wallit®

Reward every purchase

Merchant Setup Guide

Quickly and easily setup
your marketing campaigns

Made with ♥ in Portland, ME

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Welcome to Wallit

Wallit is revolutionizing the way the world saves money – for both consumers and businesses.

Wallit is a rewards and payments company with a card-linked offer platform and a smart debit wallet from any financial institution that automatically reward customers with cash for spending at your business. We enable your business to acquire and retain loyal customers, while you simultaneously save money on card processing fees.

As a transaction-based advertising platform, Wallit mobilizes people in your community to attract new customers in-store thereby increasing purchase frequency, average order value, and customer loyalty. We only win, if you win.

Your Merchant Success Guide is a blueprint to plan, execute and grow your marketing campaigns on Wallit.

You'll collaborate with our team of industry experts who are highly trained in the latest digital marketing strategies. We look forward to working with you and your team.

Welcome!

Mike Vien, CEO

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Why We Do It

Our mission from Day 1 was to make every purchase rewarding.

We want to simplify people's everyday lives by helping everyone save time and money.

We have always felt that saving and spending are two sides of the same coin. Yet, many consumers have a difficult time balancing their budget with their everyday spending needs and wants.

At the same, acquiring customers is harder than ever, especially for small to medium sized businesses.

We wanted to ensure advertisers could deliver effective ads that consumers would actually enjoy in a seamless, compelling, and rewarding way.

So, we set out to elevate the dining and shopping experience for consumers and advertisers.

> *"It's essential that brands be there in the digital moments that matter – when people are actively looking to learn, discover, find, and buy.*
>
> *I-Want-To-Go-Moments, From Search to Store, Google*

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Overview

Grow your business while delighting every customer at the point of sale with Wallit.

No matter what kind of retail business you have, Wallit makes it simple and secure to exceed your marketing goals.

Wallit's marketing program promotes your business and the cash back your business is offering to millions of people through push notifications, email, our app and social media.

Close the gap between your advertising spend and your in-store purchases. More than points, credits, or coupons, rewarding your customers with cash back creates a positive experience between your business and you customers.

Use transactional, location, and behavioral data to target and acquire new customers, rejuvenate lapsed or at-risk customers, and reward your loyal customers.

Effective Campaigns in 3 Easy Steps



List your offer for free

Share any product or service for free, from restaurants to scuba diving and anything in between.



Design your campaign

Choose your own schedule, prices, and requirements for your customers. We're there to help along the way.



Launch and Monitor

Once your offer is live, we work with you to drive traffic to your business. Pay only when customers spend money.

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Press, Awards and Recognition

> *"Wallit is a robust platform designed specifically to augment customer acquisition. Super psyched!"*
>
> *- Anthony, Restaurant Owner*

> *Restaurant margins are thin. Sales are important, but profits are better. Wallit solves for this and is a game changer.*
>
> *- Jon, VP Operations*

> *Our discerning customers love Wallit. No clipping coupons, or scanning receipts. Just swipe and save!*
>
> *- Marla, Restaurant Owner*

> *Truly a business model that is very valuable for merchants and community banks.*
>
> *- Steve, EVP Community Bank*

> *As long as Wallit is around we will scale our budget infinitely. Anyone would be crazy not to.*
>
> *- Andy, VP Credit Union*

The Simple Dollar · FORTUNE · FINOVATE · TechCrunch · Forbes · Bank Director · ICBA Member · The Venture Center

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Sample Cash-Back Offers

Home Screen – The "Wall"

Highlights cash-back offers to make it easy for consumers to find participating merchants

