



**Elevate your Shoppers Experience  
with Modern Loyalty Programs**



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Attract more **Foot-Count** & increase **Property Value**  
Learn how **Raffle Campaigns** can help elevating your property

Raffle campaigns can be a powerful tool for malls to draw in customers and build loyalty!

### Boosting Traffic



Creating a sense of urgency to get people to the mall sooner rather than later, with **Time-Limited Entries**



### Boosting Sales



**Purchase-Based Entry** encourages people to visit stores and spend money, potentially exceeding the minimum purchase amount.



### Boosting Rent Revenue



Raffles that drive traffic and sales can benefit stores, making them more likely to renew leases or expand their presence in the mall, potentially increasing rent negotiations.

## Paper-based raffles? **it's too complicated!** Why traditional raffles are **no longer an option?**

While paper-based raffle campaigns can be simple to implement, they lack the efficiency, data collection capabilities, and security features of digital alternatives.

### **Eco Unfriendly**

Paper usage and disposal contribute to environmental concerns.

### **Time-consuming**

Printing, organizing, and collecting paper tickets requires significant manpower and time investment.

### **Difficult data collection**

Paper tickets offer limited ability to collect valuable customer data for future marketing efforts.

### **Reduced engagement**

The experience of paper tickets can be less engaging compared to interactive digital options.

# Say Goodbye to Paper Coupons, & Go Fully Digital with **eRaffle®**

## 360° Raffle Management | Full & Simple Process

eRaffle® is a complete electronic paperless solution for managing and enhancing customer loyalty to your business through a raffle-based reward campaigns.

Using eRaffle® rule engine, helps you to take control of every rewarding campaign you might need to build for your shoppers.



### DEFINE CAMPAIGN

Create a raffle campaigns with detailed activities & multi-draws setup option.



### SET RULES

Configure flexible rewarding rules to ensure maximum campaign returns.



### SELECT TARGET

Select targeted shoppers based on a wide range of KYC rules



### SHOPPERS ENGAGEMENT

Encourage your shoppers to participate with omni-channels communications.



### DRAW PROCESS

Advanced random picker algorithm helps you automatically draw winners.



### ANALYTICS & BI

360° bird-eye reports and dashboard on all campaign performance KPIs.



Built for  
**Dynamics 365**

eRaffle® works as an add-on for Microsoft Dynamics 365 Sales or Customer service to utilize best in-class platform technology.



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Leveraging the native integration with Microsoft 365™ components, eRaffle is ready for instant information extraction and reporting using **Microsoft Power BI™**

Microsoft Power BI Dashboards for eRaffle, offers a customizable and extendable business intelligence capabilities that covers all the raffle campaign information, such as:



### Shopper Information

- **Segmentation analysis**, including age, gender marital status, nationality and more...
- **Engagement analysis**, including first registration, retention rate and preferred venues.



