PeopleVine
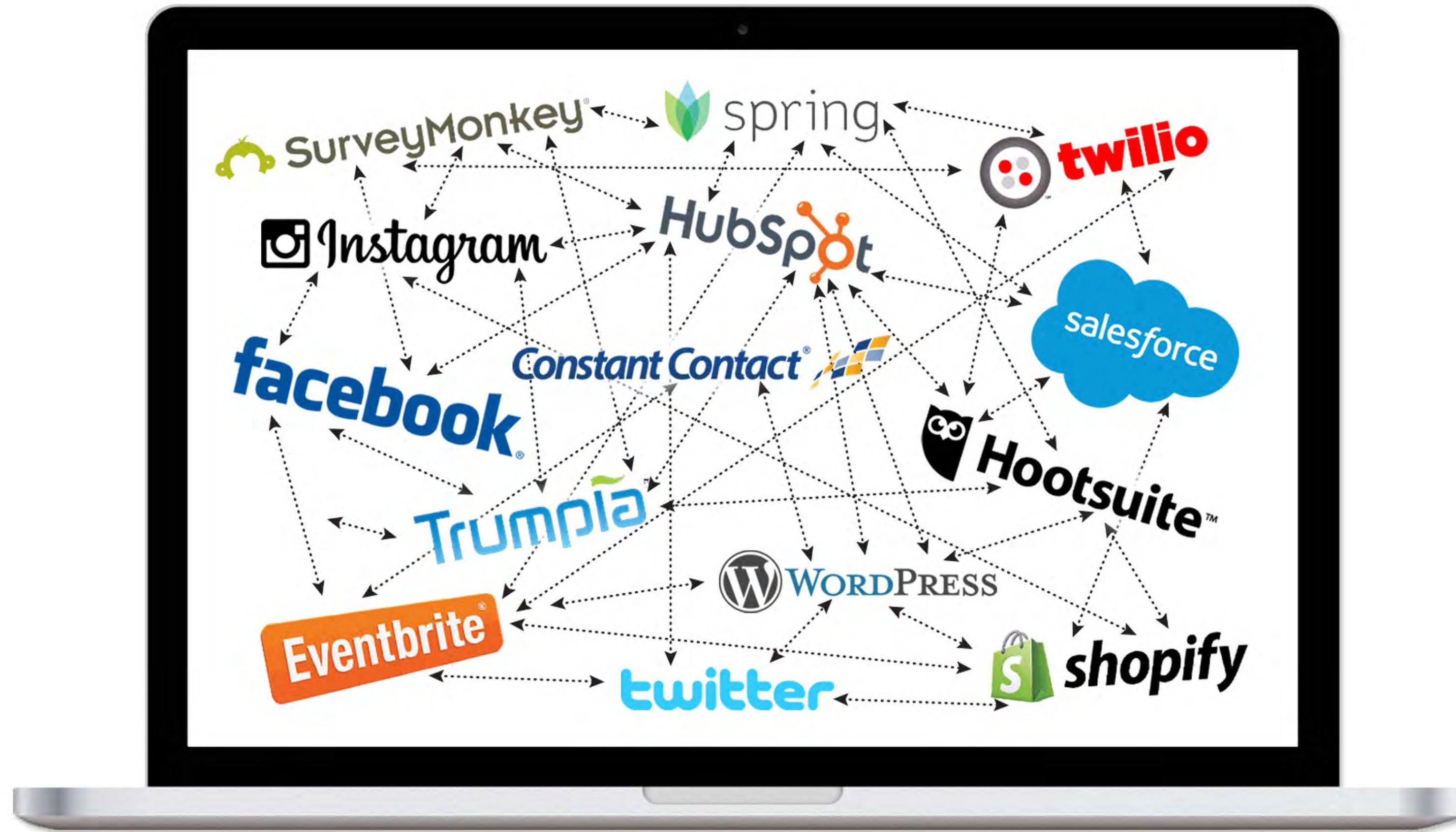## An Introduction

"I love that [PeopleVine] came to us with proactive ways to communicate with our target audience efficiently and effectively. They really thought about our business and provided a solution tailored to us."

