

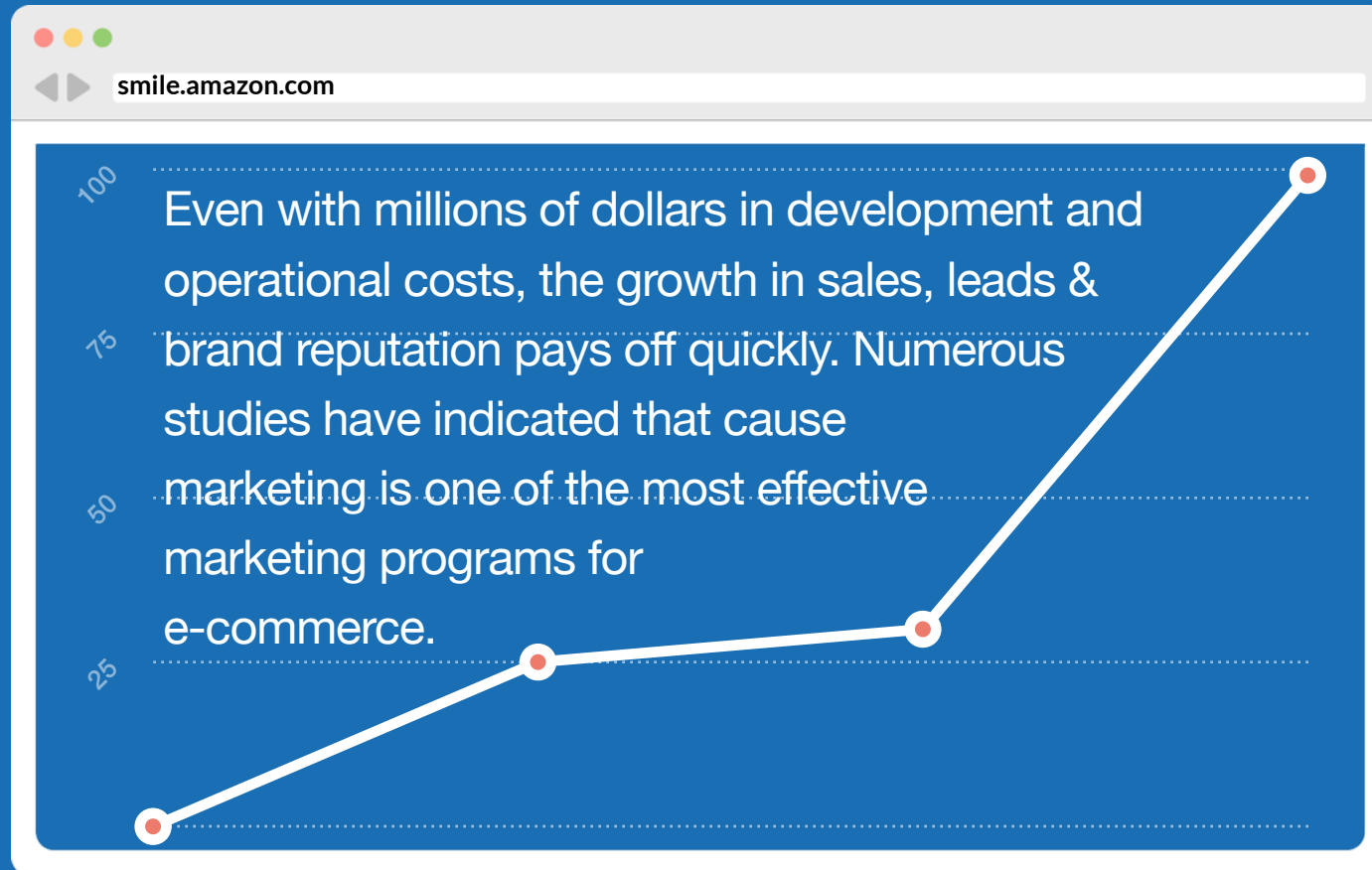


Smarter **eCommerce**



Drive **sustainable growth** by truly connecting **doing good & doing well.**

beCAUSE IT WORKS!



