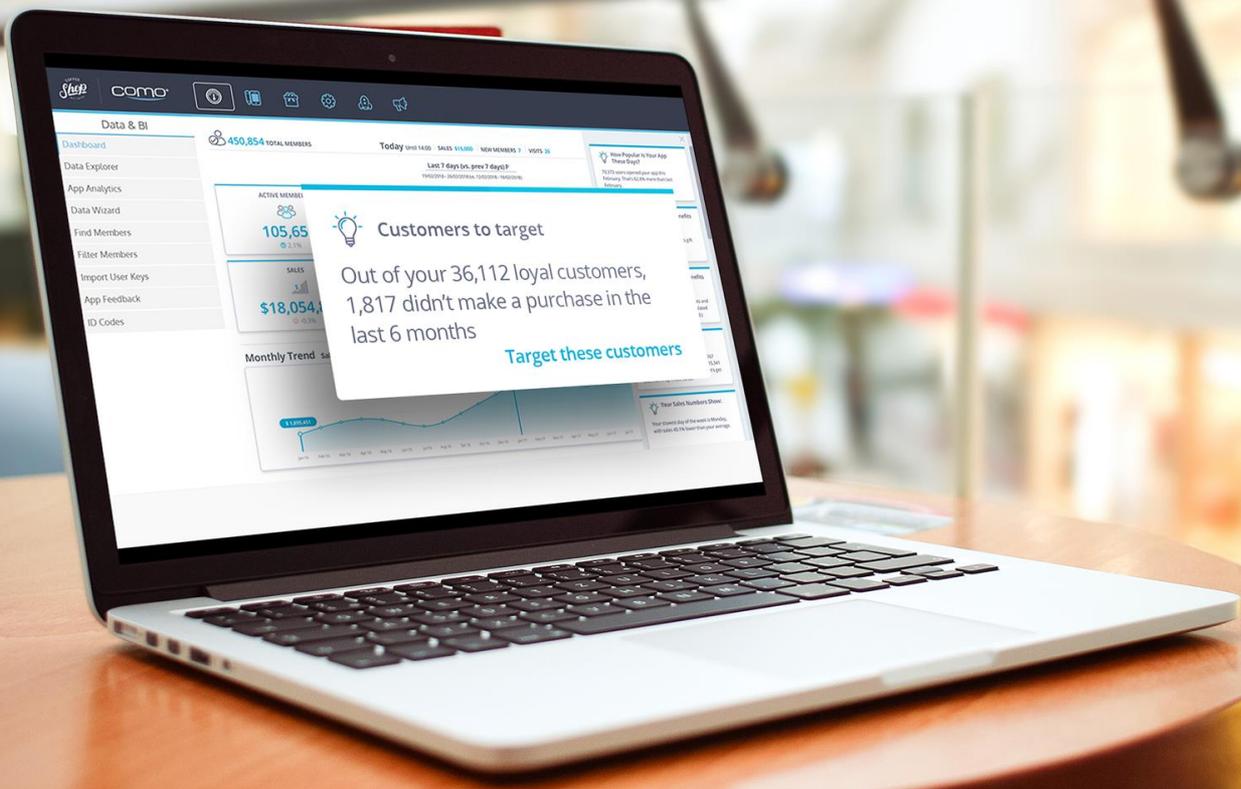


NEW FEATURES

JANUARY 2019



Version Content

Campaign Center

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- Punch Cards: Improved Logic & Rewards
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Campaign Center

Punch Cards: Faster & Easier Setup

Configure punch card settings from the punch card itself (instead of rules), such as if to automatically:

- send the first punch card when member buys the punch item
- renew the card upon redeem, last punch and/or card expiration
- send a push or in-app messages after member punches, receives or redeems their card

In addition, no rules are required to give members overflow punches (if the card is renewed when they receive the last punch).

Send the first punch card automatically when member buys the punch item ⓘ

Renew the punch card automatically when member punches last punch or card expires ▼

Communication

Send messages to members when they receive, punch or redeem their card

▼ Send Push Notification ▼ when member punches the middle punch ▼ 🗑️

Message Content

Member: FirstName, you're already halfway to your reward!

Tip: Type @ to add dynamic text (like member's first name).

