

Automated Workflow System for engaging, activating and enabling lifestyle communities

ENTERPRISE LEVEL APPS, LIFESTYLE AD/CONTENT/COMMERCE MANAGEMENT SYSTEM, IN APP BROWSER, DATABASES, USER + ADMIN TOOLS



Scalable to millions of concurrent community members and beyond!

FREE or PAID VERSION

APP DEVELOPMENT

- SINGLE CODE BASE/ALL DEVICES
- REDUNDANT, SECURE, SCALABLE
- APP STORE, GOOGLE, OTHER
- 3RD PARTY INTEGRATION

APP USER ACQUISITION

- CONVENTIONAL MEDIA
- AUTOMATED REGISTRATION
- QR CODE DOWNLOAD

Partner Distribution

CONTENT PROVIDERS + ADVERTISERS

LOCAL, REGIONAL, NATIONAL

*Static + Dynamic Options
1,000's of Pre-Populated Ads
30-Day Free Trial*

AD MANAGEMENT SYSTEM FRONTEND

- AUTOMATED SALES PRESENTATION
- AUTOMATED SALES/MARKETING
- INSERTION ORDER W/PREVIEW PANE
- PAYMENT COLLECTION (MULTIPLE GATEWAYS)
- AD MANAGEMENT TOOLS
- ACCOUNT MANAGEMENT TOOLS
- REAL TIME AD PERFORMANCE STATS/REPORTS
- TURNKEY AD MANAGEMENT FOR 3RD PARTY APPS

BACKEND

- AD/CONTENT REVIEW/APPROVAL TOOLS
- HYPER TARGETING YIELDS **EXPONENTIALLY HIGHER ROI**
- AUTOMATED LEAD GENERATION/CREATION TOOLS
- CUSTOMER SERVICE/SUPPORT
- BUSINESS METRICS

COMMUNITY BASED APP

- REGISTRATION/AGE VERIFICATION
- ONBOARDING
- MULTI-DIMENSIONAL DATA COLLECTION
- DEFINE GOAL(S)/ACTIONABLE OUTCOME(S)
- MULTI-TRACK, REAL-TIME ANALYSIS
- GAP DEFINITION
- MATCHING ALGORITHMS
- HYPER-PERSONALIZED ACTION PLAN
- TRACKING/PROJECTIONS
- ONGOING ADJUSTMENT (AI)
- LOYALTY PROGRAM
- COMMUNICATIONS SUITE (TEXT, EMAIL, SOCIAL)
- **EVERY INTERACTION IS 100% PERSONALIZED**

BOT EXPERTS

COMMERCE + LEADS VIA PROPRIETARY IN-APP BROWSER



MEMBER
- ATTRIBUTES
- ACTIONS
- ACTIVITIES
- EVENTS
- BEHAVIOR

"PULL" MARKETING

INTERACTIVE AD/CONTENT

- AUTO DIAL PHONE
- LAUNCH EMAIL
- MAPPING/DIRECTIONS (GEO-LOCATING)
- SHARING
- RATINGS/REVIEWS
- NOTETAKING
- FAVORITES
- CALL TO ACTION LINK
- SOCIAL LINKS

LIFESTYLE ENABLED ADVERTISING, CONTENT & COMMERCE ENGINES

(ADS, ARTICLES, PRODUCTS AND SERVICES ARE MADE "INTELLIGENT" BY ADDING MULTIPLE DIMENSIONS OF CHARACTERISTICS)



ECOMMERCE



EDUCATIONAL CONTENT
TRAINING/TUTORIALS



MEDIA



PREVIOUSLY FRAGMENTED LIFESTYLE ITEMS
PRODUCTS + SERVICES



APPAREL

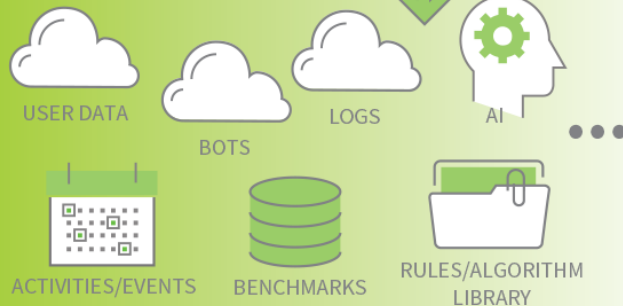


LODGING TOURISM



TRAVEL

DATABASE ASSETS



USERS



BOT SCRIPTING

TM © PRIVATE LABELING



LIVE SUPPORT

DOCUMENTATION



VIDEO PRO TIPS

SELF-SERVICE TOOLS



POP UP HELP

INTERNAL

- FUNCTION MANAGEMENT
- CUSTOMER + TECH SUPPORT
- BUSINESS METRICS
- CONTENT UPDATES
- MARKETING

SUPPORT + SERVICE

Platform is used to run the entire Re-Play enterprise!