¹ Cone communications &

² Harvard study / How valuable is Word of Mouth

³ 2013 Cone Communications / Global CSR Study

BOOST SALES

+19%

... more online sales¹

OVERCOME COMPETITION

+89%

... of customers will switch to your brand¹

MORE RESULTS

CUSTOMER LOYALTY



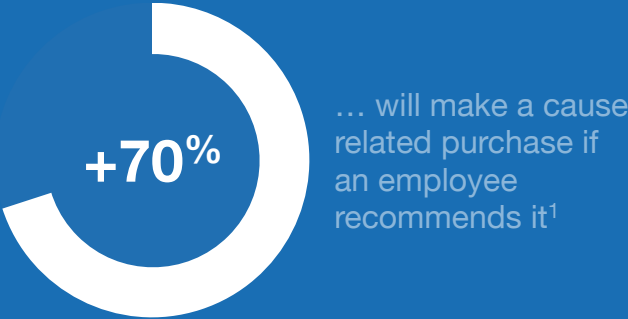
PRICE SENSITIVITY



CROSS-SELL

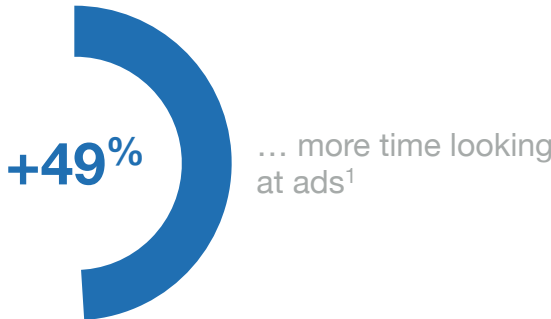


EMPLOYEE EFFECTIVENESS

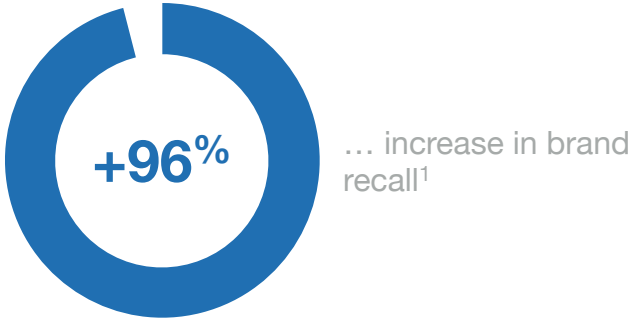


¹ Cone communications & Duke University / Behavioral Cause study
² 2013 Cone Communications / Global CSR Study

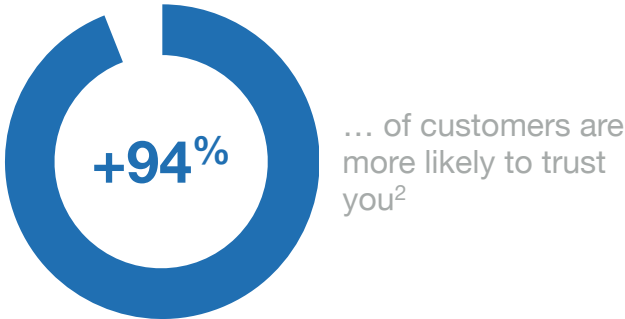
AD EXPOSURE x 1.5



MEMORABILITY x 2



TRUST



PRO✓VEN TECHNOLOGY

PATENT PENDING
TESTED WITH
WORLD WIDE CLIENTS



BADABUM



HOW WE DO IT?



1

We bring together, in a single platform, customer **Empowerment**, purposeful **Commitment**, full **Transparency** and realtime **Communication**, in order to deliver effective business results.

2

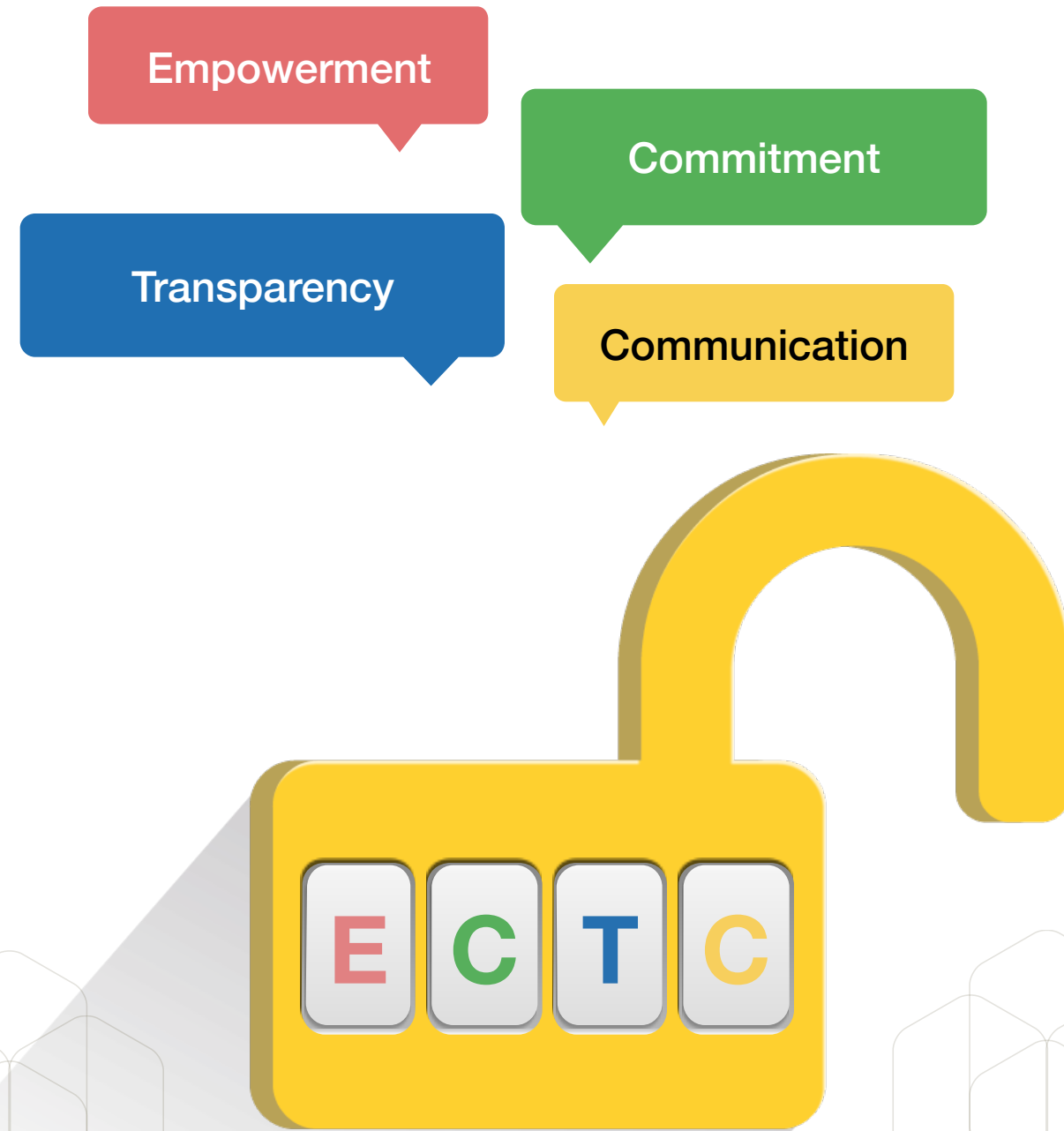
We make it simple for brands to engage existing, new and future customers through easy-to-implement tools that connect the **act of buying** & **act of giving**.

