

# Mobile Revolution

Redefining Mobile Engagement with Disruptive Technology



Mobile  
**LANDING PAGE**

Mobile  
**VISUAL STORYTELLING**

Mobile-Friendly  
**EMAIL MARKETING**

Mobile  
**LOYALTY & REPUTATION**



**MOBILE**  
is the **new rule**

# Mobile

## has changed the World

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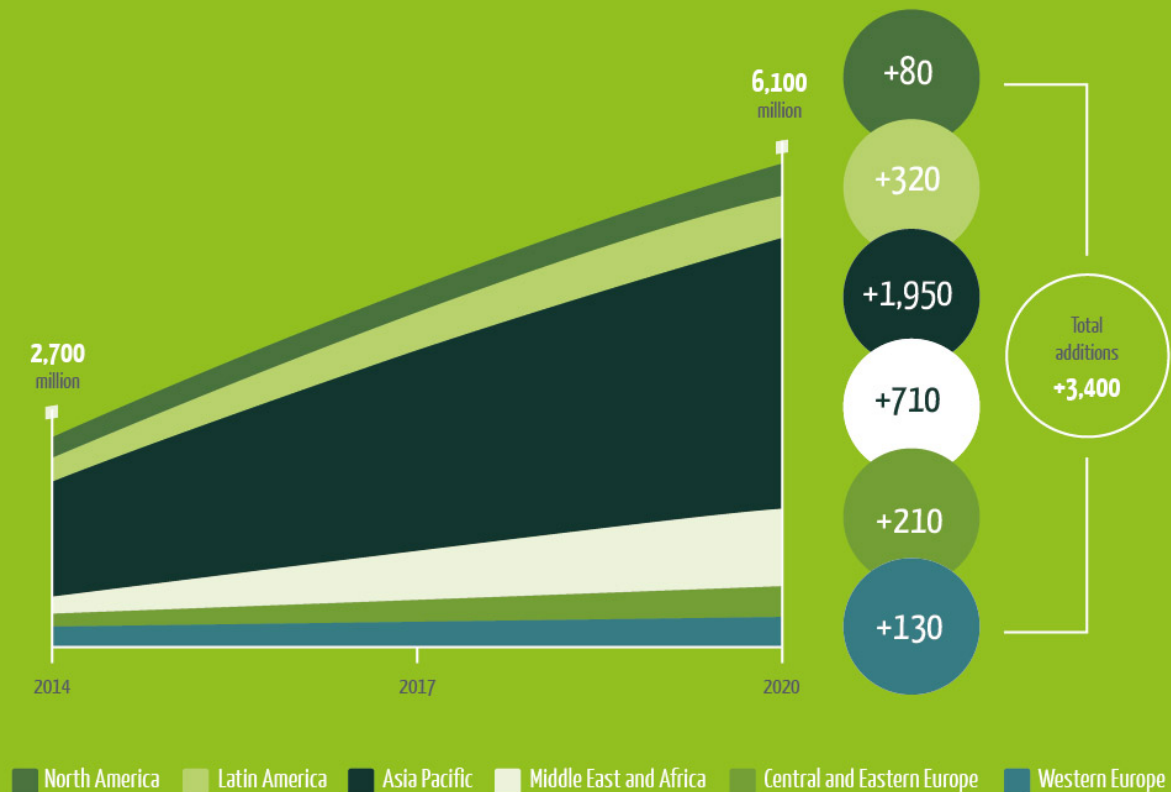
Mobile has transformed the way we consume media, interact with products, services and buy.

Consumer Mobile usage is increasing, so Marketers are taking the time to ramp up their Mobile strategy to integrate brands within today's most accessible consumer channels.

