



## A Mobile Consumer App

BasketHub is the all-new app by ECRS that extends the CATAPULT® loyalty and e-commerce framework to the mobile platform. Where retailers can engage consumers directly... anywhere, anytime. Because today's retail landscape is extremely competitive, ECRS retailers need tools that provide an advantage. BasketHub will play a major role in overcoming that critical hurdle.

## Build Your Loyalty with Dynamic Customer Engagement

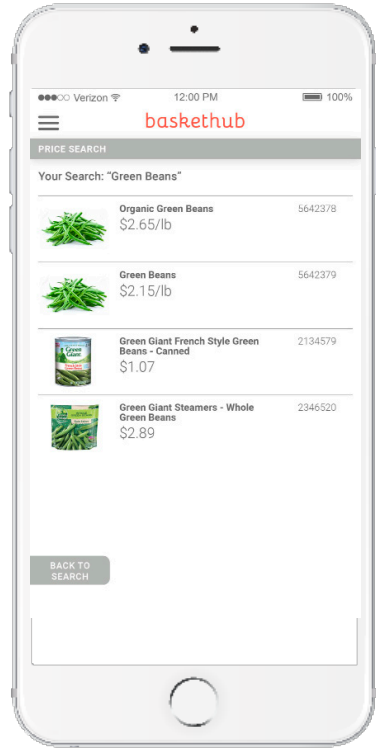
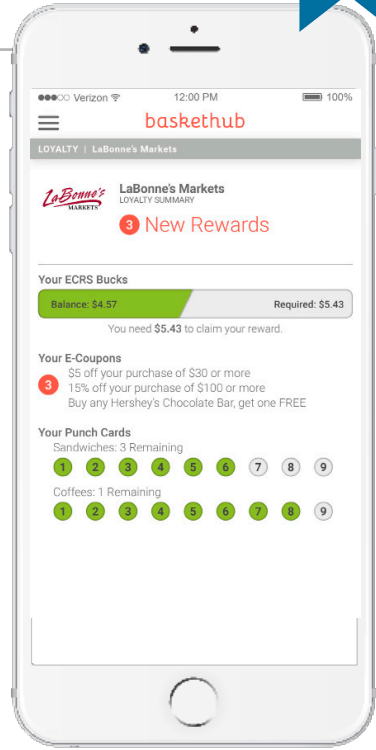
The BasketHub app for CATAPULT provides ECRS retailers with yet another competitive edge in the marketplace. CATAPULT's Loyalty Points and LoyaltyBot® modules already offer retailers powerful and customizable marketing capabilities that eliminate the need for third parties, and the exorbitant costs associated with letting third parties manage such activities. BasketHub takes in-house retail loyalty marketing to the next level providing a native app that runs on both iOS (Apple) and Android platforms, the two dominant smartphone operating systems.

## Beacon Technology Provides a Personalized Experience

By harnessing the power of beacon technology, the BasketHub app puts a powerful loyalty and rewards notification system in the consumer's pocket and ties the notifications to the consumer's physical presence as they enter participating brick-and-mortar stores. What better way to excite and delight consumers about their visit to a store than to automatically present their rewards to them as they walk into the physical retail location? The positive emotions generated by this automated "WOW!" moment enhances the consumer's brand loyalty for the retail business, and keeps them coming back again and again.

## How Does it Work?

BasketHub is a hybrid app in the same sense that CATAPULT HHT is. That is, it's a "native" app only to the extent that you download it based on your smartphone's operating system (Android or iOS). After it's launched, the majority of its functionality is driven by WebCart™, behind the scenes. This approach allows the development of BasketHub to fully embrace the strategy of re-use without having to manage BasketHub's evolving functionality on multiple mobile platforms over time. Thanks to this strategy, whenever WebCart gets updated, so does BasketHub.



**PRODUCT FEATURES**

- For Android and iOS (Apple) platforms
- Engaging customer experience
- No third parties needed
- Future of Loyalty
- Beacon alerts for discounts, coupons, and more
- Powered by beacons and bluetooth