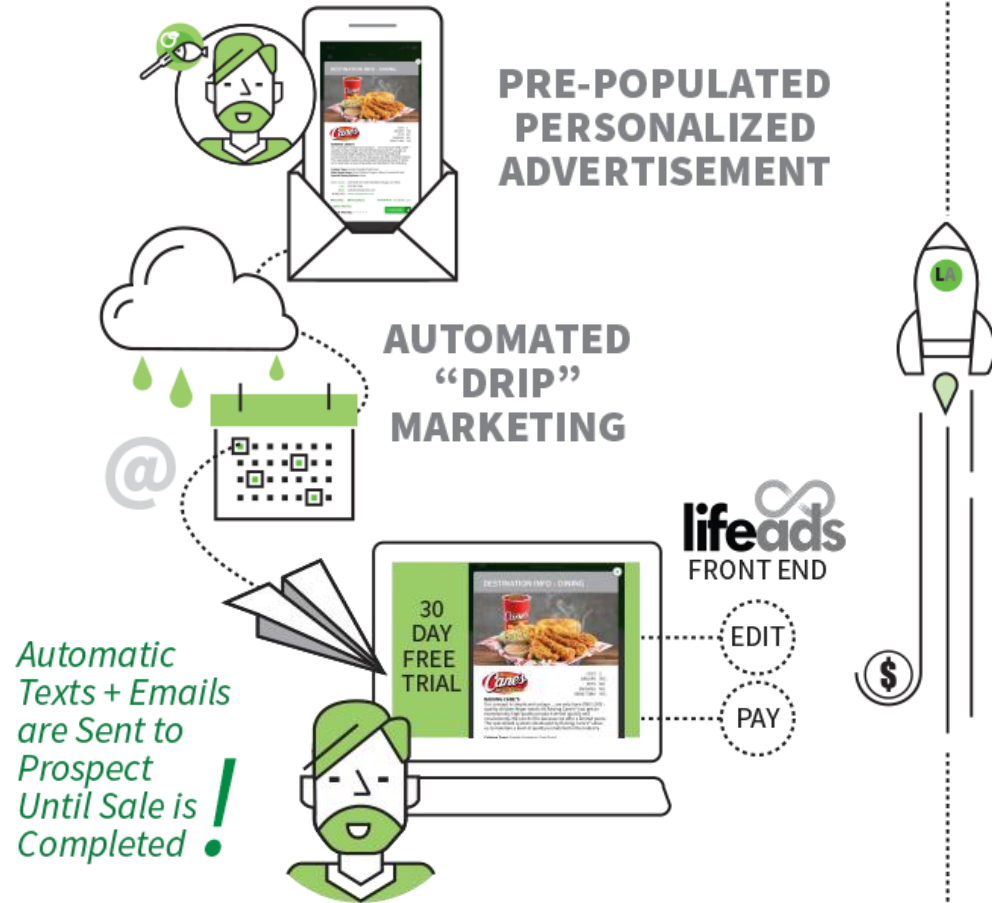
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Ad Creation Process

*App Launches with
Thousands of
Pre-Populated Ads* !



SMALLER CUSTOMERS
INCLUDING INDIVIDUAL FRANCHISEES



Generates Thousands of Ad Sales with No Sales Calls

LARGER CUSTOMERS
AND CORPORATED CONTROLLED NATIONAL CHAINS



What is an **Intelligent App Asset**?

- Starts with a Large Pool of Related Core Data
- Core Data is "Raw" (on its Own Is Not "Intelligent")
- Assigned a Unique Set of Data Dimensions
- "Intelligent" Data Values are Appended to Each Core Data Entry
- Result is a Super-Charged, Intelligent Data Set
- Intelligent Data Supports Aligning User Needs/Goals with Actionable Outcomes

Where Does "**Intelligence**" Information and the Related **Rules for Prioritizing, Applying**, etc. Come From?

- Partner Databases/Systems
- Industry Experts
- Industry Resources
- Licensed Information
- Internal Research/Analysis

the ultimate,
hyper-targeted
match between
an **individual user**,
what they need
and **when they need it**.