Punch Cards: Improved Logic & Rewards

The following enhancements were made for classic punch cards created from the Campaign Center:

- ability to reward members with a free item that's different than the punch item
- no punches are given for free items (or items with negative price)
- when member has more than one of the same card, the card with more punches is punched
- removed the ability to delay activating a punch card after member receives it

One-Time: Filter by Multiple Action Occurrences

You can target members for one-time activities based on their past purchases, redeems, app usage and more. Now you can filter members according to multiple occurrences of an action. For example, target members who spent over \$100 in at least 5 purchases, spent at least \$500 total last month, or opened the app more than 6 times last week.

The screenshot shows the 'Apply to Members' dialog box with the following configuration:

- Member actions** (e.g., made a purchase, didn't purchase, and more)
 - Made a purchase (dropdown) Since Ever - 01/07/2019
 - Total spend (dropdown) is greater than or ... (dropdown) 100.00
 - + Add criteria**
 - Apply to multiple purchases** (dropdown)
 - Number of purchases is greater than or equal to (dropdown) 5
 - Total value of purchases is greater than or equal to (dropdown)

One-Time: Filter by Enhanced Criteria

Filter members for one-time activities by their actions using new and enhanced criteria:

- new actions for filtering based on receiving or using points (or credit)
- purchase criteria based on spend on specific items and multiple shopping cart criteria
- didn't redeem only includes members that received the benefit

One-Time: Filter by Membership Keys

Select specific members for one-time activities by pasting a list of membership keys.

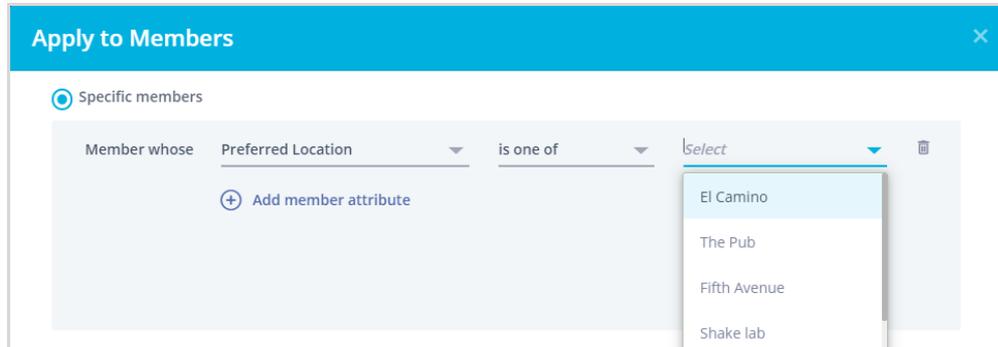
The screenshot shows the 'Apply to Members' dialog box with the following configuration:

- All registered members
- Specific members
- Specific membership keys**

Below the radio buttons is a 'Copy & Paste' section with the text: 'Paste up to 15,000 membership keys' and a text input field labeled 'Paste list here'.

Choose Preferred Location by Location Names

You can specify members by their preferred location—the location they visited the most based on their purchase history and how recently they visited (see [Auto Customer Segmentation](#)). Now you can choose a preferred location according to a drop-down list of location names.



Migrations: Birthday/Anniversary Automations & Smart Gifts

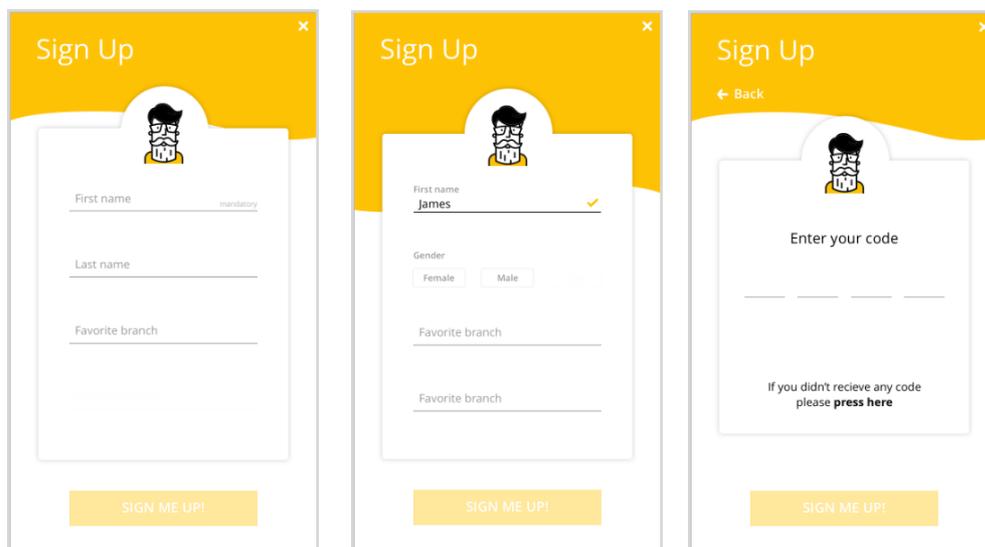
In the coming months, all smart gifts and birthday/anniversary automations will be gradually migrated to the Campaign Center. This process will be handled by the account managers, and the relevant businesses will be notified before. This won't affect any customers who already received the gift.

