



**CGift.io**




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Quick & easy digital gift cards

# RealGift

The Engagement Card with Data  
Capture and Loyalty Program

[www.cgift.io/real-gift](http://www.cgift.io/real-gift)

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Available on the  
**App Store**



# Introduction: About RealGift

## What is RealGift?

Through a convenient mobile app, recipients of RealGift QR codes are able to redeem their RealGift for any gift that they select from the provided offers. The recipient receives a gift card, scans it via the mobile app (currently we have the RealGift iOS mobile-app up and running in the AppStore) and redeems the card within seconds. RealGift customers are able to specify product pick up or delivery preferences. Upon successfully redeeming their card, the customers can either pick up their gift at a specified address or ship it directly to their desired address.

## Physical gifts

Customers can receive awesome gifts from a company they have been in contact with via an innovative and beautiful customized app. Everyone can redeem their RealGift and receive amazing real physical products.

## Any kind of product

Depending on the set of products, customers can choose between any imaginable product from physical marketing items, such as cups, shirts or pens, to even bigger products or special awards, such as meet & greet your star. There are no limitations.



# How it works (1/2)

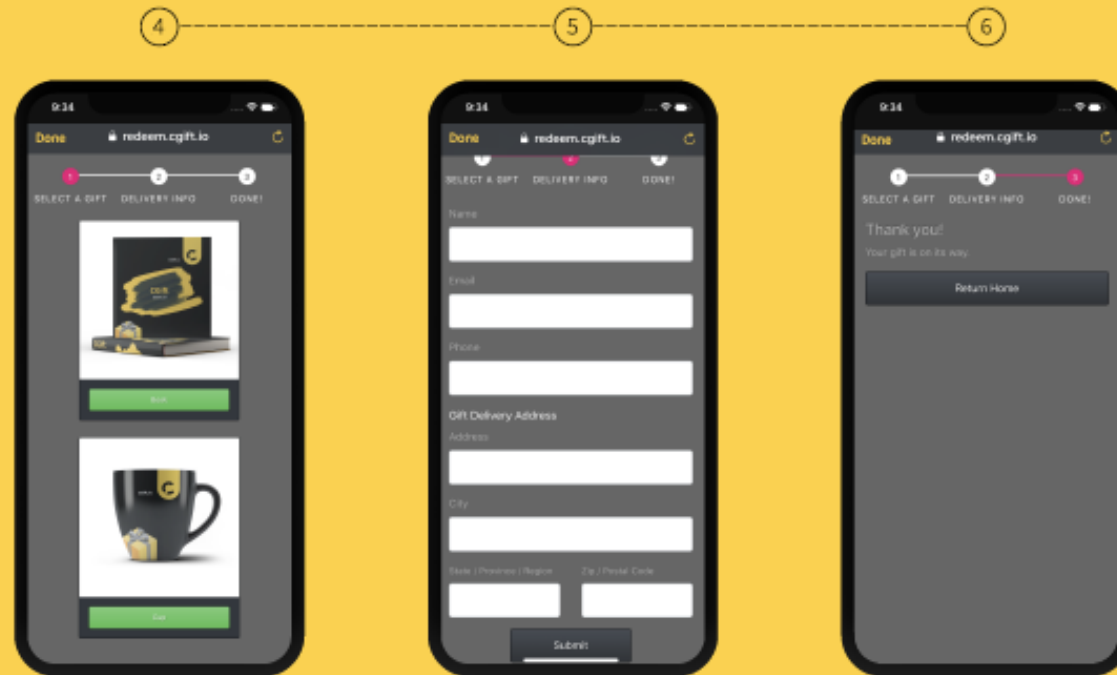
User opens the mobile app and scans a QR code in order to get access to the RealGift redemption section within the mobile app.





# How it works (2/2)

Within the gift redemption section he can choose between several gifts. These gifts can be shipped to his provided address. During the redemption process, the user needs to provide his personal data, which is captured by RealGift for data analysis purposes.





# RealGift white-label

## **RealGift white-label**

RealGift provides its know-how and its technology to interested companies. RealGift is a proper customer loyalty and marketing tool for physical gifts, products, and promotional items. Starting from classical physical marketing articles to attractive products that companies sell in their own shop.

## **Customer loyalty**

Increase the commitment of your customer and his rate of repeated purchases. Use our smart and simple tool to monitor your customer loyalty and reach your customers at any time.

## **Innovative marketing tool**

Generating leads was never as easy. Each client redeeming a RealGift is instantly registered as a lead and already aware of your brand due to your physical gift. You can follow up whenever and wherever you prefer, thanks to your custom app and management dashboard.



# A simple use case

1. A company invites guests to a promotion event named „FASHION SUMMIT“.
  2. Guests attending the event get QR codes at the entrance. The code can e.g. be printed on a separate RealGift gift card or alternatively on the event’s tickets. There is also an info note e.g. printed on their ticket “Please download the FASHION SUMMIT app to redeem your personal gift“.
  3. The guests download the app, open the app and scan the code.
  4. They get routed to the gift redemption area where they can select their personal gift (e.g. limited FASHION SUMMIT t-shirt).
  5. Then they get routed to a questionnaire section (e.g. five mandatory questions related to the FASHION SUMMIT event).
  6. They answer the questions and can then insert their personal address and contact details to submit their order.
- ✓ Done. All event data is securely stored (GDPR-compliant) and accessible via your management dashboard.



## What you get from us

- Mobile app (iOS, Android)
- Data analytics dashboard
- Management & support





# RealGift Management & Data Analytics Dashboard

- The dashboard shall be used to administrate the gifts in the redemption area and to set up promotion campaigns so that certain gifts are only available for a certain event or promotion campaign.
- Management of QR codes.
- Also pre-redemption questionnaires can be managed via the management dashboard; add/edit answer possibilities (e.g. multi-choice , text box, tick box...).
- You will see all user data inside the management dashboard (e.g. who is the client , which gifts did a client redeem, what are his/her replies to the pre-redemption questions)





**Thank you!**  
**Let`s get in touch.**

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