Featured Offers

Customers access offers from our community of local partner merchants

Nearby Offers

Customers can discover our business by map or by list view

Trending Local Offers

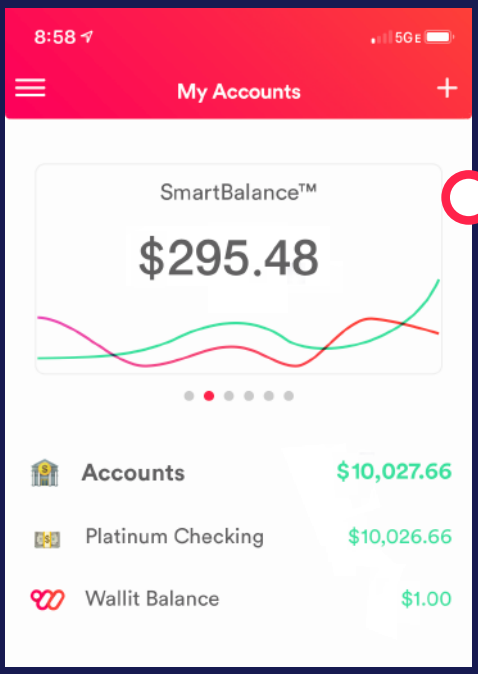
Customers access offers based on popular local businesses and attractive offers trending in local neighborhoods.

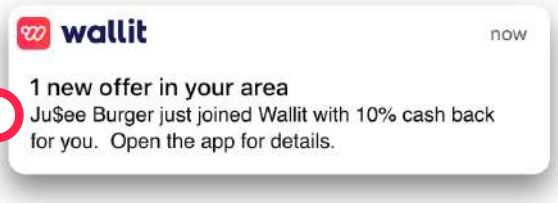


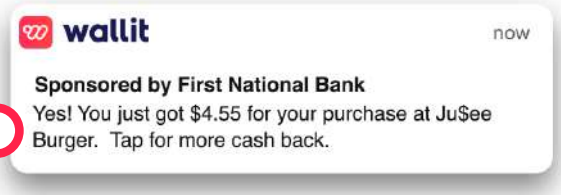
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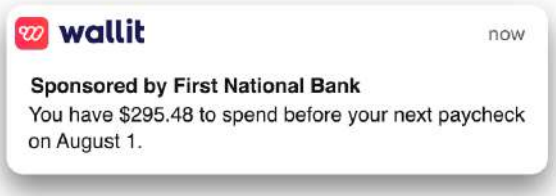
How Wallit Works











Trending Cash Back Offers

Daily notifications on highly personalized and targeted offers

Automated Cash Back

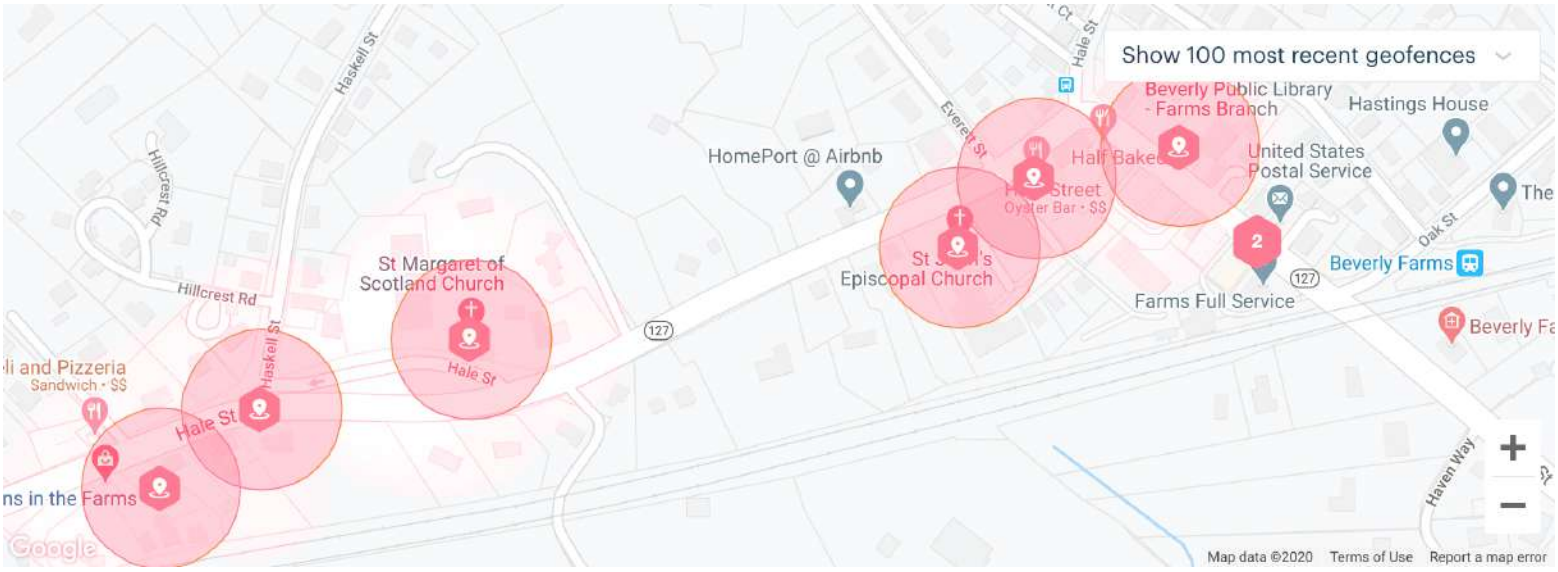
Surprise and Delight your customers to build loyalty