3

We work hand-in-hand with causes in order to step change their ability to make a difference, through the engagement of **caring consumers** & **caring brands**.

OUR FOUR PILLARS MAKE THE DIFFERENCE.

Our four pillars — **Empowerment**, **Commitment**, **Transparency** and **Communication** — have proven market results, showing how, with Voucherry solutions, companies can outperform and enhance performance of all other advertising, marketing, conversion, loyalty, referrals and sales activities.



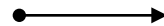
E

EMPOWERMENT



Common practice: Most companies, choose the cause to support.

Coca-Cola



Walmart 

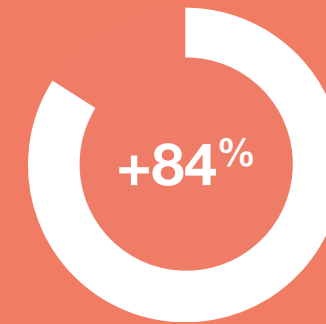


House of
Charity
the heart of the city



Customers want to choose who to give to not who you want to give to!

CONTROL



... of consumers want control¹

¹ Cone communications & Duke University / Behavioral Cause study

C

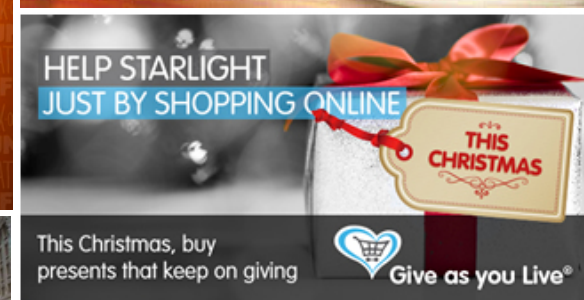
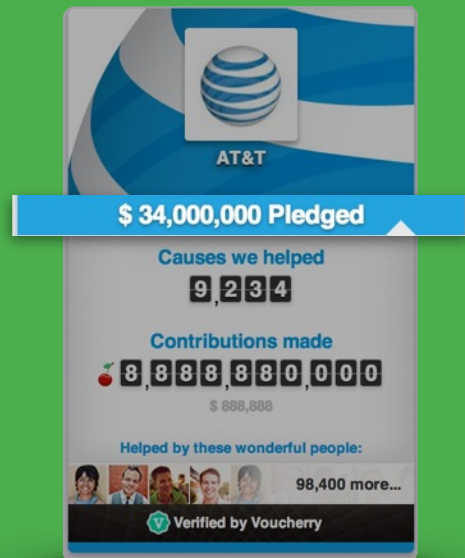
COMMITMENT



COMMON PRACTICE:
they only do it during disasters or seasons.



Customers want to buy and tell friends to buy from companies that are committed for the long run to making a difference in their lives.



... word-of-mouth referrals from each engaged customer¹

¹ Harvard study / How valuable is Word of Mouth

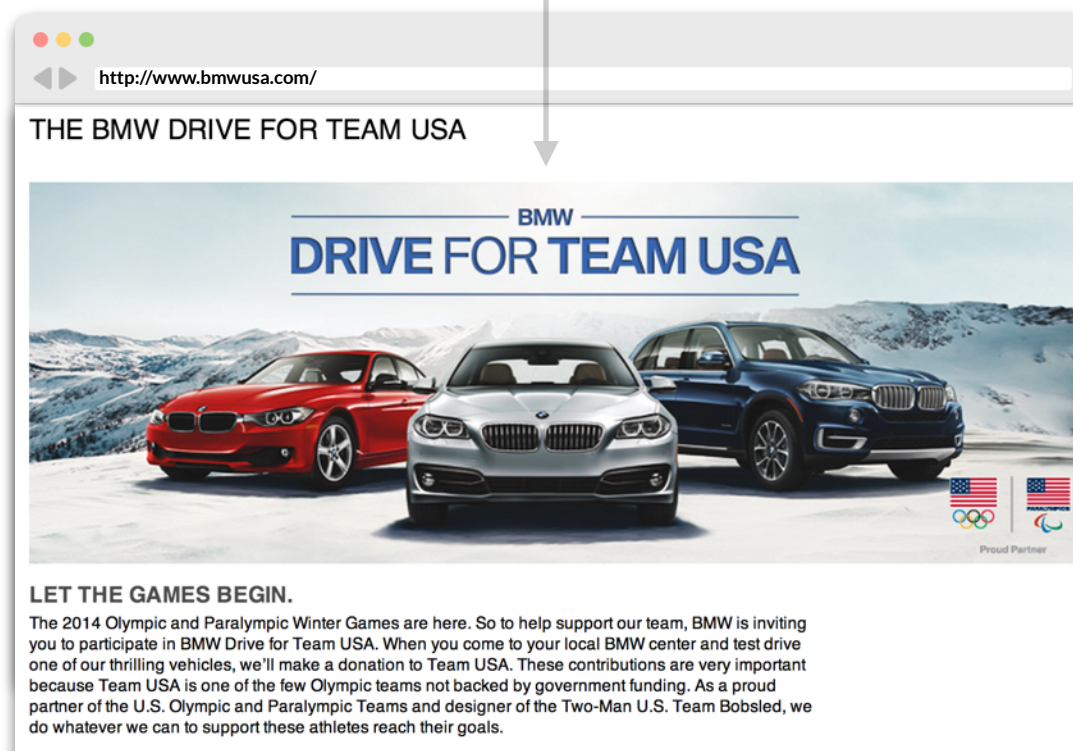
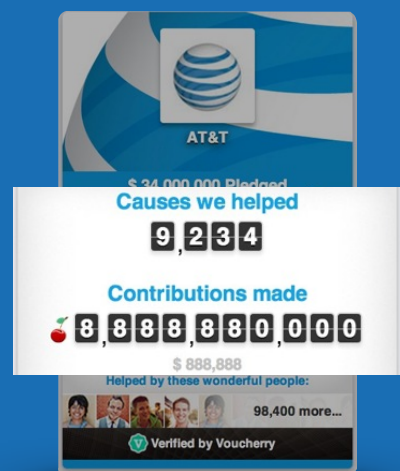
T