Connectivity

Registration Form: Modern & Slick Design

The registration form was enhanced with a modern and slick design and a better user experience.

Note: The new registration form design will be released gradually to businesses in the coming weeks.



Registration Form: Different Colors Within Websites

You can now more seamlessly integrate your registration form into external platforms (like your website or ordering site) by overriding the form colors when it's presented outside of the app.

Data

Dynamic Reports: Email Communications & Item Tags

From Dynamic Reports in your [Data Explorer](#), you can now create communication reports for [emails](#). For example, view how many times an email was opened or clicked to measure the effectiveness of your campaign. You can also filter reports based on item tags (if sent by your POS).

Dynamic Report

Report Type: Communication

Filters: Email Template, # Emails Sent, # Emails Reached I

Breakdown

Email Template
 Email Source
 Date
 Year
 Quarter-Year
 Quarter
 Month-Year

Measures

Emails Sent
 # Emails Reached Inbox
 # Emails Didn't Reach Inbox
 # Emails Opened
 # Emails Clicked
 # Emails Marked as Spam
 # Unsubscribed from Email

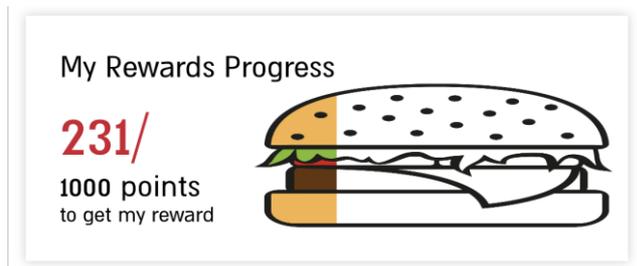
Communication	# Emails Sent	# Emails Reached Inbox
Totals	15	15
como-member-data-request	1	1

New Gen App

A new generation of Como apps is available to selected businesses as a pilot—offering newly designed screens and flows to provide a better user experience. Additional features and capabilities are now supported for the new generation app, and more will be added in the coming releases.

New Widget: Auto-Redeem Points

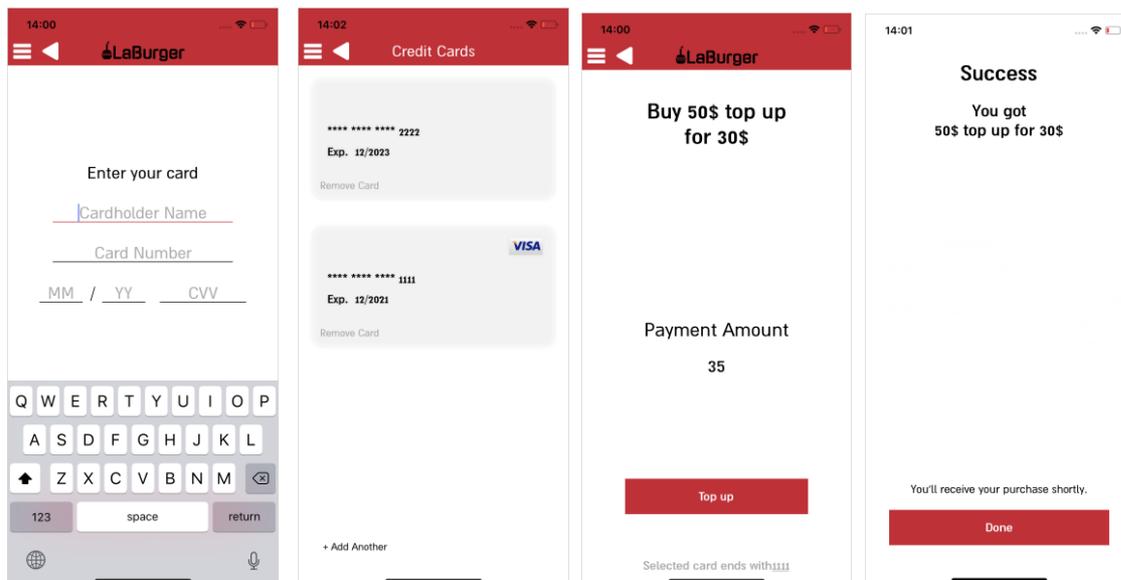
You can encourage members to accumulate more points by automatically redeeming their points for a reward once they reach a certain number (such as a free hamburger for 1000 points). You can now add a new widget to your Home Screen to show members their progress towards their reward.



