



COLLECT

# Company Information

JANUARY 2016

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Collect is a suite of apps designed to help small businesses become effective marketers.

Collect consolidates customer, product and transactional data across multiple customer touch points, including POS, eCommerce and customer databases, creating an incredibly deep single view of the customer. This insight can be used to deliver real results through the Collect suite of marketing apps. This includes database management, loyalty, marketing automation and campaigns, as well as third party apps.

## THE CHALLENGE

Retailers and hospitality operators get into business because they love their products and experiences and they love sharing their passion with customers. Typically though, marketing to these customers is not one of their core competencies. The world over, these businesses are looking to grow their revenue through the best and most customer centric marketing tools.

## SOLUTION

Collect provides the platform for retailers to do more effective marketing and engage with customers better. In contrast with traditional marketing and loyalty systems, the suite of Collect Apps arms retailers with the ability to connect with customers in a highly targeted and relevant way to encourage repeat business in ways which are incredibly simple for the customer.

The suite of Collect Apps enables retailers to:

- Easily collect and consolidate smart data about customers, their purchase behaviour, product preferences, social influence and then act on this data through the suite of Collect Apps.
- Encourage loyal shopping behaviour by incentivising repeat purchase in a visible and engaging way.
- Grow their business by encouraging customers with incentives for social media sharing and friend referrals.
- Send relevant and timely offers that encourage repeat business.

## TECHNOLOGY

Collect's software is hosted securely in the cloud, making it readily available to the large and fragmented retail and hospitality market. New features are continually released using the Software- as-a-Service model. Functionality is enhanced in direct response to merchant and consumer requests.

Collect software is developed using Microsoft's .NET development environment over resilient SQL Server databases, on a Windows application server infrastructure. Production servers are hosted by Amazon Web Services, a cloud based hosting provider that allows continuous deployment.

Collect uses state-of-the art mobile web technologies (including HTML 5, CSS3, Cordova) to deliver a seamless cross device experience for retailers and their customers.

## **POTENTIAL**

Collect evolved after two years working with retailers and consumers, testing and perfecting a concept that started with daily deals, became a rewards app for the hospitality industry (rewardjunkie!) and is now a smart in-store, online and mobile loyalty and marketing platform, used in over 60 countries.

Collect began accepting paying customers in February 2014 and is now used by more than 450 stores, who together have over 1m customers.

## **PARTNERS**

Collect has partnered with leading retail and marketing solutions, including 17 cloud-based POS and eCommerce solutions, and six email marketing platforms, along with other marketing and mobile ordering solutions.

Collect continues to grow its API network to integrate with A-list apps that are popular with small and medium sized businesses, including Mailchimp, Shopify and SwarmMobile.

Collect is distributed directly to retailers, through integration partners' add-on directories and by cloud integrator partners.

## **KEY PEOPLE**

Collect investors and directors include Co-founder & CEO Brent Spicer (ex-Vodafone & start-up advisor), Co-founders & Joint CTOs Brady and Matt Thomas (ex-Provoke & ex-Intergen), Chair Peter Biggs (ex-CEO Clemenger BBDO Melbourne), CMO Paula Jackson (ex-GM Marketing Xero), CFO Paul Williams (ex-GM Finance & Xero), and Board Advisor Kyle Enright (ex-Google & US start-up advisor).

## **LOCATION**

4 Bond Street, Wellington, New Zealand

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### **Brent Spicer**

Collect Limited, CEO and Co-Founder

+64 21 82 99 99

spice@collectapps.io

www.collectapps.io