

FavorDrop

Thoughtfulness that scales.

FavorDrop is all about
increasing your unsold
showroom visitor sales
by **3x - 5x**

The FavorDrop Difference



Unique Advantages



Real-time Tracking



Post-redemption Engagement



Marketing Integration

The FavorDrop Customer Journey



1 / VISIT

Unsold Showroom

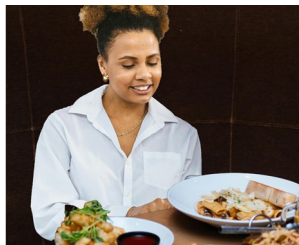
Customer looks at cars at Acme Auto Sales but does not buy.



2 / CLAIM

Receive & Activate

Customer receives and claims their FavorDrop thanking them for visiting.



3 / CHOOSE

Select Restaurant

Customer chooses their favorite local restaurant from the offer.



4 / REDEEM

Digital Wallet

Customer redeems the FavorDrop directly from their digital wallet.



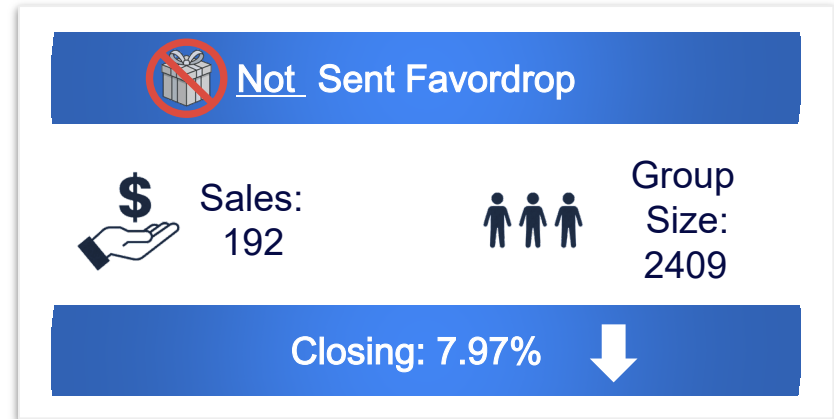
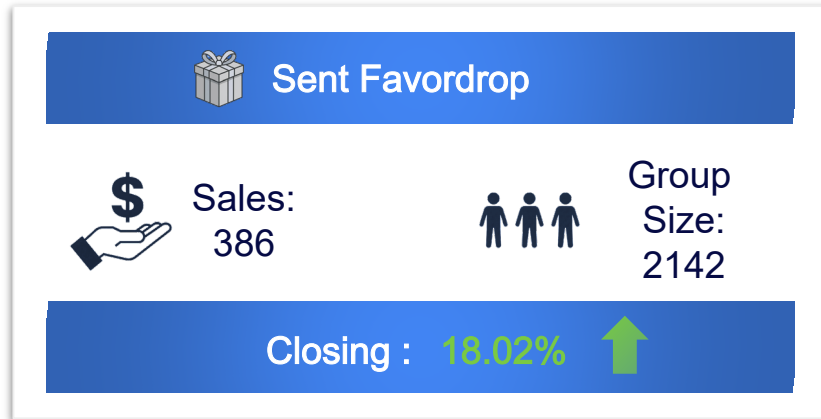
5 / RETURN

Purchase Vehicle

Customer comes back into Acme Auto Sales to buy a vehicle.

A Real FavorDrop Experience | Proven Results !!

FavorDrop drove more car sales during a 4-month controlled study across 11 dealership rooftops spanning luxury and non-luxury brands.



OVER 10% Closing Percentage Increase

Simple Set -up

Streamlined, straightforward, and time-saving.

1



Create new
promotion

2



Set your
expiration

3



Create your link

4



Copy and paste
link into your
email template

5



Send your
FavorDrop!