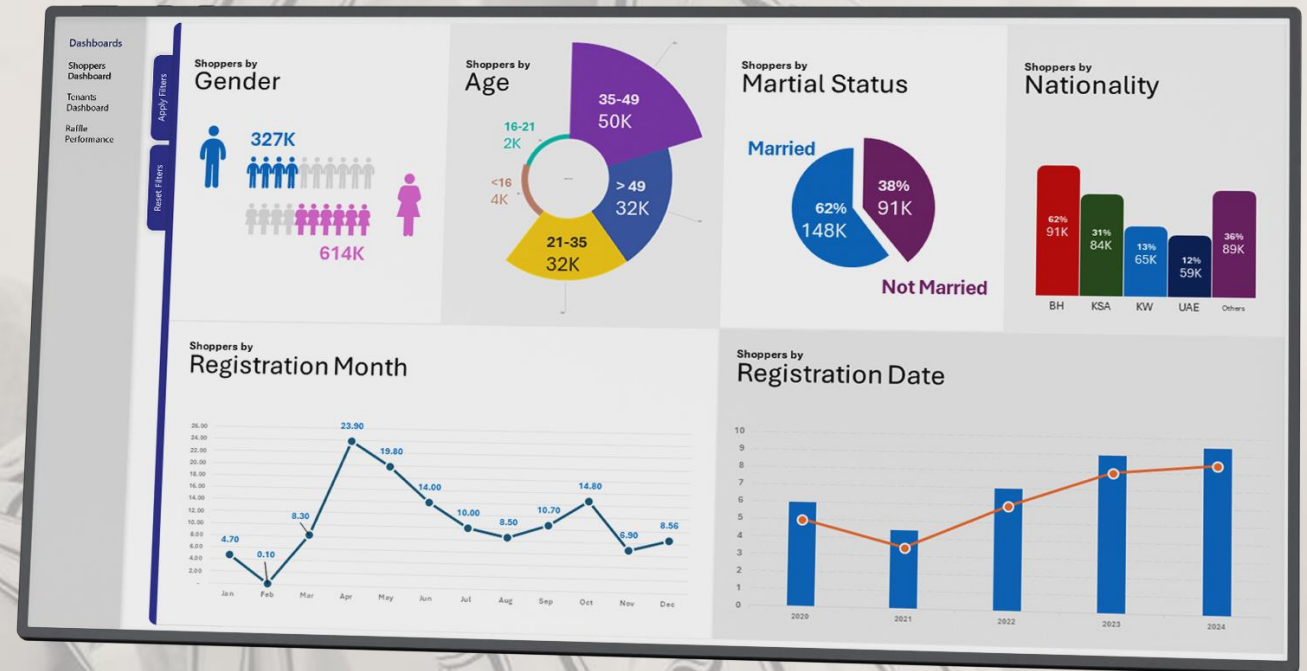
### Campaign Performance

- **Purchase analysis**, including number, value and frequency of customer purchases across the campaign.
- **Venue analysis**, covering malls, shops, brands, zones & floors performance analysis of campaign performance by number and value of transactions.



### Overall Analysis

- **Periodic Analysis**, combining both Shopper information and Campaign performance analysis over a longer period of time, such as month, quarter or year, and across all campaign activities.
- **Seasonal analysis**, defining a reporting window for defined periods, such as Ramadan, Holidays & Back to School.

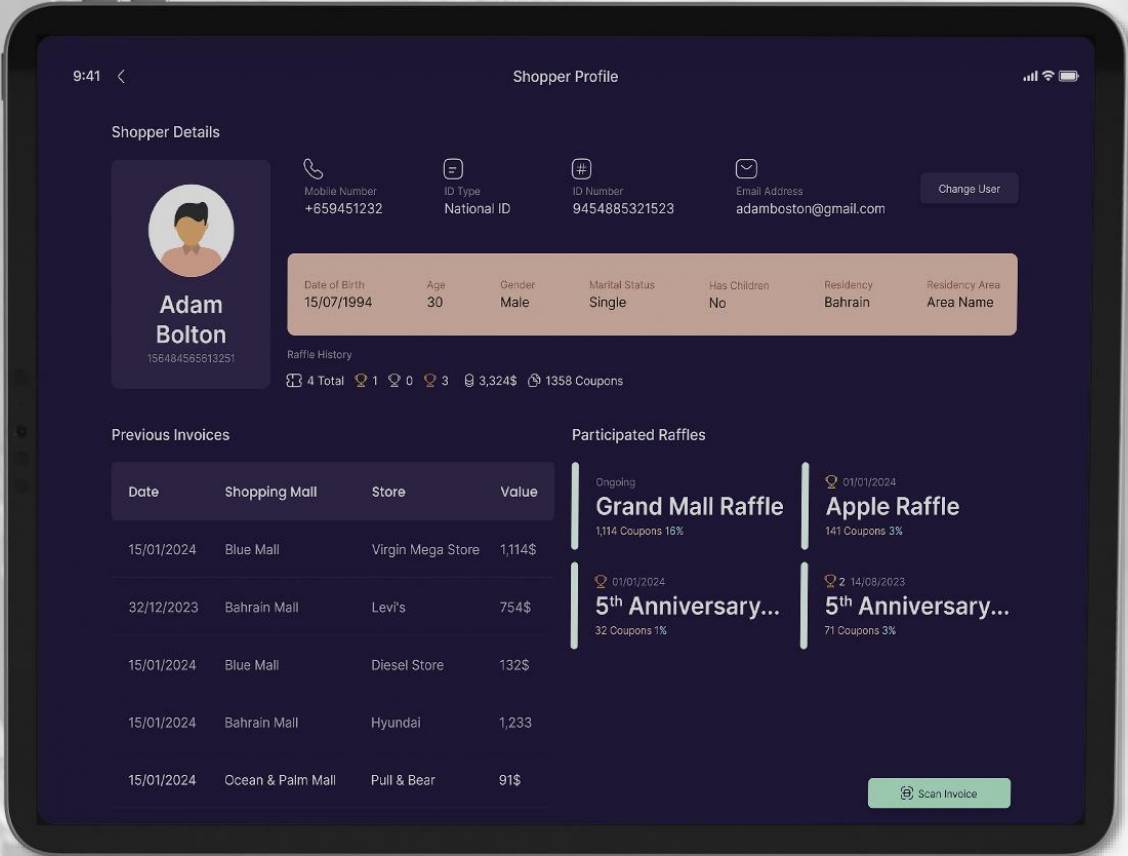
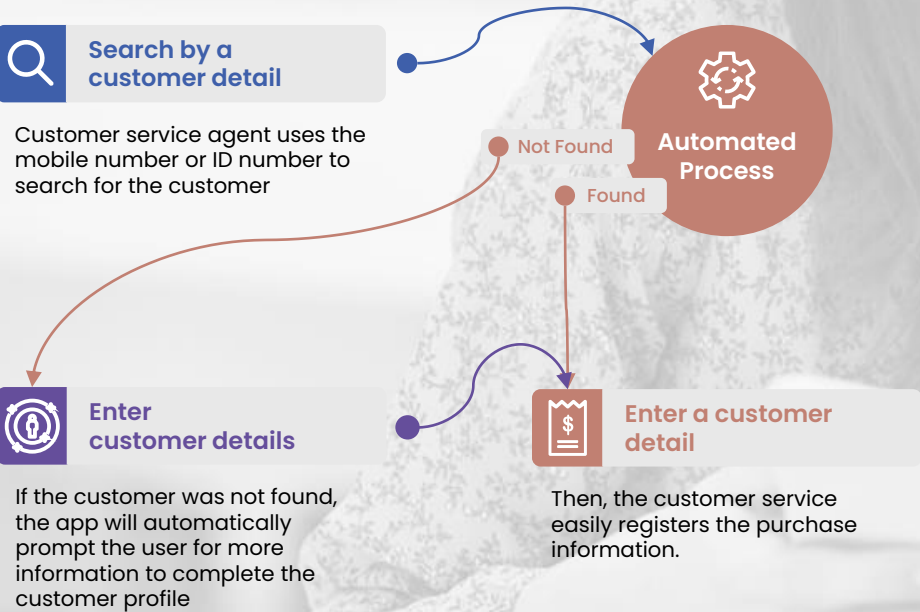