—Tony Paske, Regional Marketing Manager at Zipcar

Overwhelmed yet?

Today's marketer uses multiple fragmented platforms to manage customers, rewards, events, newsletters, social media, and more. Each of these channels is only a portion of your relationship with your customer. This makes it difficult to get a whole view of the relationship.

Imagine if you could easily engage with your customers, through multiple channels, all from one central location. Imagine if you could see the whole relationship all in one place.

Well, now you can.

And, it's as simple as...

1   **Who we are**

2   **What we do**

3   **How we do it**

4   **Reasons to believe**

1. Who we are

PeopleVine is the first platform to bridge CRM, marketing and sales into a single, seamless customer engagement suite.

With a vision to be the most essential and adaptive business software company in the world, we have begun to revolutionize the way our users connect to, learn about, and build valuable relationships with their customers.

We built the simplest cloud-based customer engagement marketing platform to help brands and partners connect, engage, track, and build better branded customer experiences.
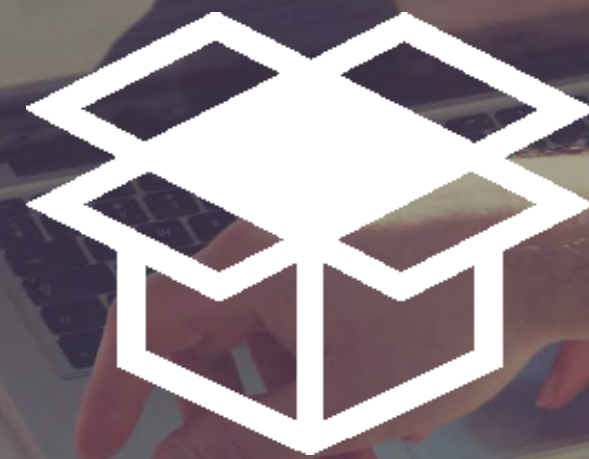
Let us show you how.

2. What we do

We make it quick & easy to launch an experience...

PeopleVine's turn-key, out of the box components are built on our own robust API.

Turn-key functionality

Out of the box experience

Robust API

Do more in less time.
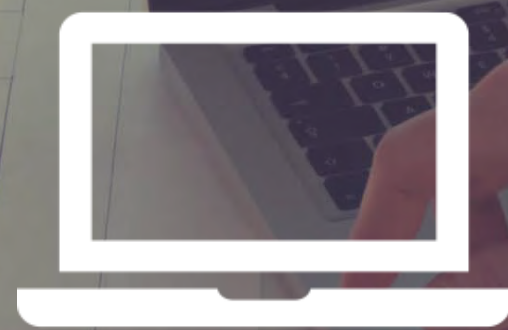
...and interact with your customers.

PeopleVine offers a comprehensive view of your customers and their engagement across every TouchPoint (interaction). As you build your relationship, see what your customer did across every TouchPoint.
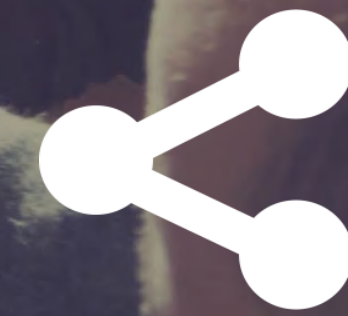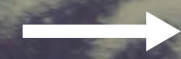
Sign up → Open newsletter → Visit website → Use offer → Share experience → Leave a review

All in one place.

Stay in touch.
In real-time.
From anywhere.

PeopleVine rolls CRM, marketing, and sales tools into one seamless integrated suite.

PeopleVine gives you a full view of your customer interactions in one simple dashboard.

PeopleVine offers real-time insights to help you make informed decisions and to create relevant and timely customer engagements.

Easily grow advocates out of your customers with PeopleVine.

Configure everything from your campaigns to your company using any or all of the 20 components.

Engage with your customer in multiple channels from email to social.

Analyze your interactions and re-target with more relevant content.

Build brand loyalty.