Automated Budgeting

Daily notifications to plan purchases and savings

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Location-Based Technology



The Wallit app uses location-based technology to provide consumers with a map and directions to your business.

Every merchant partner gets access to Wallit's exclusive location-based marketing technology. Participating merchants are now able to target the right customer at the right time.

Partnering with Wallit helps drive traffic to your business, which allows customers to easily locate the nearest merchant location so they can easily redeem an offer.

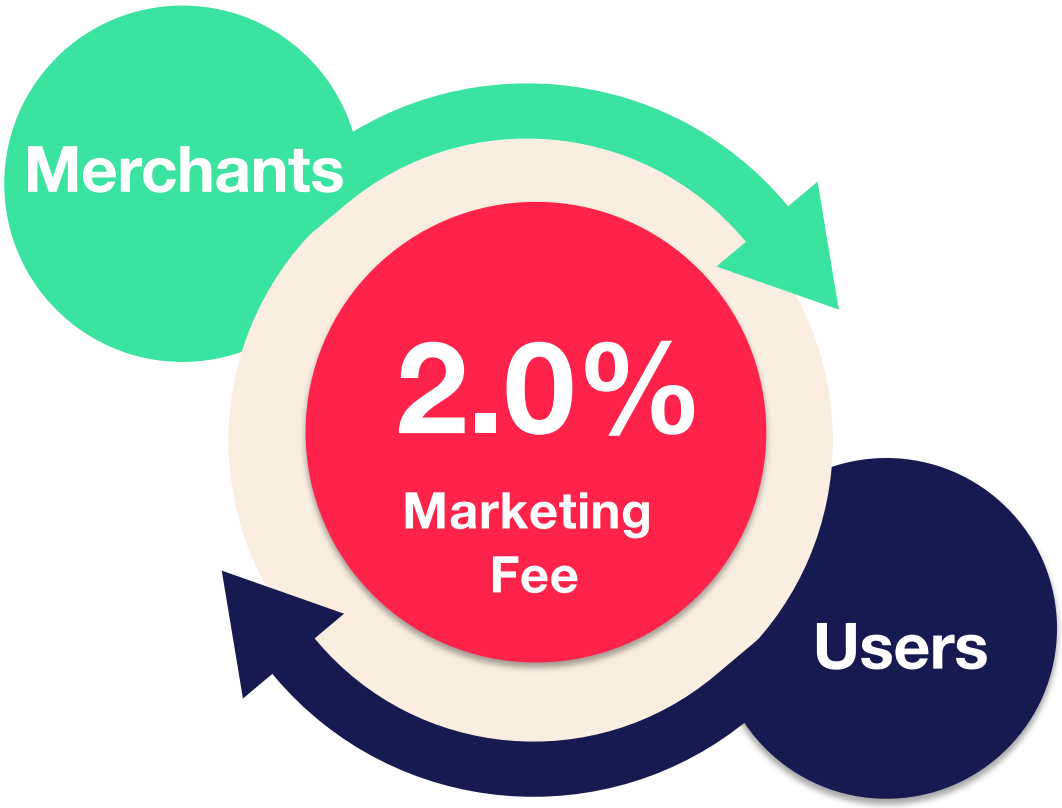
Wallit attracts budget-conscious consumers who have access to merchant offers ranging from dining to entertainment to footwear and apparel.

