

Meniga Campaign Manager

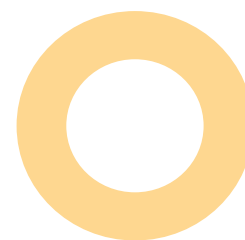
Product Sheet



Meniga Campaign Manager is a cloud-based marketing performance platform based on real-time consumer transaction data.

Meniga Campaign Manager transforms insights from real-time customer transaction data into marketing action. It enables data-driven performance marketing that helps close the marketing gap between where you are now and where you would like to be. Precise targeted campaigns help you reach the consumers you need to reach, improve customer retention and achieve better sales figures than your nearest rivals. Transaction data, revealing where a consumer shops, how much they spend and how often they make a purchase, enables brands to execute proactive marketing that engages consumers with your brand.





Rewards

New Customer Rewards

- A 'Welcome' reward is instantly delivered after your new customer's purchase.
- Rewards target people who have not made a purchase with you in the last 365 days.

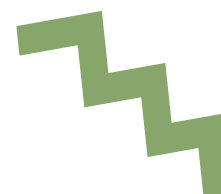
Customer Retention Rewards

- Rewards are individually tailored for each customer.
- A 'Thank you and welcome back' message is instantly delivered after the purchase.

How it works

Meniga's core business is founded on open banking. We work with banking and retailer partners to accumulate and consolidate a 360-degree view of consumers' transaction data - all with their permission, of course. We get explicit consent from every customer and transaction data enrolment is approved by partner banks' legal teams. Data is anonymised and held securely.

Due to the ever-growing sample size of Meniga users and as more banks join our network - we have so far collected more than 136 million card transactions and are currently collecting on average two transactions every second - the resulting analysis is increasingly precise. We help you identify and reward customers that are most valuable. You will be able to see if you are spending marketing money wisely, achieving high impact and seeing the expected return on investment (ROI).



Meniga Campaign Manager and Meniga Consumer Analytics

Meniga offers two complementary platforms that help marketers use real-time transaction data to drive marketing performance. **Meniga Consumer Analytics** gives retail marketers a deep awareness of consumer behaviour and competitor performance, while **Meniga Campaign Manager** helps you manage marketing campaigns that are underpinned by consumer transaction data. Both solutions are available via desktop PC or iOS and Android mobile device.



The two Meniga platforms work best together – data provided by Meniga Consumer Analytics feeds **Meniga Campaign Manager**, enabling data-driven marketing activities that grow the business. **Meniga Consumer Analytics** and **Meniga Campaign Manager** are also available separately. Marketers can subscribe to **Meniga Consumer Analytics**, receiving a monthly data report with insights that can help drive more effective marketing. **Meniga Campaign Manager** is also available standalone to support campaign management that measurably increases loyalty and engagement.



Meniga offers tailored consultancy support to help you leverage insights from **Meniga Consumer Analytics** and get the best from **Meniga Campaign Manager**.

Pricing

With **Meniga Campaign Manager**, you pay for performance. We charge only on conversion – when a customer makes a purchase – so marketing based on guesswork is avoided and you can be confident you’ll see ROI. The fee Meniga collects is 100% performance based. No hidden intent, no guessing. That’s why the ROI in **Meniga Campaign Manager** is usually ten times the money invested in campaigns. The more you learn about your customers’ behaviour, the easier it gets to use **Meniga Campaign Manager**.

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For more information visit www.meniga.com