



## Targeted Marketing Is Now Richer & Easier Than Ever Before



The trick to targeted marketing is sending exactly the right message to exactly the right customers, and Como Sense is the perfect solution for doing just that. It gives you the full picture of your customers' habits—and new, unlimited, and automatic ways to target them accordingly. Here's just a taste of what you can do.



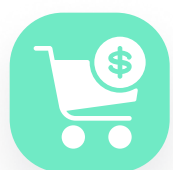
### KEEP YOUR VIPS HAPPY

Your best customers are critical to your business' profits, so it's important to bring them back and increase their spend. Now it's fast and easy to set up automations that make this valuable tier feel special. For example, on purchases of \$50 or more (or of certain items), you can reward VIPs with 50 points, Gold members with 25 points, and so on.



### FOCUS ON THE DAYS—EVEN HOURS—YOU WANT

With Como Sense you can identify the exact times when your business needs to grow. Set up automations that offer expanded benefits depending on the hour, day of the week, or even the specific date. For example, purchasing a drink from 4–6 pm on weekdays (Happy Hour) earns extra punches. This is especially great for special promotions on holidays and weekends, because you can set it all up in advance!



### REWARD CUSTOMERS FOR BUYING MORE

Now you can target these significant customers with razor-sharp accuracy. Set up automations that send customers follow-up offers according to how much they spend—and where. For example, send one offer to customers who spend \$75 (or buy 3 items) in a certain department, a different offer for spending \$25 (or 2 items), and so on.