Offers are automatically delivered, can be tailored to consumers' lifestyles and preferences, and are automatically redeemed when consumers use their debit card either online or at physical retail locations.

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Simple, affordable pricing

Wallit's two-sided marketplace offers restaurants and retailers an online-to-offline performance-based advertising solution with a performance-based pricing model through card-linked, cash back offers.

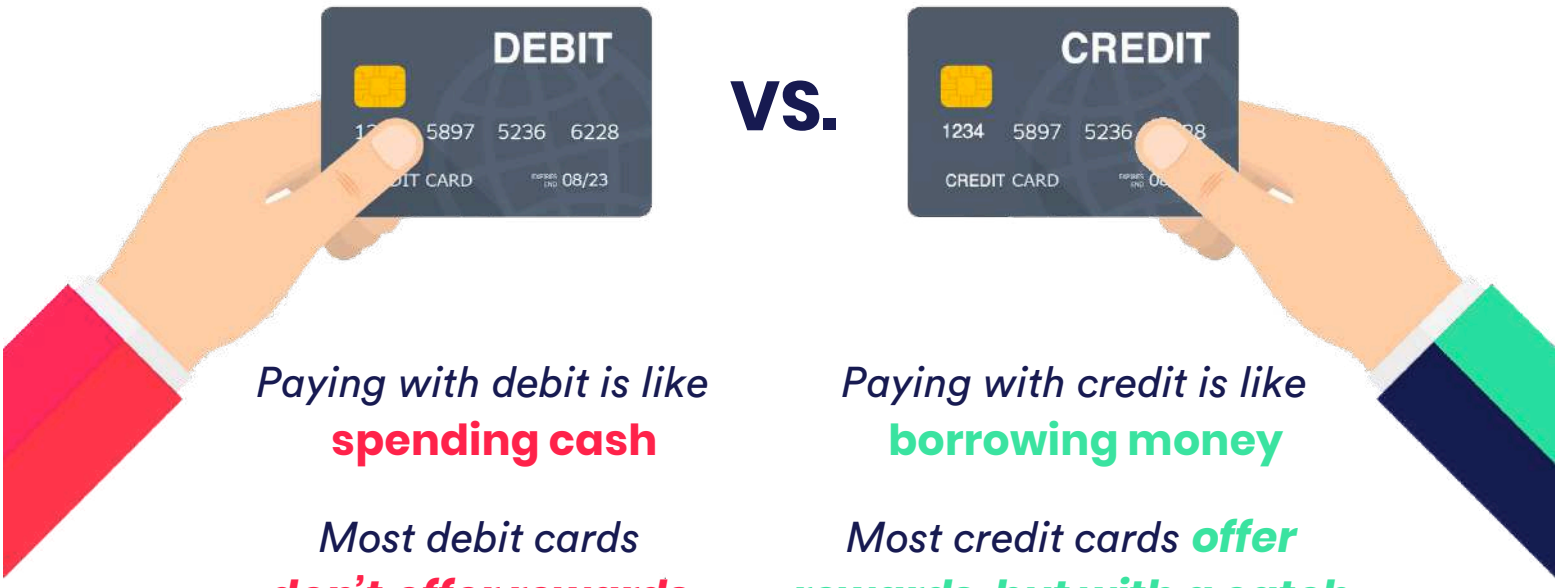


In other words, we only get paid if we drive purchases to your business and incremental shift in the form of increased frequency, recency and spend – for new versus returning customers, at-risk customers and loyal customers.

Plus, Wallit enables local merchants to easily quantify marketing spend down to every transaction and benchmark performance against your competition.

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Financial benefit of Wallit's merchant processing fee savings



Paying with debit is like **spending cash**

Most debit cards ***don't offer rewards***

Cost merchants an average of ***0.5 – 1%***

Paying with credit is like **borrowing money**

Most credit cards ***offer rewards, but with a catch***

Cost merchants an average of ***2.5 – 3.5%***

Example: Retailer with $1.5 million in annual revenue

Payment Type	Percentage Of Payment	Average Card Processing Fee	Card Processing Cost (Merchant Pays)
Credit	80%	2.75%	$33,000
Debit	20%	1%	$3,000
Total			$36,000

If 25% of customers shifted from paying with a credit card to a debit card, the result is a total annual savings of $5,000 per year!

