



MixaWallet
Personalized Offers
 by Seeloz, Inc.



Revolutionize your marketing with personalized digital offers. Powerful technology will boost your marketing ROI!

MixaWallet by Seeloz, Inc. is the digital savings wallet that gives businesses of any size access to cutting edge data-driven marketing technology. Target every customer with personalized offers that they can redeem only using their phone number. Increase the ROI of your marketing dollars, attract new customers and keep your existing customers coming back!

Promotion Planning

Name * Holiday Snack Promo
 Start Date * 12-22-2014
 End Date * 12-28-2014
 Pricing/Markdown Budget * 5,000
 Geography Focus * LR
 Manufacturer Please select
 Category Please Select
 Brand Please Select
 Channel Seeloz Mobile
 Number Of Promotions 1

Recommended Promotions

| Promo Name | Targeting Level | Channel | Product Name | Objective | Pricing/Markdown Budget | Min Price | Max Price | Max Number of Redemptions | Recommendation | Suggest to manufacturer |
|------------------------|-----------------|---------------|------------------------|-----------|-------------------------|-----------|-----------|---------------------------|----------------|-------------------------|
| Holiday Snack Promo... | Shopper | Seeloz Mobile | Texas Long Grain 20 lb | LR | 5,000.00 | 14.82 | 17.93 | 1,928 | 77% | |

Let the data-science create, price and send your promotion to your customers via email, text or our mobile app, MixaWallet

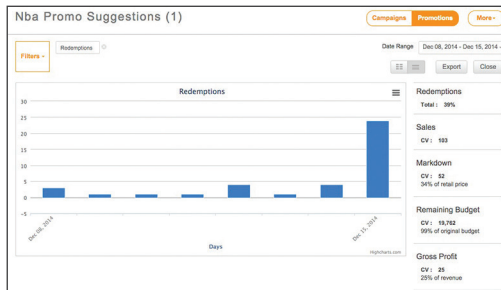
Promotion Information

Promotion Name * NBA Promo suggestions (1)
 Campaign * 4th Quarter Campaign
 Targeting Level * Shopper
 Promotion Type * \$ Off
 Channel * Seeloz Mobile
 Start Date * 11-12-2014
 End Date * 12-31-2014
 Product * Simply Orange Pulp Free 89 ...
 Retail Cost 9.5
 Retail Price 6.99
 Campaign Original Pricing/Markdown Budget 50,000.00
 Campaign Available Pricing/Markdown Budget 20,000.00
 Promotion Pricing/Markdown Budget 20,000.00
 Objective * Acquisition
 Pricing/Markdown Budget Update * No Update
 Geography Focus * CA

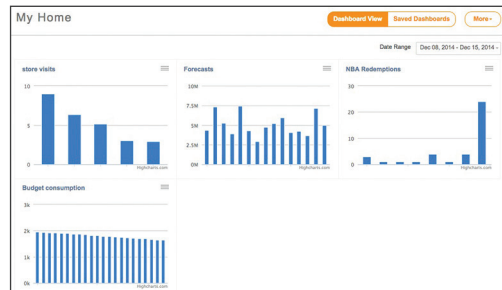
Forecast Performance

High-Confidence Targets: 2044
 (Number of shoppers to be targeted with high confidence)
 Expected Number of Sent Promotions: 7000
 (Total number of promotions to be sent to shoppers)
 Expected Redemption Rate: 15%
 (Expected number of daily redemptions)
 Expected Sales (\$): \$42,068
 (Total amount of revenue made due to promotion)
 Expected Markdowns (\$): \$46,336
 (Total amount of discounts)
 Expected Foot Traffic: 9150
 (Total number of user visiting store due to promotion)
 Expected Induced Sales (\$): \$420,976
 (Number of items that would be bought in the same basket with discounted item)
 Confidence Level of Recommendation: 85%

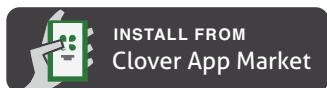
Use our powerful promotion planning tools to adjust and forecast the success of your digital promotions before you run it



See the actual results of your promotions in near-real time on your dedicated and secure Mixawallet dashboard



Customize your dashboard to track your promotions with just a glance or have reports sent to your mobile phone or email



Last updated: Feb 26, 2015