User - Friendly Flow

1

Receive

Email/SMS received by customer

2

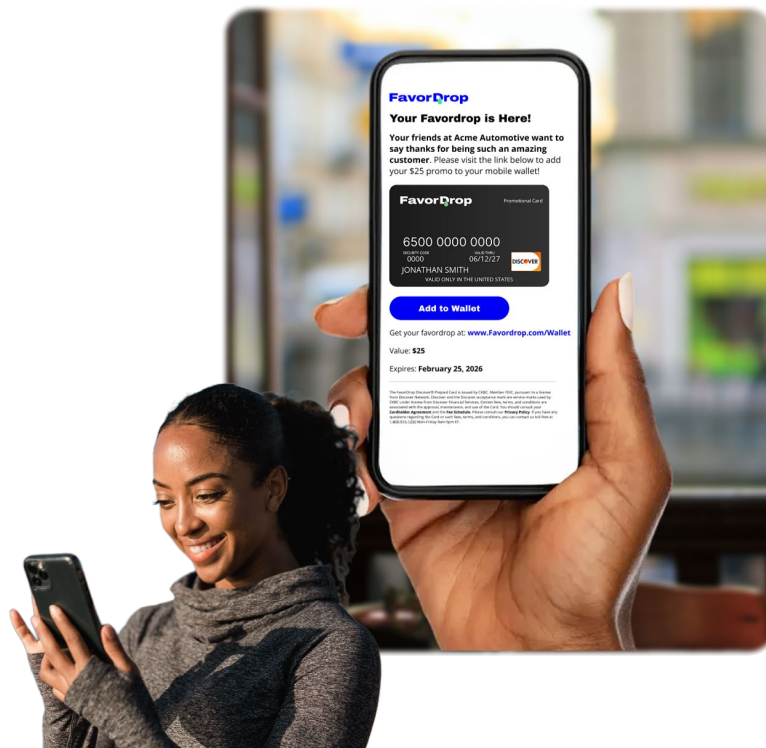
Click

Customer clicks and lands on the claim form

3

Claim & Activate

Consumer claims and activates FavorDrop Card



Customer Redeems FavorDrop Card

1

Receive

Customer receives email/SMS

2

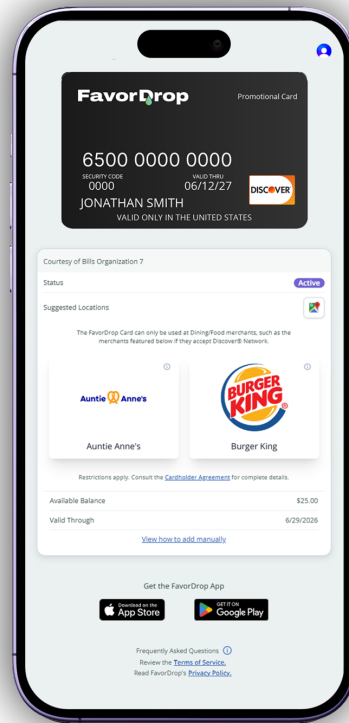
Save

Adds to their mobile wallet

3

Use

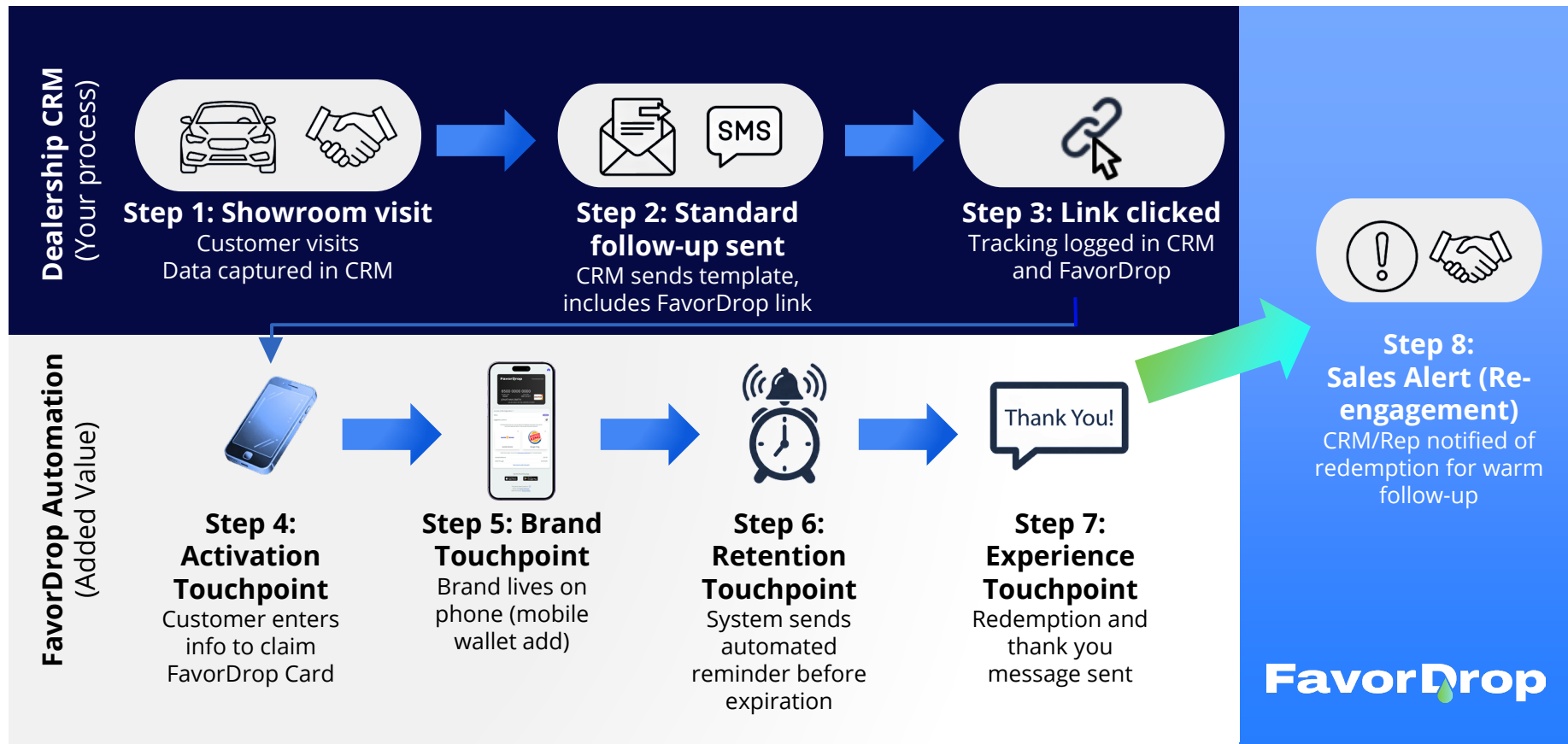
Ready for redemption



Automated Customer Touchpoints:

Seamless Integration

Expanding engagement without expanding your workload.



FavorDrop Monthly Giving Efficiency

1

Initial Setup

\$2,500 Initial average
account setup

2

Campaign 1

Send 100 \$25 7-Day Dining
Favordrops

3

Results 1

40 Cards activated
8 Cards redeemed
Funds used: \$320

4

Funds Returned

\$2,180 Returned to
account after first week.

5

Campaign 2

Deployed another 100 \$25
7-Day Dining Favordrops.

6

Results 2

40 Cards activated
8 Cards redeemed
Funds used: \$320

Efficiency Summary

After two campaigns delivering 200 Favordrop Cards, there is still \$1,860 in the account for next month. FavorDrop delivers unmatched efficiency, allowing you to expand brand equity month in and month out.

The same intent –A fraction of the spend

\$25 Gift Cards sent to 250 customers

LINE ITEM	FAVORDROP	GIFTCARDS.COM	THNKS / SENDOSO	TRUCENTIVE
Charge trigger	Redemption at merchant	Delivery	Email click	Email acceptance
Fees	\$373	\$250	\$160	\$315
Value charged	\$575	\$6,250	\$4,000	\$3,150
Total outlay	BEST VALUE \$948 ✓	\$6,500	\$4,160	\$3,465
Attribution	Direct	Unclear	Unclear	Unclear

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To Learn More Please Contact

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