TRANSPARENCY



Consumer questions:

How much donations is my test drive worth? **When** will they give this donation? **How will** the dealer give the donation? Is it the dealer or the brand?



The research shows that customers don't trust corporations and they don't trust that they are giving what they're promising or making a difference.

MORE TRUST WHEN YOU ARE TRANSPARENT



¹ 2013 Cone Communications / Global CSR Study

C

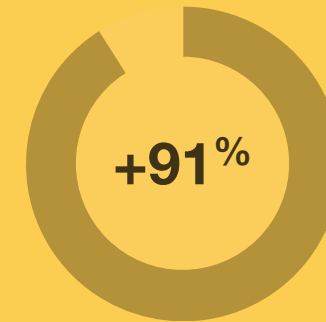
COMMUNICATION



Do you know how much did these brands give in 2013 and to what charities?



They want to hear often, live and from multiple sources about the contribution not through a press release and a website. **They want to hear it from their cause, from their friends and from your employees, often!**



... believe that companies should tell them how they are supporting causes. ¹

¹. Cone Communications / Cause Evolution Study

Walmart



PGA



at&t





25

Years

of
practical
implementation

FORTUNE

50

Voucherry®



1989 ○
we launched

Since 1989, the Voucherry team has been empowering Fortune 50 companies to grow revenue from emotionally loyal customers who spend more and drive word-of-mouth referrals.

2013 ○
Amazon Smile

smile.amazon.com to drive more sales and more referrals. A 0.5% of customers purchases were contributed to the customers' favorite causes.

2010 ○
we went digital

2014 ○
Does Amazon know something you don't?

In 2014 Amazon reported a 32% jump in profits and 23% increase in sales.

We've developed an entire ecosystem of simple revenue growth tools to deliver long-term emotional engagement and loyalty among customers and employees by **unlocking the full potential of customer purchasing power.**

2014
Run your own Branded program powered by Voucherry's vSmile solution

Voucherry gives you the advantage of 20+ years head start in cause marketing and many patent-pending tools, in a performance-based model. No upfront investment, no maintenance costs or time to lose.























Cause marketing is one of the best retention and referral programs

Facts about AmazonSmile:

- ▶ 0.5% in some cases is 50% of Amazon's gross margin
- ▶ AmazonSmile is designed to drive emotional loyalty to Amazon not to the sold brands
- ▶ AmazonSmile is not available to other companies or partners

VOUCHERRY
TAKES WHAT
AMAZON DID
TO AN
ENTIRELY
NEW LEVEL



	
	
	US Only 
	
	
   	  
	
	
	

Charitable Rewards

Reward a customer's purchase with a contribution for their cause

Over 1 Million Charities

Customers can choose from over 1 million causes all over the world

Instant Gratification

Instant, emotional and personalized gratification directly from causes to your customers for buying from you

Post Purchase Communication

Communication to customers after the purchase (through additional permitted emails and status updates)

Social Media

Social media sharing of your contribution by your customers

Active Promoters

We engage causes to actively promote you to millions of their supporters

Performance-based

No upfront cost or time lost, no overhead with technology or cause relationships. It's performance-based, "off-the-shelf"

Transparency

Full transparency of how much was given and to whom and when it was given,



YOU CAN DO BETTER WITH vSMILE

⚡ Easy, Fast Integration

By connecting to Voucherry's API you can instantly have your own cause marketing program, similar to Smile, without having to invest in any development and operational cost.

✓ Risk Free Program

It's performance based and you only pay on results.

♥ Emotional Interactivity

It's a complete the emotional cycle for your customer. With a personal "thank you" from their favorite causes and instant gratification messaging, they'll be happy for buying from you

🔗 Active Engagement of causes

We don't just write checks to causes, we work closely with the thousands of causes your customers chose to actively promote your brand

🔄 Flexibility

Easily customize your rewards per action such as purchasing or vouching (like).

