

# Designa HOSTED SERVICES – BUSINESS – ADD-ON MARKETING

## Customer loyalty campaigns

The HOSTED BUSINESS SERVICE ADD-ON MARKETING offers you the possibility, to carry out tailor-made marketing campaigns in the form of vouchers, giveaways or messages. For example, by carrying out promotions in shopping centres, coupons in newspapers, or rewarding rewards for loyal customers through coupons, you can run well-defined marketing campaigns to customer acquisition.

## FEATURES

- Central administration portal for the configuration of marketing campaigns
- Creating marketing profiles and attributes
- Creating target groups based on logically combined attribute values
- Defining customer profiles
- Creating templates for e-mail and print campaigns
- Creating QR codes as vouchers in e-mail and print campaigns
- Defining marketing campaigns (type and duration) based on the customer profiles



## ADVANTAGES FOR THE CAR PARK OPERATOR

- Carrying out and managing own marketing campaigns independently for registered customers and specific target groups (e.g. giveaways, vouchers for discount campaigns)
- Acquisition of important customer information via key figures for evaluation, e.g. information about business combinations or for frequency analysis
- Executing various marketing campaigns, e.g. campaigns, e.g. discount campaigns via websites, e-mails (print@home) or in newspapers
- Defining personalised or anonymous QR code vouchers (duration, validity, max. use, rates, discounts)
- Increasing the attractiveness of your car park
- Increasing the profitability and occupancy of your car park

## ADVANTAGES FOR THE CAR PARK CUSTOMER

- Benefit of current offers
- Overview of current car park offers
- Attractive parking

## REQUIREMENTS

- At least one application of the following HOSTED SERVICES BUSINESS:  
[HS BUSINESS PREBOOKING](#)  
[HS BUSINESS VALIDATION](#)  
[HS BUSINESS CONTRACT & FREQUENT PARKER](#)

## CONTACT

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