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Onboarding

The first step in creating your campaign is an onboarding call. Your Program Success Manager will invite your team to a virtual meeting that will take approximately two hours.

During the call, we'll discuss your goals, asking you to share details that will help us understand your business needs, including but not limited to:

- *Business history, position in the marketplace*
- *Current marketing budget and existing social media campaigns*
- *Target market and ideal buyer*
- *The products and services will we advertise*
- *Key competition and challenges*

Set Campaign Goals

We'll set initial goals for the campaign. Our most successful clients set measurable and specific goals that lay the groundwork for a strong return on investment:

Goal	Metric	Measurement
Increase customer acquisition	#___	
More in store traffic	$___	
Lift in purchase frequency	$___	
Higher AOV	$___	

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Timetable

Your dedicated Success Manager will collaborate with you and your team to tailor your marketing campaign to meet your unique business goals. Timeframes and milestones may vary, but here is a sample timetable:

WEEK 1	WEEK 2	WEEK 3	ONGOING
ONBOARDING & SETUP	**LAUNCH & ROLLOUT**	**MARKETING & PROMOTION**	**REPORTING & ANALYTICS**
• *Company overview* • *Campaign strategy and goals* • *Campaign and offer creation* • *Weekly call (as needed)*	• *Campaign kickoff* • *Press release* • *Spread the word* • *Activity begins*	• *Sales and marketing* • *Activity ramps* • *Optimize campaign*	• *Campaign scorecard* • *Performance metrics and benchmarks* • *Post campaign report*

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Campaign Set Up Detail

Item	*Description*	*Example*
Campaign Name	*Used in admin app and for reporting*	*Spring is Sprung*
Goal	*Desired results for campaign*	*Increase revenue, new customers, increase AOV*
Budget	*Total funds allocated to all offers for a given campaign*	*$1,000*
AOV	*Average order value*	*$10*
Start Date	*The first date that the offers will be available*	*9/1/2020*
End Date	*The last date that offers will be available*	*9/30/2020*
Targeting Rules	*Any combination of age ranges, customer addresses*	*zip code=02215,03844,01915 AND age >= 18*
Stores names	*Complete list stores*	*Rolling in Dough Bread Co.*
Store addresses	*Full address of each store location*	*123 Main Street, City, State Zip*

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Campaign Set Up Tips

☐	**Set a goal for your campaign**
	• *Drive $X in revenue* • *Increase in-store traffic by Y amount* • *Increase in-store purchase frequency by Z%* • *Increase average order value* • *Increase Return on Ad Spend (ROAS) compared to other advertising*
☐	**Establish your budget**
	• *Your budget will consist of the cash back and marketing fee to Wallit* • *With Wallit, you only pay the marketing fee and cash back when a customer makes a purchase with their linked debit card.*
☐	**Calculate your Average Order Value (AOV)**
	• *AOV is an important number to know because it will help to increase your revenue growth and profits.* • *Once you know your budget and AOV, it is easier to determine how many transactions needed during the campaign to reach your goals.* • *If you don't already know the AOV of your product or service, then we can help establish it with you.*
☐	**Establish campaign timeline**
	• *Select an start and end date for your campaign.* • *Take into consideration your goals and budgets.* • *Expect to achieve immediate results with Wallit, which is different from most marketing platforms and campaigns.*

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Offer Set Up Detail

Item	Description	Example
Offer Name	*Used in admin app and reporting*	*Slow Day, Thank You*
Physical Location	*optional address or GPS coordinates and radius*	• *123 Main Street, Anytown, USA, 50 meters* • *42.123567,-70.459484, 100 meters*
Amount	*Cash back amount*	*10%*
Schedule	*Days of week and time offer is available*	• *All* • *Mon, Tue* • *Friday, Saturday 3-6pm*
Title	*Heading for displayed offer*	*BLT Cash Back $3*
Description	*Tells customer what offer is*	*Buy our super-BLT and receive a big thank you*
Image	*High-resolution photos of your business, products and services to entice interest in your offer.* *Ask about our professional photography services.*	
More Info and Fine Print	*Optional wording for offer terms, restrictions, etc*	*One per customer only.*

SPECIAL NOTE: One of the benefits of promoting your business on Wallit with our card-linked offer platform is that once your campaign is set up, we take care of everything going forward – your staff doesn't have to do anything and there is no hardware installation or POS integration.

