



The mobile wallet phenomenon.

You may have heard a lot about mobile wallets lately and you're wondering how they'll impact your business. It's true that mobile wallets are the future and many of the wallets you're hearing about right now are exactly that...a thing of the future.

Many mobile wallet technologies will require phone upgrades for customers and equipment upgrades for business owners.

Paycloud® is different.

Paycloud is a free mobile wallet application available today to all iPhone and Android smartphone users- approximately 50 million people.

And, Paycloud works with most existing terminals. The only addition is a small, low-cost sensor.

Forget costly upgrades. Use the mobile wallet that was created with merchants and their customers in mind: Paycloud.

Paycloud is a trademark of Sparkbase, Inc.



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Paycloud Features

Easy Enrollment: Paper forms customers traditionally fill out are a thing of the past. Paycloud users register on their phone in just a couple easy steps.

Robust Customer Database: When registering for Paycloud, users enter their email, phone number, birthdate and zip code. They can then choose to share this information with merchants in whose programs they enroll.

Detailed Tracking: Optimize your program through the Paycloud admin system by monitoring your customers' Paycloud usage and learning how many customers have redeemed a reward. The admin system also allows you to push special offers, notifications, and new rewards to all, or a specific portion of your customers at any time.

Targeted Map & Suggestions: Paycloud's map function pinpoints a users location and suggests loyalty programs they might like to join.

Customizable Loyalty: Track customer spending and reward customers who reach preset thresholds with cash rewards on their Paycloud wallet, a percentage off, or free items.

Simple In-Store Usage: When a customer is ready to use Paycloud, they simply open the application and touch one button that allows their phone to communicate with your Paycloud sensor.

Mobile Gift Cards: Allow your customers to ditch their traditional wallet by loading cash onto their Paycloud wallet. Customers pay for the value they want loaded onto their Paycloud wallet and use it in place of cash or credit in store.

Daily Specials and Notificaitons: Reach your customers on the go with a deal of the day, a notification about a new item, or a store event.

Bullet Proof Security: Paycloud uses Zoosh technology, which creates a unique, perishable ID for each transaction. Ensuring the security of your information, and your customers.

Exact Merchant Branding: Your Paycloud page will be customized to match your branding, including your logo, font and approved colors. Merchant pages also include a detailed description and store hours.

Paycloud Benefits

Increase Store Sales: Loyalty programs increase same store sales by 4.5%. Paycloud's loyalty features track customers spending and enable you to reward your most loyal shoppers.

Elimate Production Costs: Paycloud eliminates the cost of producing loyalty cards by putting your loyalty program on your customer's phone.

Increase Gift Card Spends: Seventy-five percent of gift card holders spend 60% more than the value of the card. Paycloud's gift card feature allows customers to load currency onto their Paycloud wallet and use it in place of cash or credit.

Increase Customer Retention: Loyalty programs increase customer retention by 14% and drive repeat business. Paycloud tracks the purchases of your loyalty customers and allows you to reward them to encourage their next shopping trip.

Drive Repeat Traffic: Keeping your business top of mind with customers is essential to driving repeat traffic. Paycloud allows you to reach customers directly on their phones with daily or weekly specials, notifications of new items, and time-sensitive rewards.

Join Paycloud

New merchant programs can typically be live on Paycloud within 48 hours.

It's as easy as submitting your approved artwork and selecting the rewards you want to offer customers.

Your representative will discuss start up and monthly costs with you; however, most merchants with compatible terminals can be up and running on Paycloud for less than \$100.

Call (800) 797-5302 to learn more or enroll