# Emerging Trends in Mobile Marketing

Smartphone subscriptions  
are rising all around the  
world

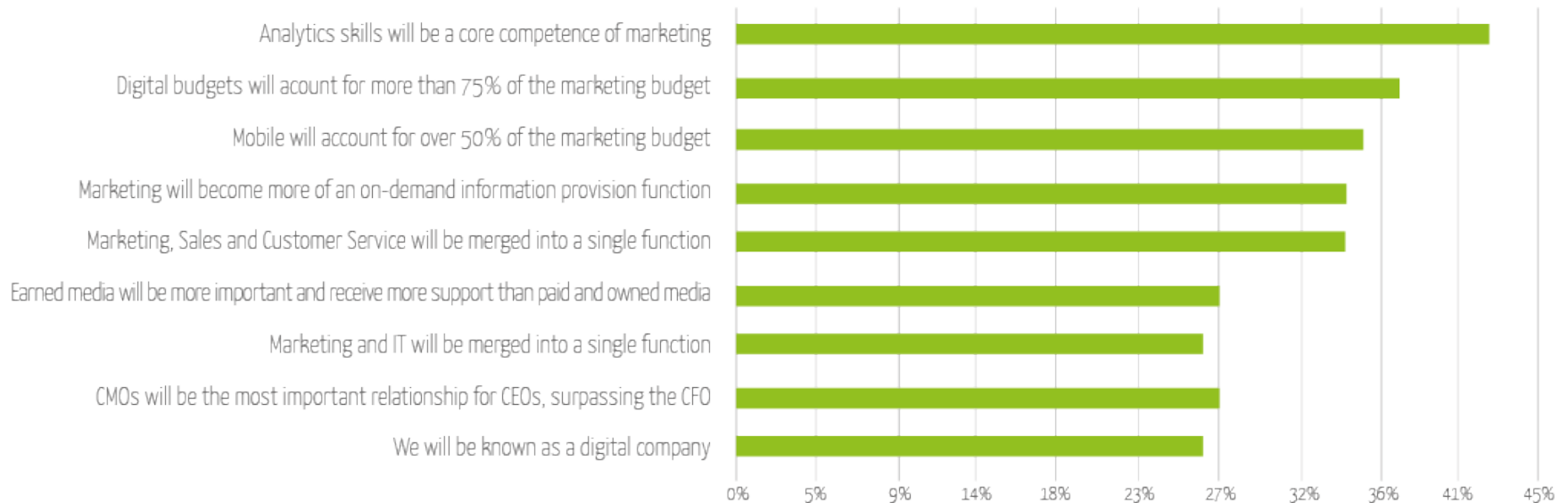
80% of smartphone  
subscriptions added during  
2015-2020 will be from Asia  
Pacific, the Middle East and  
Africa.



# New Key Priorities for Marketers

**Analytics, Digital, and Mobile will change most by 2020**

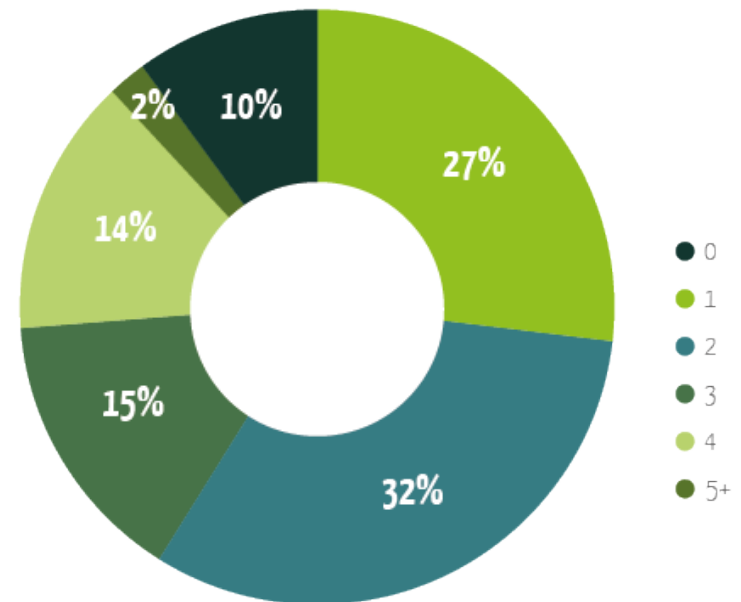
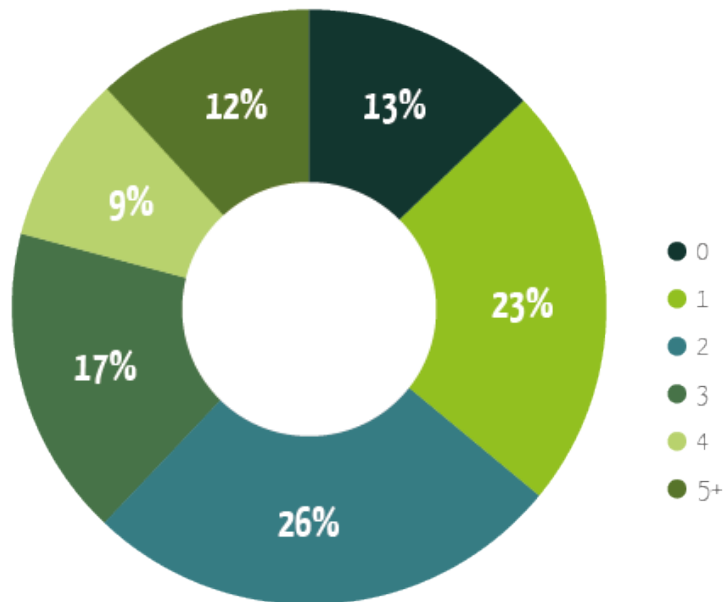
CMOs predict the areas of fundamental change for marketing over the next 5 years



