

Xped Xerts

Xped's smart coupons trigger new ways for retailers to increase brand loyalty.

Xerts is a new trigger based digital coupon technology developed and patented by Xped.

Leveraging the dependence on smartphones in consumer's everyday lives Xerts provides a unique way for advertisers and retailers to promote to their customers.

It's hard to walk through a shopping mall or retail space without having some exposure to advertising prompting customers to make a purchase now or in the future.

The key objective for the advertiser is to insert a memory into the consumer's mind that will be triggered at a later point in time, prompting them into action. Xerts does just that!

Xerts empowers the retailer to take back control of their advertising campaigns by allowing them to define who, when and how their messages are delivered to their customers.

Reporting empowers Retailers to better understand customer behavioural patterns.

Xerts Technology Platform

Web Management Interface

- Simple user interface
 - On demand reporting services
 - Scalable Cloud Solution
 - Software as a Service
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Highly Configurable

- Many offers can be configured
 - Advertiser supplied images
 - Assign coupons to 1 or many sites
 - Configurable duration and expiry dates
 - Assign number of coupons to be issued
 - Track success of coupons per Offer, per Site or per Vendor
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Triggers can be set by:

- Date
 - Time
 - Geographic Location
 - Any Combination of these
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Coupons

- Assigned directly to web browser on mobile phone
 - Stored in Xped App
 - Loyalty Program Support
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Compatible with Android and Apple Phones

- Near Field Communication (NFC)
 - Site specific QR Code
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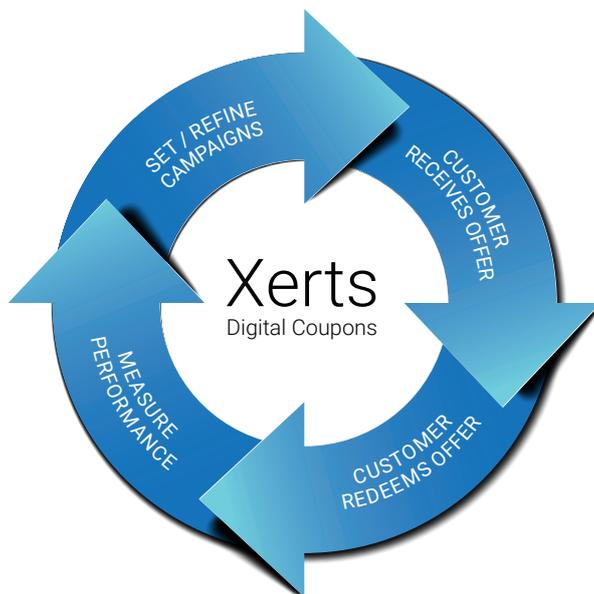
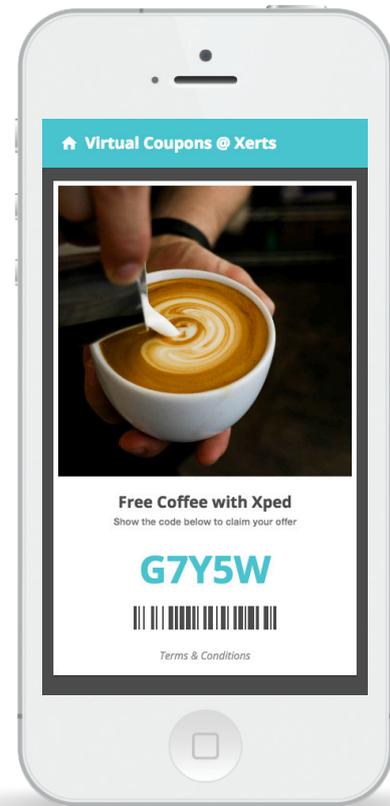


Xerts enabled Advertising

Xerts can be used to transform static advertising, such as that found in video kiosks, bus stops or shopping malls, into an interactive coupon distribution point. Coupons can be assigned and synchronised according to the advertisement being shown. The consumer is invited to tap their smartphone onto the Xerts collection point located on the advertisement / kiosk, and instantly, one or more coupons are inserted into their phone.

The consumer can now go straight to a redemption point to redeem that coupon offer or otherwise be reminded at an appropriate trigger point defined by the advertiser. A date, time, or even upon entering a geographic location can all be trigger points. For example a food retailer could trigger a promotion coupon just before lunchtime or when a consumer enters a food court space.

Another example could be at a trade show or expo. An entry point kiosk, or static advertisement could be used to transfer a coupon that provides consumer with a reason for attending your stand, making your brand stand out amongst others. Then later triggering a coupon to remind consumer of your product / offering.



Xerts can help increase effectiveness of existing advertising and increase customer loyalty. Contact Xped today for more information.

About Xped
Xped Limited is an Australian technology company which operates in the Internet of Things (IoT) technology space.

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