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Offer Set Up Tips

☐	**Add a high-resolution logo and irresistible images***
	• *In order to achieve high-quality imagery, please submit the highest resolution versions of images available.* • *Use stock images if brand-specific photos are not available.* • *Images must be at least 1400 x 840 pixels for zoom functionality* • *4200 x 2544 pixels is our recommended image size for our zoom feature and retina displays* • *The minimum requirement for proper online display of images is 960 x 582 pixels (no zoom functionality)* • *Must be cropped in a 5:3 ratio* • *Images must be horizontally oriented* • *Images should be centered on a white background* • *Acceptable image file formats are .JPG and .PNG.* • *Images must be free of any logos, text, or graphics*
☐	**Write an inviting description of your offer**
	• *Please submit a short summary about your business in fewer than 120 characters.* • *This information will appear under the fine print details on individual offer pages, and provides users with a clear sense of your business, purpose and expertise.* • *Be sure you include details about what makes you unique in your industry and why your products or services are first-class.*

* You must own the image and/or have the legal right to provide the image to Wallit for use on Wallit services. Legally, we can only use images that meet these requirements.

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Welcome Kit

Each welcome kit comes with multiple resources to support your marketing program. Your FREE kit includes:

- *Two (2) double-sided window stickers*
- *Three (3) vinyl floor stickers*
- *Three (3) POS acrylic counter stands*
- *Three (3) counter stand stickers with QR Code*



Bill holder inserts with QR Code
4” x 6”

Double-sided window cling
3.625” x 2.125”



Vinyl floor stickers
12” x 12”

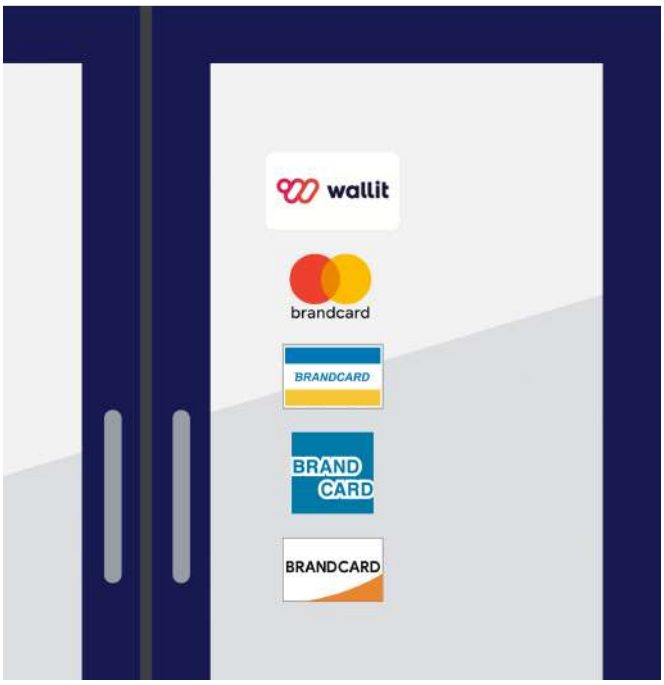


Acrylic counter stands (4” x 6”)
Counter stand stickers with QR Code

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In Store Marketing

Let customers know you accept Wallit right away. They'll thank you for it by buying, buying more, buying more often and telling their friends.



Greet them at the door

Let customers know you accept Wallit right away



Reward them at checkout

Show them how much you appreciate their business

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We're here for you 24/7

Our team is standing by 24/7 to support you by phone, email, and live chat.

We can help you with everything from issues creating your offers, listings, to concerns about marketing.

Contact Us

Do you have questions or need some assistance? Contact us to schedule a free consultation with one of our client success managers.

We can assist you with putting together a powerful integrated campaign for maximum impact and measurable results.

info@wallit.app

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