

Offer Manager

BENEFITS...

Easily Manage Your Restaurant's Offers

Protect Against Fraud

Measure Marketing's True ROI

Better Connect with Your Guests

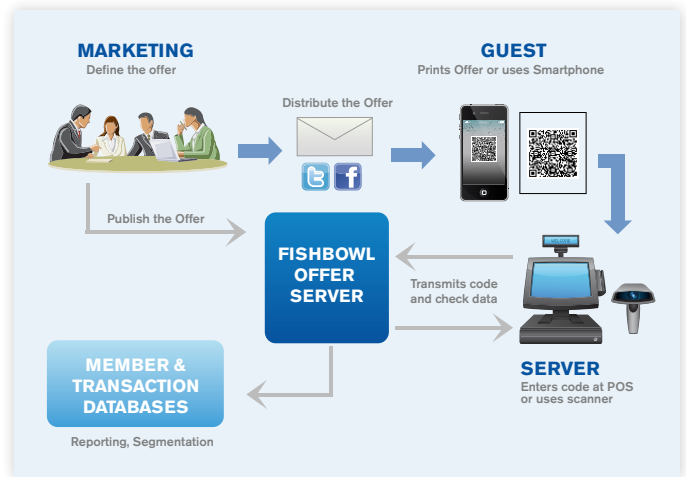
Fishbowl's Offer Manager makes it possible for restaurants to assume complete control of their online promotions. This revolutionary restaurant solution tracks, captures and analyzes marketing data throughout the sales process; from distribution, all the way to the register. Finally close the loop on campaign ROI, right down to the individual customer level.

EASILY MANAGE OFFERS:

The "powerful, yet easy-to-use" mentality Fishbowl brought to email marketing, is the same recipe used to create Offer Manager. This new system brings a robust set of features, while requiring little time and no technical knowledge. Simply point-and-click to create a variety of offer types, from percentage-off to BOGO promotions.

- Fishbowl's intuitive software makes it simple to create and manage offers.
- The system fully integrates with existing software, like Fishbowl's Email solution and popular POS systems.
- Offers can be expressed as both alpha-numeric and barcode, and redeemed via print or mobile device.

Offer Manager Overview



PROTECT AGAINST FRAUD

Coupon usage has spiked in the last few years. Unfortunately, that growth has brought a significant increase in coupon fraud. According to Inmar, fraudulent attempts are up nearly 40% from 2008, costing businesses millions of dollars every year. Offer Manager provides the tools restaurants need to all but extinguish this rampant shrinkage.

- Full control over the number of times a code may be redeemed
- All code restrictions and qualifications are enforced from the offer settings in the central server, taking the burden off of servers and eliminating misuse by employees
- Unique codes thwart counterfeiting and viral distribution

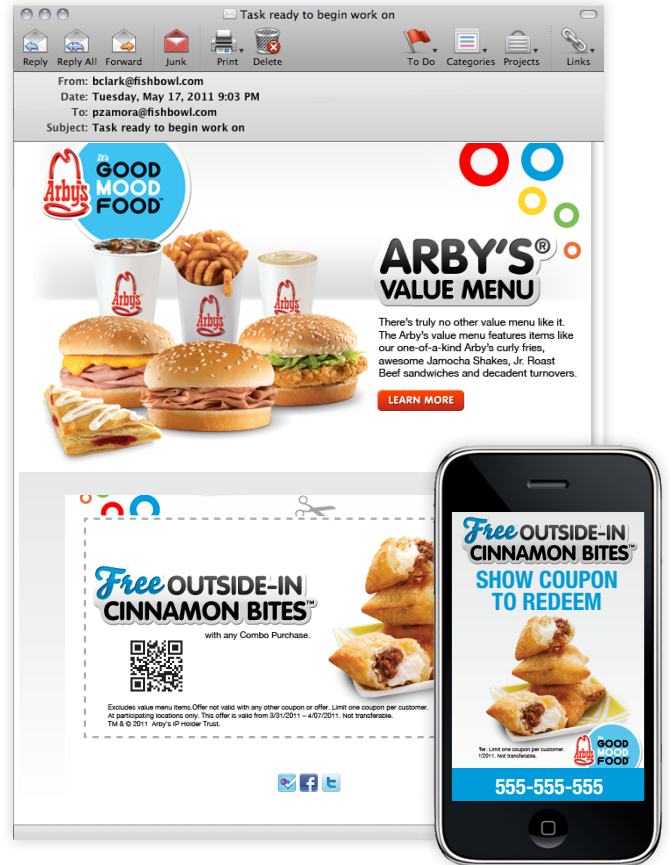
Program Overview

Offer ID	Offer Name	Offer Description	Created Date	Offer Type/Description	Status
3690	\$10 Off \$30	\$10 Off \$30	1/18/2011	Fixed Dollar Off	Approved
3713	\$5 Off \$10	\$5 Off \$10	1/24/2011	Fixed Dollar Off	Approved
3714	Bogo	Bogo	1/24/2011	Buy One Get One	Approved
3715	Bogo	Bogo for St Paddy's	1/24/2011	Fixed Dollar Off	Draft
3716	\$10 Off \$30	\$10 Off \$30	1/25/2011	Fixed Dollar Off	Approved
3717	\$5 Off \$10	Valentine's \$5 Off \$10	1/27/2011	Fixed Dollar Off	Approved
3718	Bogo	Bogo	2/3/2011	Fixed Dollar Off	Draft
3724	\$10 Off \$30	\$10 Off \$30	2/16/2011	Fixed Dollar Off	Approved
3725	Bogo	St Paddy's Day	2/16/2011	Fixed Dollar Off	Approved
3728	\$10 Off \$30	\$10 Off \$30 St Paddy's	2/24/2011	Fixed Dollar Off	Approved

MEASURE MARKETING'S TRUE ROI

Fishbowl's Offer Manager tracks the actual return on offers and promotions. Restaurants no longer have to make decisions from redemption data alone. Track sales, frequency, discounts, rejections and other insightful metrics. Better understand current marketing performance and collect the necessary information to plan more effectively.

- Measure campaign performance from distribution to the customer's check
- Compare the performance of various offer types, and determine whether an offer drives the desired behavior
- Export comprehensive performance reports; by offer, type, location, member data and check details



Reporting



Offer Type	Mags Delivered	Offers Clicked	Redemptions	Total Sales	Total Disc	Avg Disc
BOGO	10,000	1000	500	\$50,000	\$15,000	\$6.75
\$ Off	50,000	500	100	\$60,000	\$5,000	\$3.24
% Off	500	200	80	\$2,500	\$500	\$2.50
Free Item	50,000	5000	1000	\$45,000	\$8,000	\$5.50

BETTER CONNECT WITH GUESTS

Effective marketing is all about relevance. A simple concept, but the hefty data requirement makes it difficult to achieve. That is until Fishbowl's Offer Manager. Collect all the customer information necessary from Fishbowl's email platform and POS system to maximize advertising dollars.

- Track life cycle consumer purchase behavior down to the member level
- Use purchase, frequency and redemption data to create powerful guest segments
- Provide the analytics necessary for strategic planning across various business functions, including marketing and R&D