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## ●●● New Features Are On The Way

The Footfall Driver is in constant development, which means that your business will benefit from new features as soon as they are available. Currently we are working on a host of new tools to automate emails sent to your customers including:

- Welcome emails to new sign ups from Wifi.
- Targeted emails to specific data at specific times
  - e.g. Birthday emails.
- Triggers to send emails for set criteria
  - e.g. a voucher after visiting 3 times.



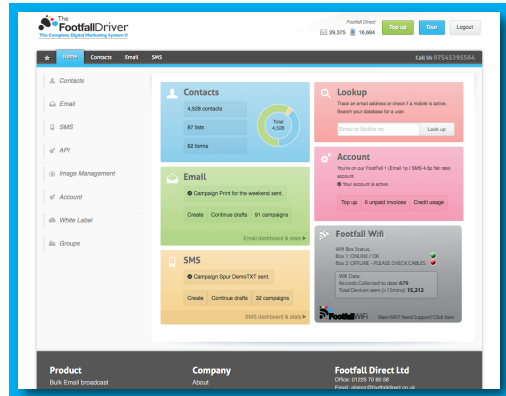
## Product Overview

The Footfall Driver is a powerful suite of data management and marketing communication tools wrapped up in an easy to use web based platform.

Automatically collect data from your customers via our new Footfall Wifi service. Then access your data management, data selection, text messaging, email, social marketing and data collection tools - all in one place and using the latest web technology to make creating and managing e-campaigns simple and easy.

## Features

- Automated data collection using our integrated Footfall Wifi service
- Upload data (spread sheet, copy & paste or single records)
- Access and update records
- Backup and secure your data
- Create lists of data from your campaigns
- Create custom filters based on your lists
- Analyse your database and track your customers
- Easily create & send Professional HTML E-flyers
- Ground breaking Drag and Drop Email designer
- Built in SPAM checker tool
- Send personalised SMS broadcasts
- Instantly create SMS Keyword campaigns
- Capture email and personal data from SMS
- Build custom Web forms to capture data
- Create mobile device data capture forms
- Integrate website and Facebook data collection



## Footfall Wifi



With our new Footfall Wifi service you can offer your customers free wifi inside your venue and collect their data at the same time. We will install our Wifi box and connect it to your existing internet service ensuring that you get the coverage that you need. We will also connect it to your Footfall Driver to help you to grow your customer database organically.

## Database

Good data management plays a key role in any communication strategy. The Footfall Driver features secure online data storage allowing your business to keep relevant and accurate data on your customers with an aim to improving your data quality.

Data entry is enabled via spread sheet upload, our easy copy & paste upload tool, direct input, SMS campaigns, web forms, mobile devices, Footfall Wifi and 3rd party applications.

## Email

With our easy-to-use drag and drop content creation It's as simple as drag, drop, click! Just select your email style, then drag and drop from a selection of content elements and click to edit them!

You can move content areas around with the drag tool to change your layout easily with no risk of the template breaking! Pictures, text, social media buttons... even video - it's all been made simple. Everything is hosted for you and there are no upload limits.

## SMS

Your account will host a powerful SMS gateway for sending and receiving text messages, including full personalisation, URL shortening and long messaging. Text messages can be sent to your entire database, custom lists or filters in just a few easy steps.

You'll also be able to create bespoke mobile landing pages with images and video links.

## SMS Keywords

Using our Keyword Campaign tool, you'll have instant access to features such as volume limited text response and automatic data capture from response messages via your own pre-assigned short or long-code numbers.

Sms keyword campaigns are a versatile tool to run guest lists, competitions, giveaways and much more.

## Web Forms

Create powerful data collection forms in minutes - host them online or use them as 'virtual clipboards' on mobile devices to collect and respond to data collection.

Our form Builder is incredibly easy to use and yet immensely powerful - create and style forms to be hosted on your website, to take bookings or guest list applications or just to give your promotions team the easiest way to collect quality data - straight into your database. Set up automated responses and even harness the power of our Facebook app to automatically fill in your customer's data in just two clicks!

## Analytics

You'll find powerful analytics built into the Footfall Driver at every step.

Whether you want to look at the content of your whole database or the precise interactions with a targeted email or SMS campaign and create lists from results, we have it all covered.