Source: Accenture Interactive

## Marketers are cutting back on Digital Agencies

A growing number of CMOs who prefer to transfer within the company the digital efforts and knowledge



Source: eMarketer



# What we offer YOU



# The best Performing Platform for Mobile Marketing

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The Digital Box is the most innovative cloud-based Platform that simplifies the creation, distribution and measurement of precisely targeted Mobile campaigns.

The Digital Box helps brands, retailers, marketers and digital agencies to build customer engagement and lifecycle relationships through Mobile technologies.



# The Digital Box

## CREATE



Create Content  
Marketing Campaigns  
with a High-Conversion  
rate on Mobile

## DISTRIBUTE



Distribute Digital  
Contents across  
multiple channels and  
different touch-points

## MEASURE



Measure and Analyze  
the effective ROI of  
your Mobile Marketing  
Campaigns

## TURN



Turn New Customers  
into Repeat Customers  
with Loyalty Reward  
Programs

**MOBILE ENGAGEMENT**  
Automation Platform



CREATE

# One Platform

## Many Mobile-Friendly Solutions

### Mobile Landing Page

The most advanced and intuitive web editor for creating, managing and publishing Mobile Landing Pages with exclusive design.



### Mobile StoryTelling

The simplest, funniest and easy-to-use tool to build, in few steps, your own digital stories. Reading a story on Mobile is as simple as flipping through the pages of a book.



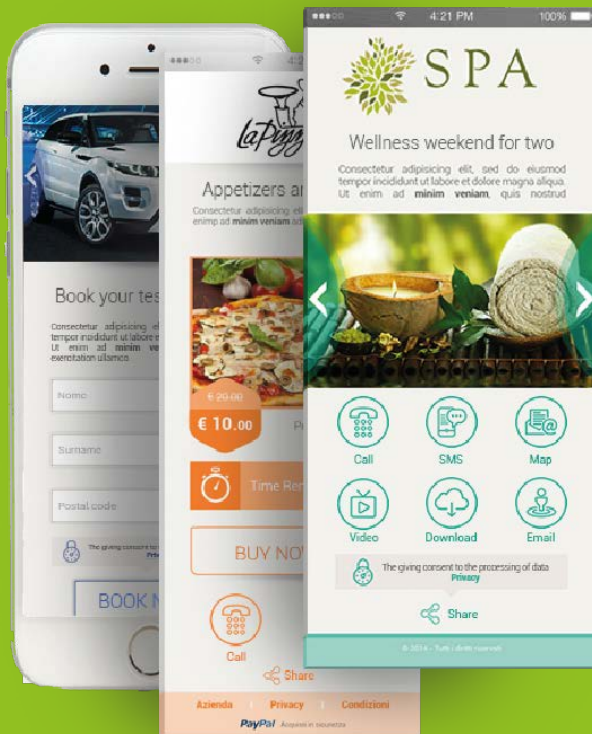
### Mobile-Friendly Email Marketing

UpperMail is a super-easy Drag and Drop editor that enables you to create, send and measure Email Marketing campaigns with a perfect Mobile-Friendly template.