📊 Scalability

Link your program to social media campaigns, offline sales, videos and even mass media campaigns for double the memorability of your marketing campaigns.












Smarter **eCommerce**



Basically, brands give a small portion of the purchases to the favorite causes of the customers to trigger emotional interactions and collect valuable insights.

You can drive emotional interactions when customers:

- | | |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
|  Buy from you |  Try your new products |
|  Visit your webpages |  Upload videos |
|  Read your emails |  Refer friends |
|  Submit feedback |  Call in for a quote etc. |
|  Subscribe | |

EMPOWERMENT

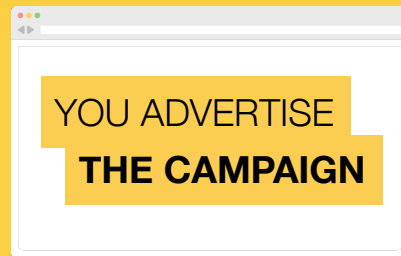


IN A NUTSHELL, HERE'S HOW IT WORKS

Meet John



... he visits your web site



1. Banners on the website
2. Visual identifiers on eligible products
3. Page to describe the program



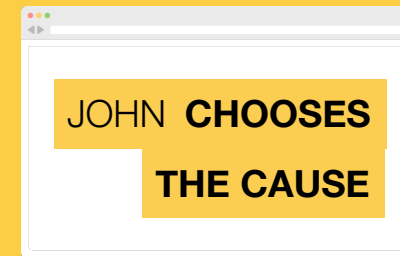
John is happy, he shares on social media your brand name & cause thank you. More of his friends are visiting your website.



... and he buys



... after paying for products



At the end of the shopping experience customer is invited to choose his cause

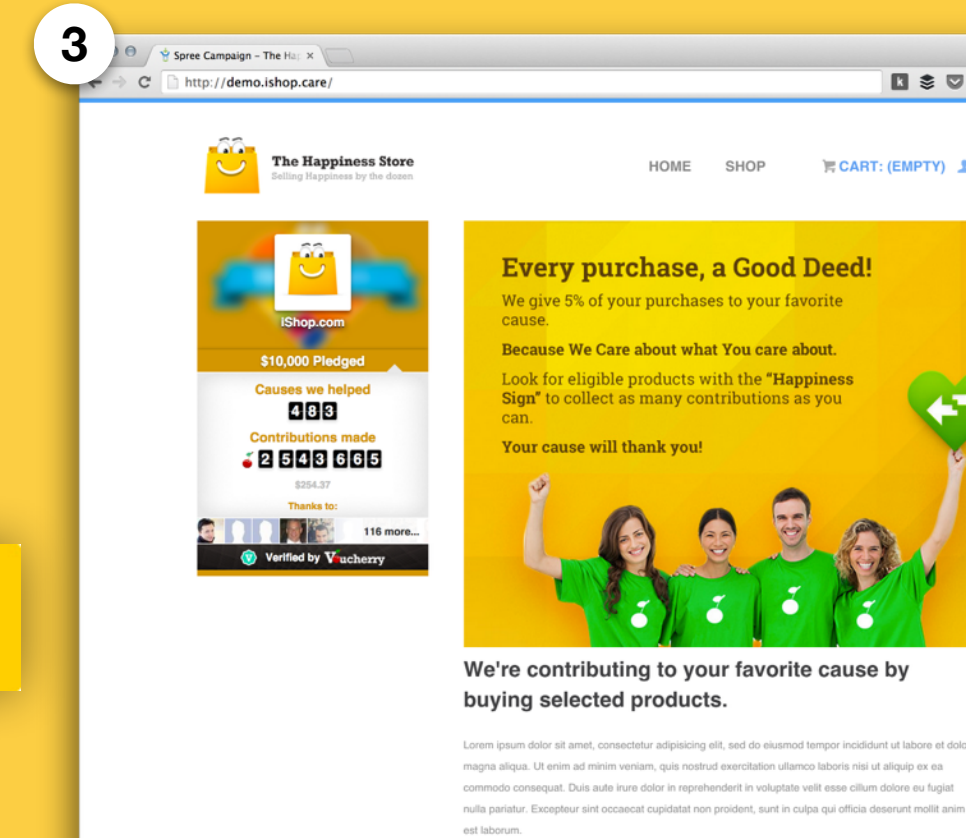
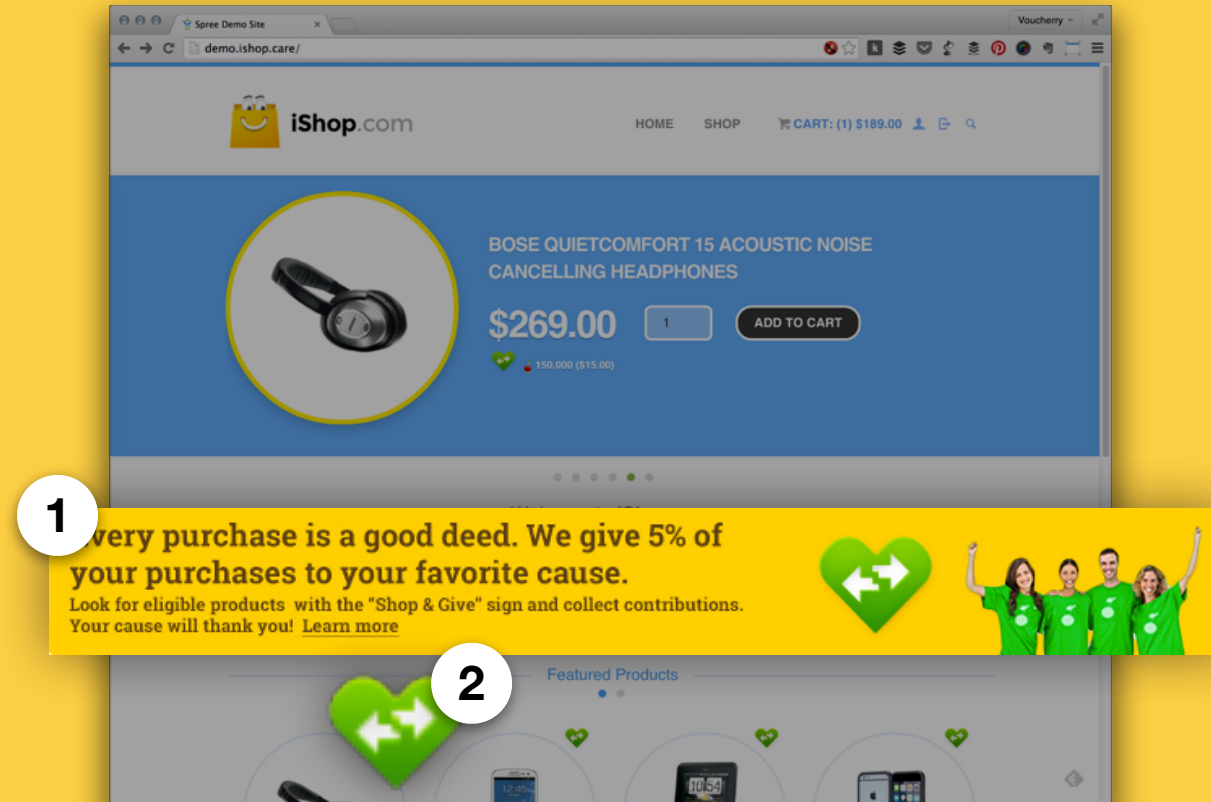
Cause says
"Thank you"
via web and email.



