



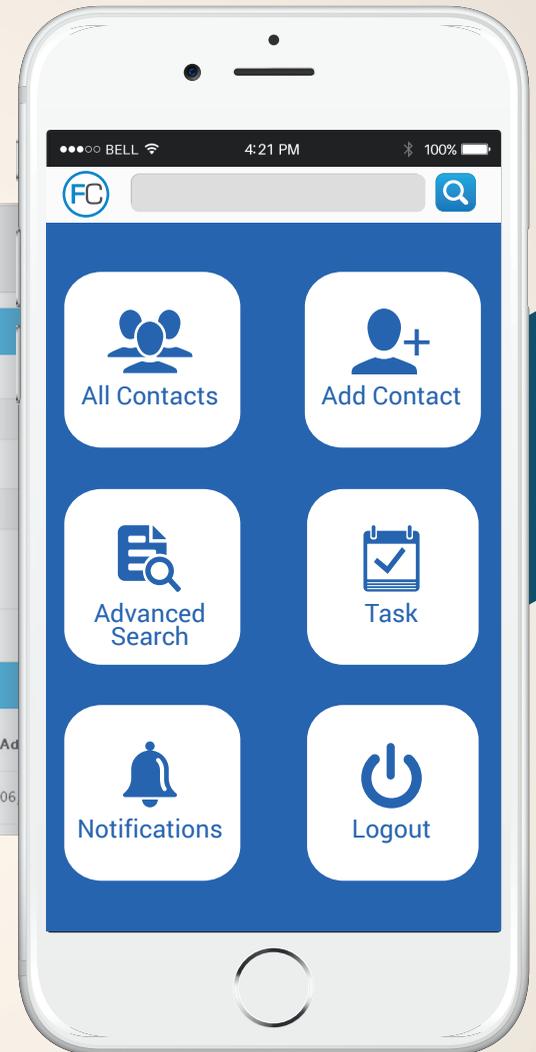
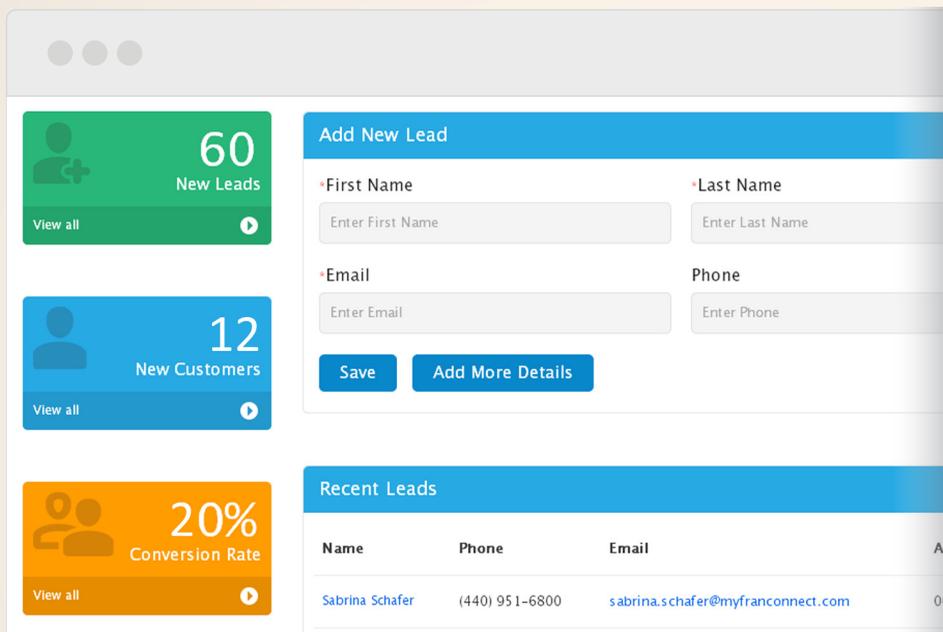
Local Marketing Simplified

CRM and Campaign Center Deliver Results



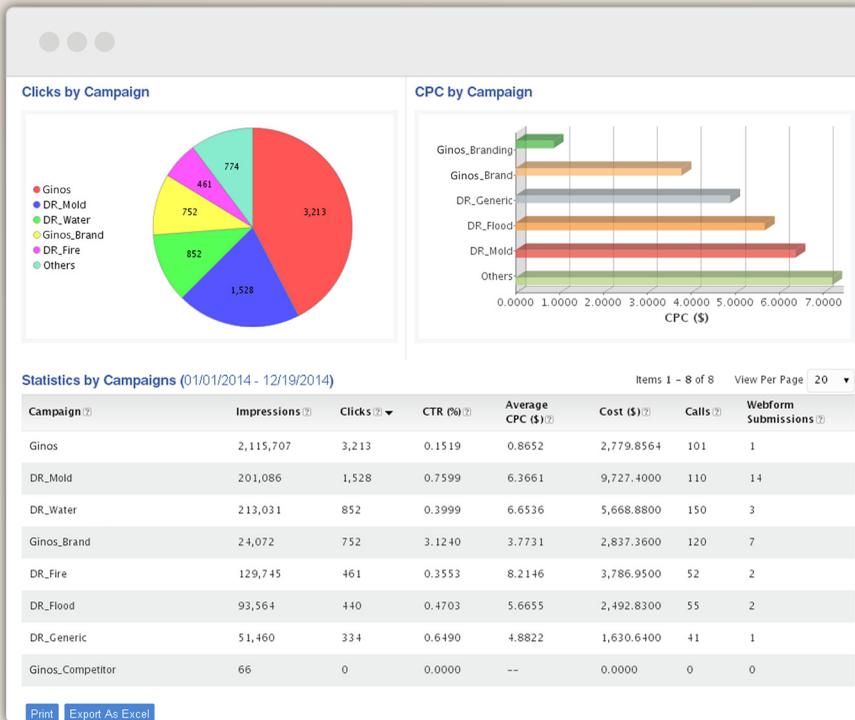
Zcubator helps your franchise organization make local connections to build better relationships that grow sales, improve satisfaction, and drive marketing campaigns that set you apart from your competitors.

