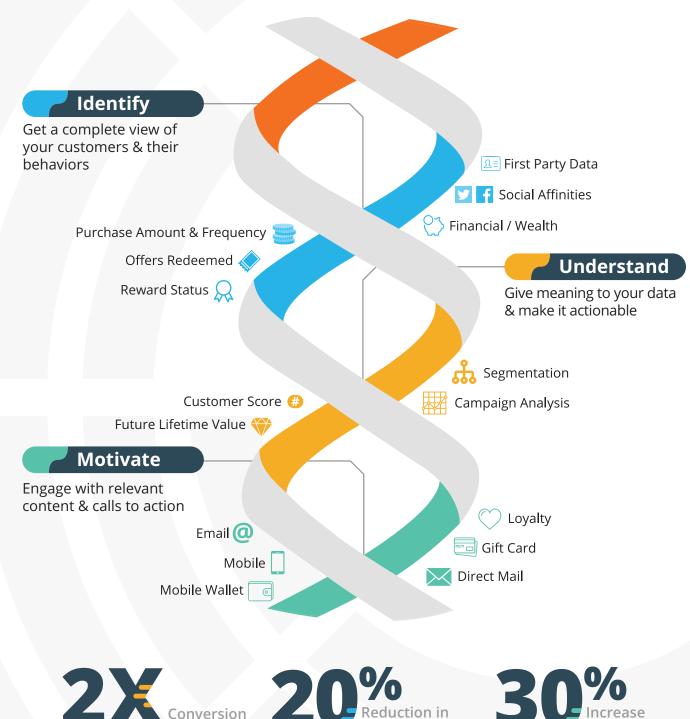


# Clutch transforms the way B2C brands Identify, Understand and Motivate their most valuable customers



**Marketing Costs** 



# CLUTCH CUSTOMER MARKETING PLATFORM

Leading B2C Brands utilize our Platform and its solutions to retain and grow their customer base. Our extensive partner network across POS, eCommerce and Systems Integrators supports faster integrations, seamless data transfer and improved efficiency for our clients.



## **Data Management**

- First party data integration eComm, POS, CRM
- 3rd party data augmentation
- Analytics, scoring and dynamic segmentation



## Loyalty

- Custom, rules-based programs or earn & burn
- Real time transaction processing
- Personalized loyalty communication
- Automated delivery of messages, program statuses and rewards



#### Mobile

- SMS & MMS
- Digital wallet, mobile conversations, gamification
- AB testing, segmentation, personalization



## **Campaign Management**

- Rules-based, triggered or scheduled
- Attribution tracking
- Multichannel campaign delivery & reporting



#### **Stored Value**

- Comprehensive solutions for gift, promo and merch credit
- Full service card design, packaging and fulfillment
- Multichannel delivery SMS digital wallet, email & direct mail



### **Email & Direct Mail**

- Custom templates
- API print & send integration
- AB Testing, segmentation, personalization

Some of our valued clients and partners









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Identify Understand Motivate