INSTANT
GRATIFICATION

ADVERTISE THE CAMPAIGN

1. Banners on the website
2. Visual identifiers on eligible products
3. Page to describe the program



EXAMPLE

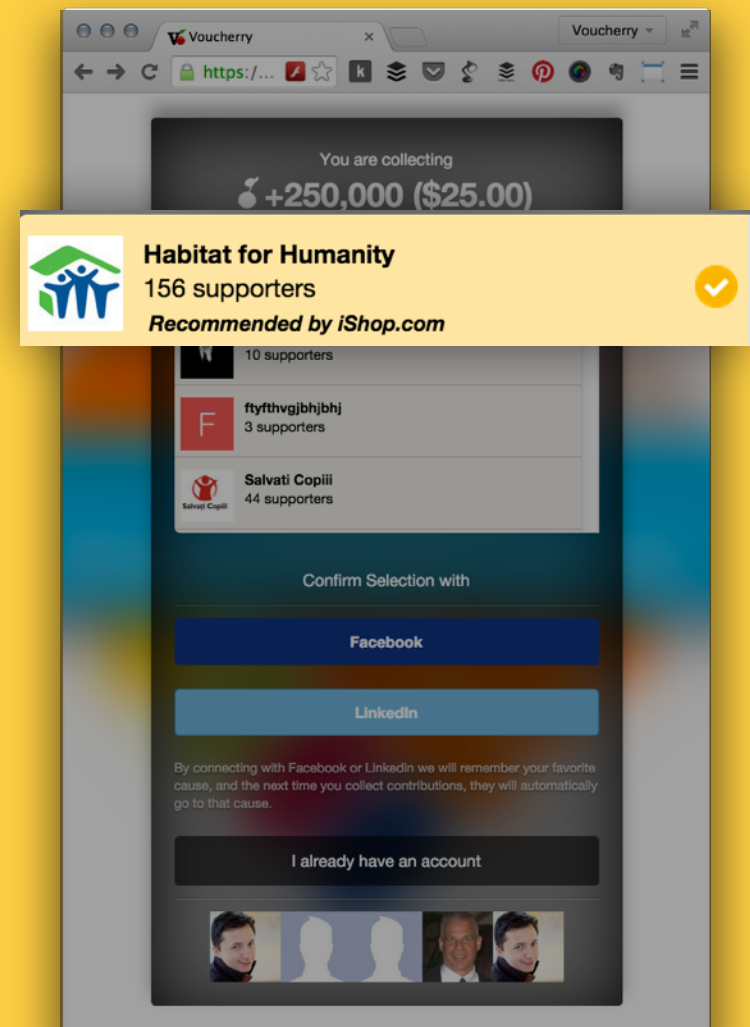
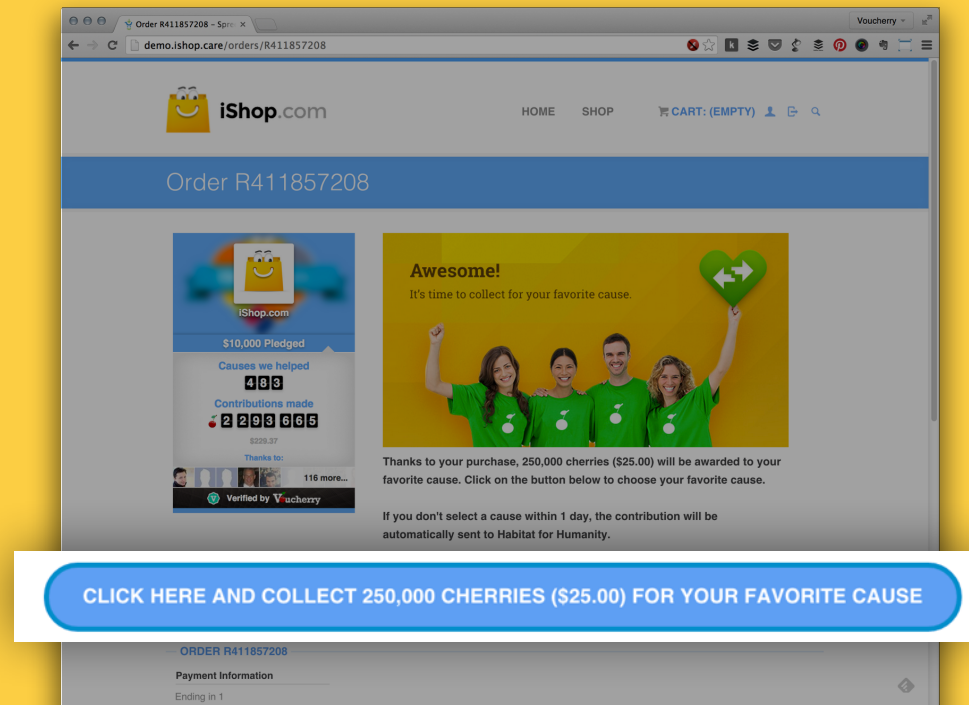


