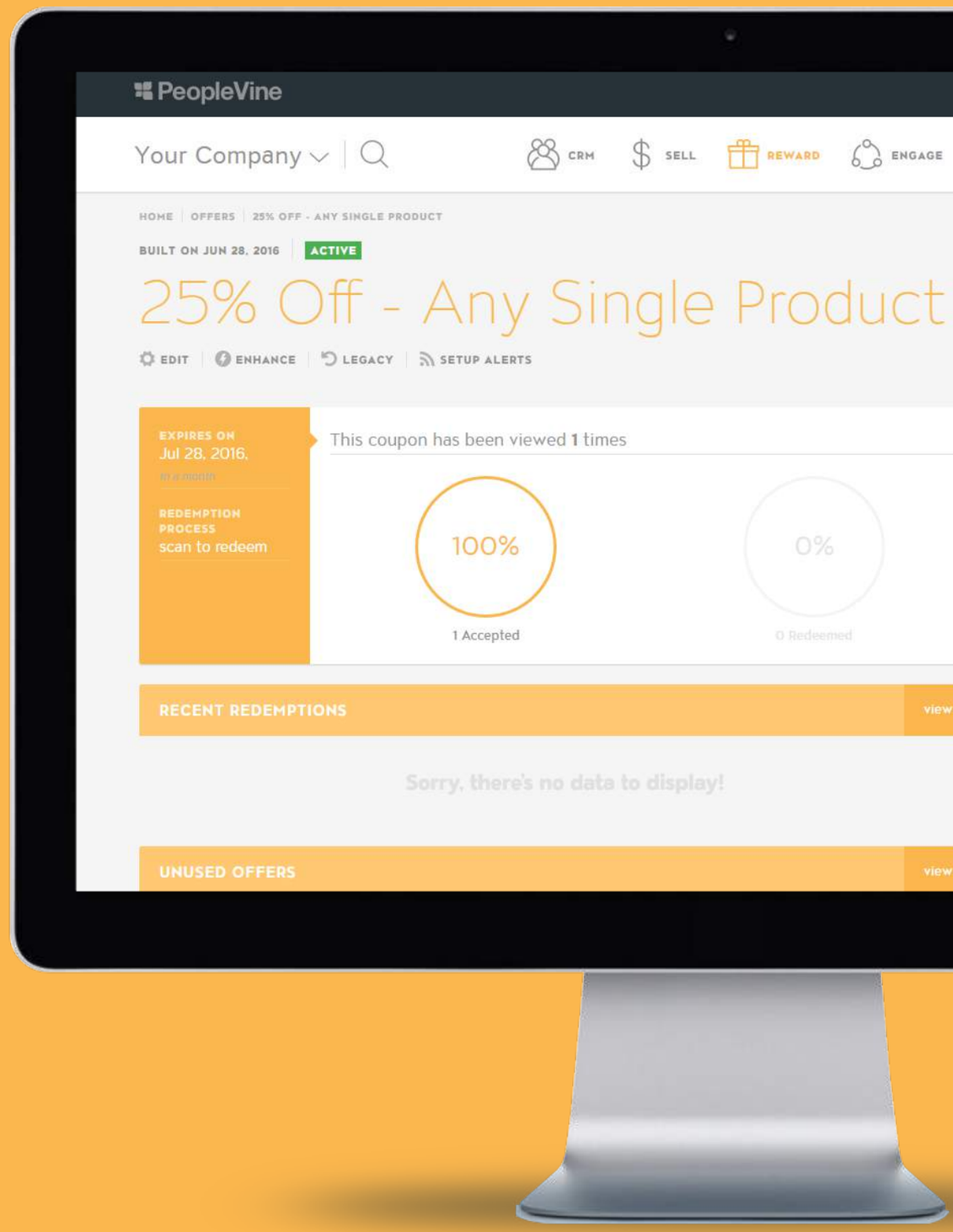
Send timely promotions that start and finish based on your need to drive traffic to your location. All while providing you with complete control over downloads, redemptions, availability and more.

Nearby Notifications

PeopleVine Digital Offers are coded to automatically pop up (just like a text message) when your customer is nearby your location. You'll always be top of mind when they're in the neighborhood.

Continous Engagement

Leveraging PeopleVine Automation you can continue to engage with customers once they download and/or redeem the digital offer. Whether it's a follow up for some feedback or loyalty points, our engine will keep them engaged.



WE'RE HERE TO HELP YOU GROW

PeopleVine CLIENT SERVICES

APP DEVELOPMENT
BRANDING & IDENTITY
CAMPAIGN MANAGEMENT
CONTENT WRITING
CUSTOM SOFTWARE DEV
END USER SUPPORT
EXPERIENTIAL MARKETING
INTERNET OF THINGS (IoT)
SOCIAL MEDIA MANAGEMENT
SOFTWARE INTEGRATIONS
WEB DESIGN & DEVELOPMENT

FROM IDEA TO EXECUTION

PeopleVine SUPPORT

SUPPORT.PEOPLEVINE.COM

VIDEOS

USE CASES

TUTORIALS

"WE BRING DISRUPTORS TO SHARE THEIR STORIES AND EXPERIENCE."

MARKETING DISRUPTED

Powered by PeopleVine

Marketing is changing. In this monthly series, PeopleVine brings together disruptors from across Chicago's marketing landscape to share their stories and experience, and help guests conquer this brave new world of marketing, as a great opportunity to stand out and achieve their business goals. Hosted by Mobolaji Akintunde and Chris Lindsey at 1871, Chicago's epicenter for change, new ideas and technology innovation, this talk show-style format creates a casual environment for startups, marketers, and innovators to come together and have a real and open conversation about how marketing is really done in this new Age of the Customer. Learn more at www.MarketingDisrupted.com

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READY TO GET STARTED?

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