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eRaffle® offers a versatile mobility solutions for different roles, that upgrades the default user interfaces natively offered by Microsoft Dynamics 365, to more streamlined interface that was specially designed for the targeted role.

eRaffle app for Customer Service Role, is designed to simplify the process of capturing customer and purchase information quickly & easily, using a streamlined user interaction process:



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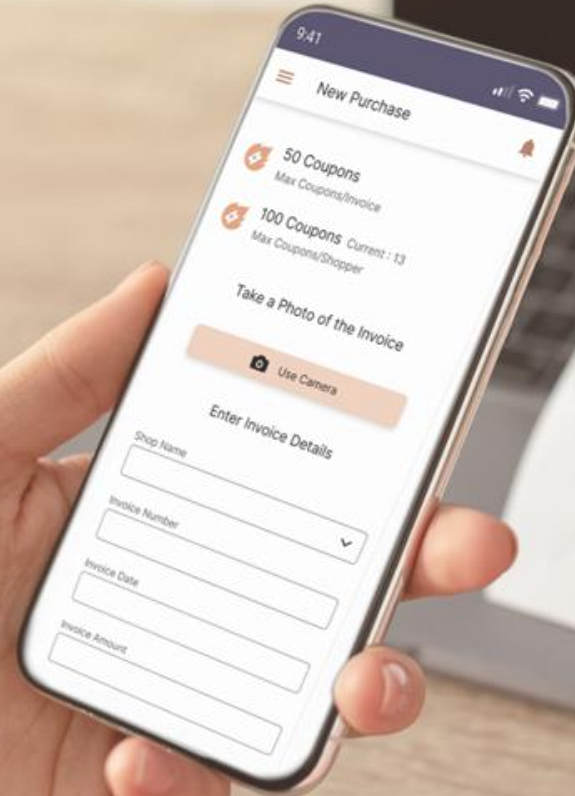
## 360° Raffle Management | Full & Simple Process

With the power of Microsoft Artificial Intelligence services, eRaffle® can accurately extract text, key-value pairs from purchase receipts photos taken by shoppers from the mobile app.

This eliminates the need for human revision and automatically trigger the coupon generation process. with this tool, the system will help you to:

- Manage multiple receipt templates for different stores
- Keep a space optimized scanned copy of the receipt
- Eliminate the need for the long queues in front of customer service desks to register purchases
- Automatically alert admins if a scanned receipt is not recognizable

Powered by  
**Microsoft AI Builder**





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## 360° Raffle Management | Full & Simple Process

Considering using WhatsApp Business but wondering if it's worth it? Adding WhatsApp campaigns to your existing marketing strategy and customer support tools is a big step. So it's only normal to want to know what you're getting out of it before jumping in.

As an overview, the benefits of WhatsApp for Business can be grouped into three main categories:

- WhatsApp is already the most used messaging app and opens up markets for you;
- WhatsApp offers customer support and marketing opportunities that improve the customer experience;
- WhatsApp is a flexible and effective messaging channel to get up close and personal with your customer base.



Powered by  
**Official WhatsApp Business™ API**



Meta charges for  
WhatsApp Business

**+3 Billions  
Users**

Most Popular  
messaging service  
on the planet!





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