ENROLL IN THE PROGRAM

AT THE END OF THE
SHOPPING EXPERIENCE
CUSTOMER IS INVITED
to
CHOOSE HIS CAUSE



EXAMPLE



INSTANT

GRATIFICATION

THANK YOU
MESSAGE
FROM THE CAUSE

EXAMPLE

The screenshot shows a web browser window with the Voucherry logo in the top left corner. The address bar displays the URL: https://staging.voucherry.com/user/thank_you/reward/N1CFSM69V0uqgGvn0ZU_Hg/vpage#=_. A green notification bar at the top states "You have successfully logged in." Below this, a modal window is displayed with the following content:

- You're awesome!** (in red text)
- Congratulations! You collected 250,000 Cherries for your favourite cause **Habitat for Humanity**, by purchasing from **iShop.com**.
- A red ribbon banner showing **+250,000 (\$25.00)**.
- The **Habitat for Humanity** logo and a paragraph in Romanian: "Iti multumim pentru alegerea facuta si pentru contributia facuta datorita tie. Cu ajutorul tau, putem astfel continua sa construim adaposturi pentru saraci. Peste 3,300 de familii din Romania au beneficiat pana acum de ajutorul nostru!"
- A photograph of volunteers in purple shirts and pink hard hats working on a wooden wall.