Warehouse Leads from Various Sources in One CRM to Increase Sales and Productivity



- ✓ Collect contact info from walk-ins with the Zcubator Lead Monster
- ✓ Track incoming and outgoing calls with Call Logs
- ✓ Landing page and website subscription data feeds directly into CRM
- ✓ Comprehensive APIs seamlessly feed leads into CRM from POS systems
- ✓ Import data with .CSV files
- ✓ Expert list management by attributes in groups

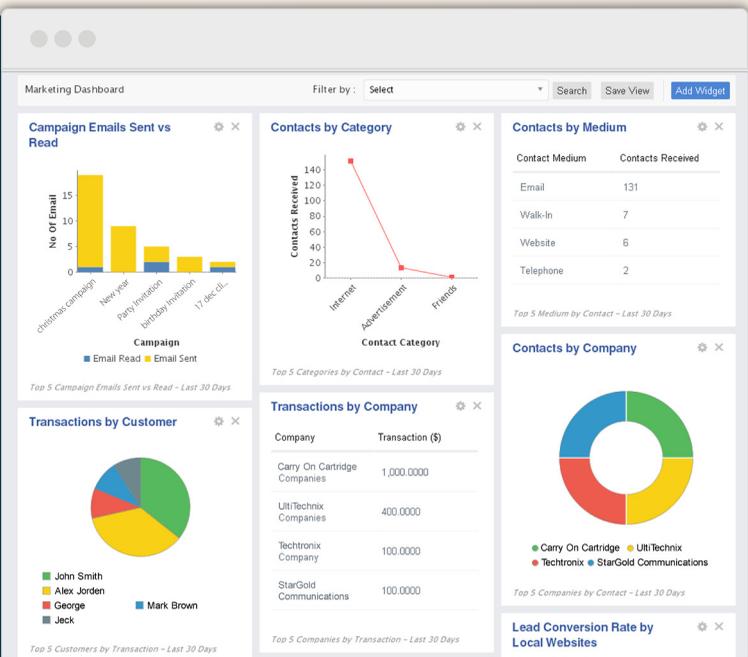
Track Campaign Response and ROI in Real Time



- ✓ Central Campaign Dashboard provides real time tracking by campaign and contact
- ✓ Increase lead conversions with tracking and ROI analysis
- ✓ Extensive standard and customized reports provide key data in real time

Drive Engaging Marketing, Stronger Sales, and Higher Satisfaction with Customer Insights

- ✓ POS integration provides important purchasing behavior insights through transaction records
- ✓ Increase effectiveness of marketing with automated campaign triggers
- ✓ Maintain brand unity across all media with consistent interactions designed by the franchisor
- ✓ Stay in-tune with your contacts using the Zcubator apps for iOS and Android



Boost Productivity with Automated Email Marketing

- ✓ Help your franchises connect and sell with automated email, print and SMS campaigns
- ✓ Create, manage, and analyze sophisticated marketing initiatives with campaign dashboards
- ✓ Leverage professional templates that combine national brand signature with familiar location details
- ✓ Send single email or multi-email drip campaign to keep your business out front
- ✓ Filter recipients based on purchase history and behavior to target customers more effectively
- ✓ Monitor campaign metrics such as read rates, click-through rate, bounces, etc.
- ✓ Automatically deliver campaigns with customer behavior or date-triggered campaigns

The screenshot displays the Zcubator email marketing dashboard. At the top, there are navigation tabs for 'Email Campaigns', 'Print Campaigns', and 'Campaign Triggers'. The main content area is divided into three primary action cards: 'Create Campaign' (with a red icon and 'Create' button), 'Choose Campaign' (with a green icon and 'Choose' button), and 'Filter Contacts' (with a blue icon and 'Filter' button). Below these cards is a 'Recent Email Campaigns' table with columns for campaign name and date. The table lists campaigns such as 'Birthday Campaign for Dec', 'Status Updates', 'New Year Coupons', 'Party Invitation', and 'Christmas Coupons'. Below the table are tabs for 'Recent Email Templates', 'Favorite Templates', and 'Recommended Templates', followed by a list of templates with their respective dates. On the right side, there is a 'Campaign Dashboard' section with 'Email Templates' (including a search bar and 'View All'/'Add New' buttons) and 'Quick Statistics' (listing metrics like 'Contact Unsubscribed', 'Campaign Unsubscribed', 'Number of Current Subscribers', and 'Number of Emails Sent').

Recent Email Campaigns	Date
Birthday Campaign for Dec	12/05/2014 04:22 PM
Status Updates	12/05/2014 02:14 PM
New Year Coupons	12/05/2014 08:50 AM
Party Invitation	12/01/2014 03:24 PM
Christmas Coupons	11/18/2014 05:00 PM

Recent Email Templates	Date
Party Invitation	12/12/2014 04:41 PM
New Year Invitation	12/05/2014 11:50 AM
Labor Day email Blast-AST-004-11/06/2014	11/06/2014 04:56 PM
Status driven campaign-AST-007-10/27/2014	10/27/2014 08:01 AM
A Campaign-AST-007-10/27/2014	10/27/2014 08:00 AM