# Suite Mobile Landing

Promote your Business in an innovative way



Growth your Mobile Business with dedicated forms, online surveys, digital couponing. Our Mobile Landing Pages enable you to engage customers instantly, capture data, generate leads and profile audience, knowing preferences.

Create an optimized web page for any device becomes simple, fast and fun. You don't need IT involvement, you can do it all in a few minutes.

# Calls to Action

## that drive Higher Conversions

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One of the easiest ways you can boost your Conversion rates is by optimizing your Calls to Action (CTAs).

We have different ways you can create your dynamic Calls To Action and convert the Visitor to become a Lead.



Mobile Promotion  
& Advertising



Lead Generation  
& Nurturing



Mobile Couponing



Mobile Survey



Mobile Commerce  
& Payment



Mobile CRM



# Mobile StoryTelling

More templates for more Styles



Our Storytelling has several customizable templates, according to the story that you want to tell. With StoryTelling Tool you can create personalized Mobile Marketing campaigns and build digital stories with a precise purpose: to invite visitors to take some action and get a conversion.

Based on the goals you have set, you can enrich the stories with one or more Calls to Action for example: forms for data capture, surveys and questionnaires.

# Features

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100% **Mobile**  
Friendly



Page **Template**  
customizable



**Swipe**  
effect



**Multimedia**  
& rich content

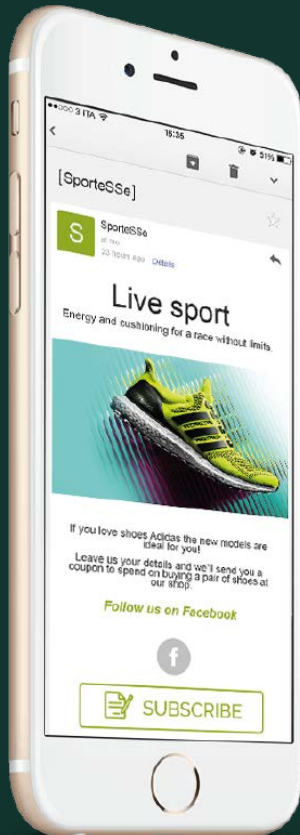


Purely  
**browser-based**

# Email and Mobile Landing Page:

a perfect combination

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The powerful web editor allows in a few steps the creation of newsletters from professional graphics with simplified management of texts, images and video.

The structure of a column, text and large buttons spaced to facilitate typing, makes it a tool fully optimized for all devices, email clients and screens.

UpperMail and Mobile Landing Page work in unison with the Call to Action System to increase the conversion rate of your Mobile digital marketing campaigns.

# Features

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Web editor **Drag and Drop**



Smart photo editing



Call to Action optimized



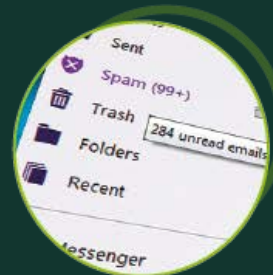
Social Media Icons



Integration **Mobile Landing Page**



InBox Preview



Anti-spam Test



Dashboard **Analytics**





DISTRIBUTE

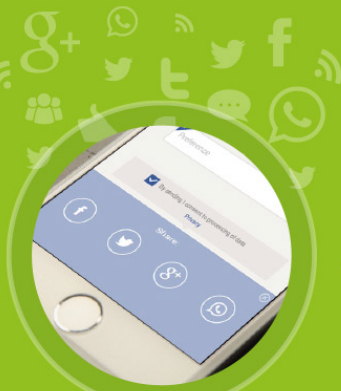
# The right Message at the right Time

## Deliver a Mobile personalized experiences

Deploy your cross-channel Mobile Marketing campaigns that keep your users happier and more engaged.

Manage every aspect of the message you want to deliver: with one click you can choose between Online Publishing, Real-time Sharing on social networks, SMS text messaging or a mass-send of Email Marketing.