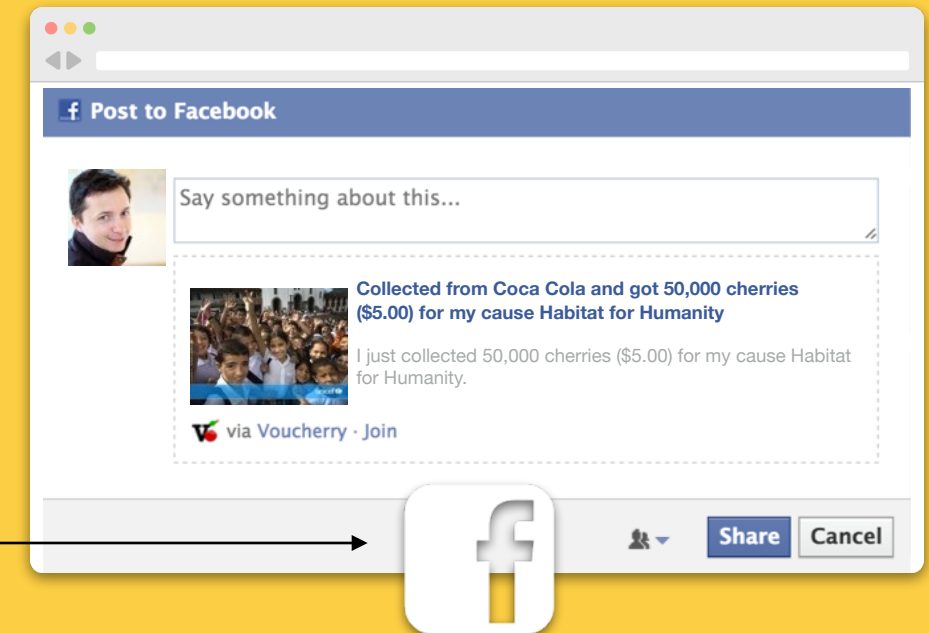
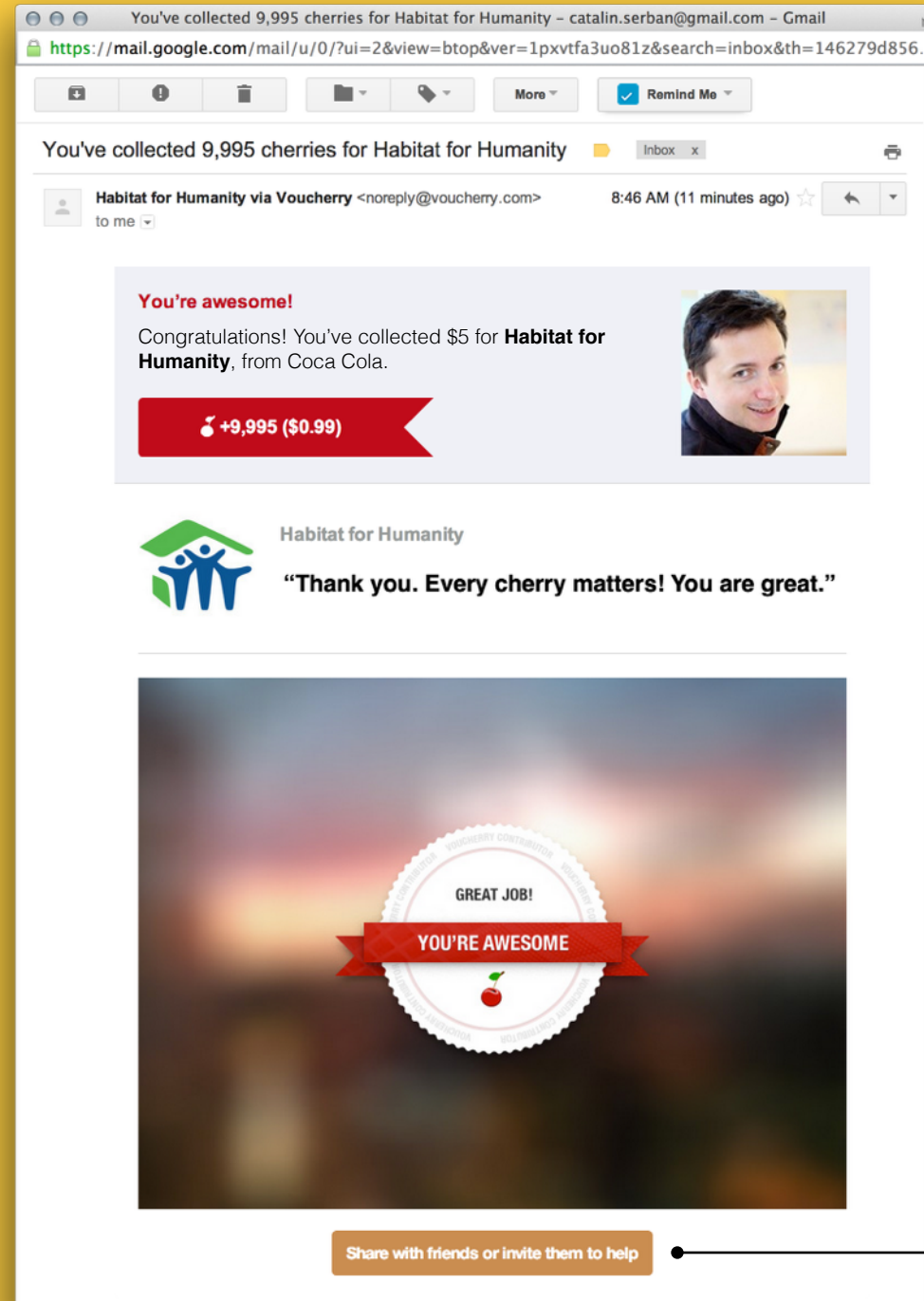
Below the modal, the text "You are making a difference" is visible. At the bottom of the modal, there is a "Share to help more" section with three buttons: "f SHARE", "TWEET", and "in SHARE". The footer of the page includes the Voucherry logo and links for "Terms" and "Privacy".

THANK YOU FROM
THE CAUSE
VIA EMAIL

**THE CUSTOMER
WILL GET**

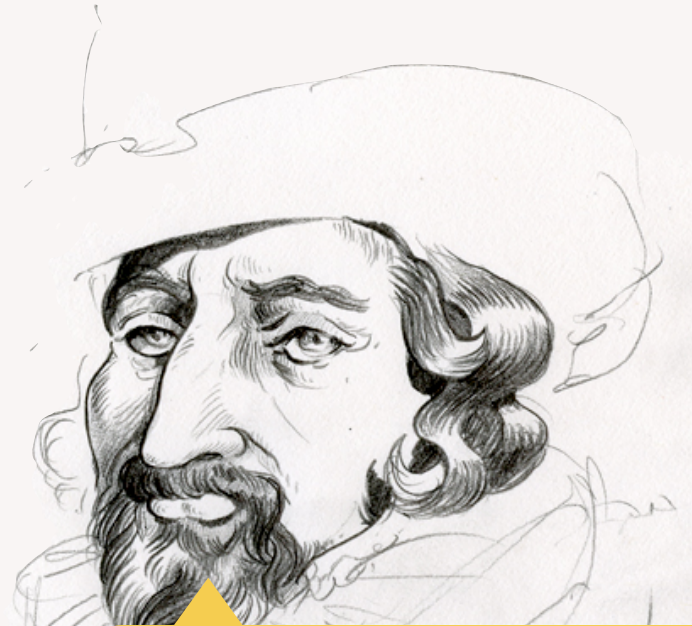


with a **“THANK YOU”**



EXAMPLE

Sir Francis Bacon



**“KNOWLEDGE
IS POWER”**

Thank you. [Click here to request a demo](#)

or contact us at
brands@voucherry.com

www.voucherry.com
Skype id:
[voucherry](#)

brands@voucherry.com
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