3. How we do it

20 core components all designed to work seamlessly together to build better branded customer experiences.

Appointments	Content	Keyword Monitor	Newsletters	SMS
Automation	Contests	Location	Offers	Social Posts
Campaigns	CRM	Loyalty	Recurring Billing	Surveys
Commerce	Events	Memberships	Reviews	Ticketing

Turn-key **API for every component** **Out of the box**

Fact:

Our software has generated more than...

18K coupons

65K member cards

280K social posts

680K contest entries

700K landing pages

$1.6M in transactions

2M renewed subscriptions

9M customer relationships

189M text messages

Keep your attendees engaged before, during, and after the event.

Launch an event.

Promote the event via SMS, newsletter or social.

Monitor what customers are saying & sharing on social media.

Send a welcome letter and/or offer when ticket is scanned.

Get real-time feedback after the event ends.

Track event hashtags to build a real-time, crowd-sourced photo gallery.

Reward every interaction with loyalty points.

It starts with the contest.
It ends with a loyal customer.

Create a contest.

Promote the contest via SMS, newsletter or social.

Monitor what customers are saying and sharing on social networks.

Customers play: we send them an offer.

After the offer is redeemed, we get feedback and introduce our loyalty program.

Reward every interaction with loyalty points.

Reward for more than just a dollar spent. Reward for every interaction.

Create a loyalty program.

Reward your customer for sharing and hashtagging.

Reward your customer with points for leaving a review.

Reward your customer for more than just spending money or making purchases.

4. Reasons to believe

Fact:

Over 2,000 companies have used our software to power their websites, campaigns, events, and more.

With over 1,000 members in their Chicago market, Zipcar leveraged PeopleVine to automate their 'King of the Road' campaign.

Situation:
Zipcar wanted to minimize the manual effort in running their 'King of the Road' contest.

Approach:
Zipcar leveraged PeopleVine's contest engine, loyalty platform, and social trackers to fully automate the day-to-day operations of the 'King of the Road' contest and improve upon the user experience.

Results:
Zipcar efficiently and effectively interacted with and rewarded members for using Zipcars, tweeting, following, and showing up to pick up swag.

Just a few of our clients that built stronger relationships using PeopleVine:

With over 180 locations nationwide, Rosati's Pizza leveraged PeopleVine to interact with 23,000+ of their customers to build brand loyalty.

Situation:
Rosati's Pizza wanted to drive additional traffic to all their restaurants locations to promote their 50th anniversary.

ROSATI'S
Authentic Chicago
PIZZA

Approach:
Using PeopleVine, they launched an online contest and gave customers offers, including a chance to win a trip to Naples Italy, for sharing their preferences.

Results:
They built 23,000+ customer profiles containing: where the customer lived, their favorite pizza, and their preferred location. Ultimately, they engaged their customers with the brand and built loyalty.

Many industry sectors leverage PeopleVine.

Advertising & Marketing

Consumer Package Goods

Financial Services

Food & Beverage

Footwear & Apparel

Health & Fitness

Home Improvement

Hospitality Services

Legal Services

Music & Entertainment

Packaging & Distribution

Retail

Sports

Technology

Travel

Built in the cloud for growth & reliability.

Scalable by leveraging Microsoft's Azure Cloud.

Built with .NET and SQL Server on the backend.

Leveraging HTML5, CSS3, jQuery and AJAX on the front end.

API integration for every component.

Built on our API for even more powerful integrations.

A backend dashboard for setting up and reporting on data.

Over 1,500 configurable features.

Turn-key customer-facing portal for interacting with customers.

Responsive to work across desktop, tablet, and mobile.

Designed with Twitter's Bootstrap for a clean and familiar experience.

We got your **<u>back</u>end.**

PeopleVine is integrated with:

facebook

Instagram

twitter

Google

amazon

channeladvisor

Authorize.Net

FOURSQUARE

Braintree

cardconnect

SendGrid

PayPal

ebay

twilio

And more partners are coming onboard.

Fact:

Over 200M TouchPoints have been made.

PeopleVine

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