### Social Media



### Text Message (SMS)



### Email Marketing



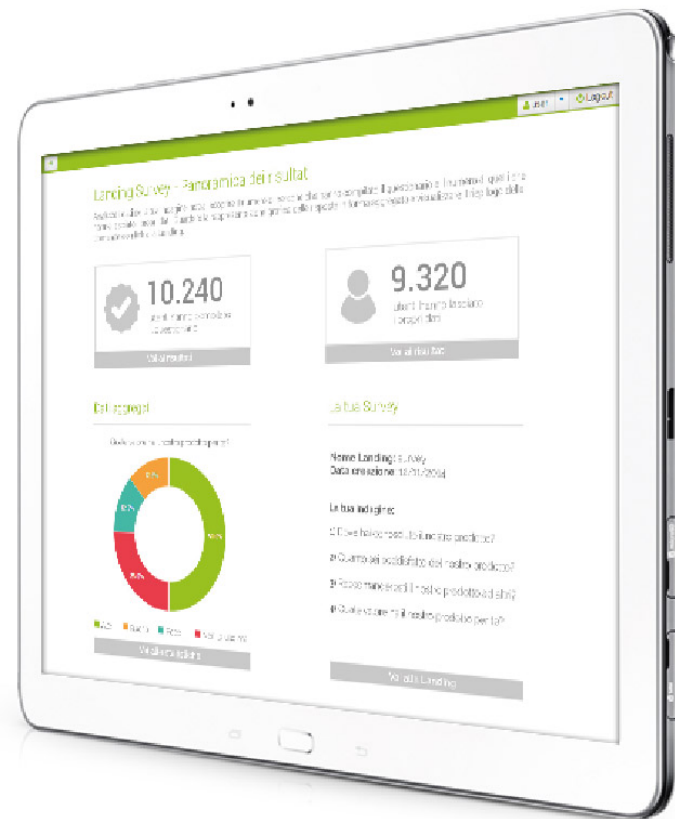


# Mobile Analytics

Discover, measure and improve your Mobile ROI

Measuring and analyzing the performance of your campaigns is the key to any success. Mobile Analytic solution let's you know, in the real time, the behavior of users who have visited the Landing Pages, consumed Storytelling or opened an Email and easily connect the data in the form of numbers and metrics.

A dedicate dashboard will help you pinpoint the main ratios and KPIs.



# Analytics

## to drive more Conversion

With Mobile Analytics solution each campaign is an opportunity to discover the strong indicators of interest such as Page Views, Unique Views, clicks on Call to Action, kind of browser, OS and geographic location.

The data is collected and divided into reports, illustrated with graphics and images.





# Mobile Loyalty & Reputation Management

Buyers today have more information, more access, and more choices than anytime in history.

The battleground for Customer Loyalty has shifted from features, prices, and transactions toward the new landscape of long-term relationships and customer experience.

We have rewritten the rules of Customer relationships by leveraging every touch point and every interaction to create a convenient, fun and meaningful experience.



# Features

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- ✓ 100% Mobile Friendly Templates
- ✓ API interfacing with external CRM
- ✓ SMS notifications
- ✓ Advanced Analytics and reporting tools
- ✓ Automatic management of the rewards catalog
- ✓ Social sharing buttons



The **Mobile Phone Number** become the only identification element of Customer.



No POS needed



Fidelity Cards are not required

# Out OF THE BOX



## ADA the Digital Identity of each Company

ADA is a complete suite of products combined with a rich set of sample campaigns. With ADA the Marketeer will be able to rapidly deliver value by developing highly Targeted Mobile Campaigns. ADA makes your prospect-to-customer Journey faster and more effective.

## What you can get

The latest Digital and Best Performing Mobile Marketing Solutions, so that your Clients can connect with their Customers and grow their Business.



## Customer Data

Personalize every step of the Customer Journey to Drive real Business results

ADA helps Marketeer and CRM Manager to know each Customer's behavior and analyze and remember every Mobile interaction. The measurement of real-time connections offers you the opportunity to create a Profile Customer and design a personalized User Experience. All data and information are collected and kept in a single place.



## We work Everyday for your Digital Success

We develop solid and reliable technology to support the entrepreneurial challenges in the Mobile Era.

The Digital Box was born from the union of professionals with over 10 years of industry experience. Our Mission is to offer the market innovative solutions, capable to help businesses to communicate more effectively and to achieve better results from the investments in Mobile Marketing campaigns.



# Prestigious Customer

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# Where

we are

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**PALO ALTO** | Hamilton Av. 3rd Floor - Silicon Valley – 94301

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