In-App Credit Card Payments

Allow members to buy items directly in their app using credit cards. For example, members can load (top-up) their credit balance to pay for items in the business, or pay ahead for special offers or events.

Note: This is an add-on service which requires businesses to have an account with Zooz.

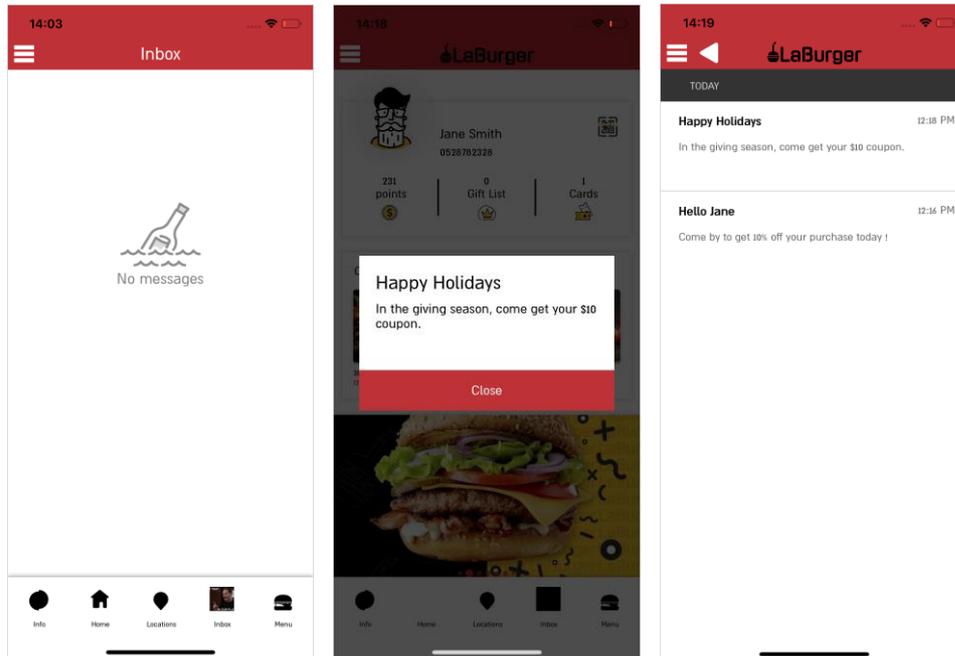


Add Background Images or Animations

Add a background image to appear on your app Home Screen behind your widgets. You can choose to add it as a .gif file for an animated background.

App Inbox for Messages

Add an inbox to your app so members can go back to view push and in-app messages you sent and selected to save in the inbox.



Open In-App Messages Using Activities

In addition to opening in-app message from app buttons, you can now create a rule or one-time activity that opens them.

Migrate Old Custom Icons

To simplify upgrading apps to the new version, you can now automatically migrate all the custom icons from your existing apps to the new gen app.

Open Relevant Screens from Profile Widget

Tapping on a section of the profile widget will now open the relevant screens. For example, tapping Gifts will open the Gift List.

Improved Web View Performance

To improve the user experience and promote connectivity, enhancements were made to reduce the loading time of web views displayed in the app (such as ordering sites).

Preview Apps with Reactor

Try out your new gen app using the new Reactor simulation app. Since the Reactor app is in the approval process, it's not yet available for download from the app stores. However, upon request, Como support can send you a link to use the app on your device.



View App Version & Type

When a member opens their app, you can now view the app version and if it was a new gen app from their member profile in the Hub.

Basic Accessibility

The new gen app now supports basic accessibility to comply with accessibility regulations in Israel.

Bugs

[Click to view a list of all the business bugs released in this version.](#)

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