

MERCAUX

# Mercaux's Consumer QR App

For those customers that want to keep their distance in-store, give them all the benefits of the Mercaux App, in the palms of their own hands.



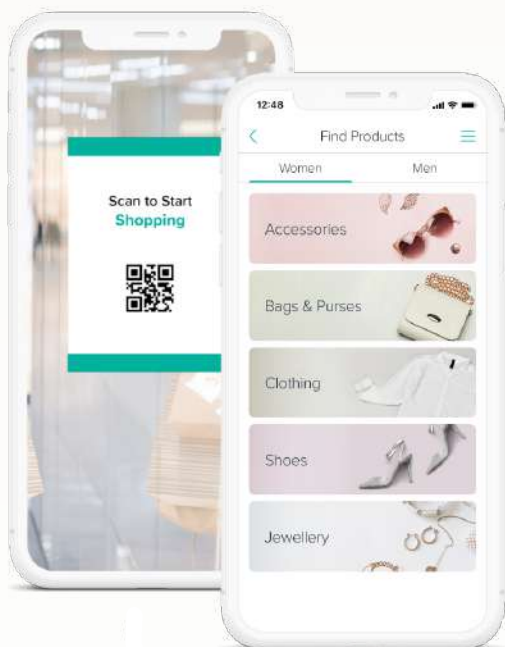
Access to endless aisle of products and availability



Limit interaction with staff for those wishing to keep apart



Bookmark favourite items to build a virtual basket



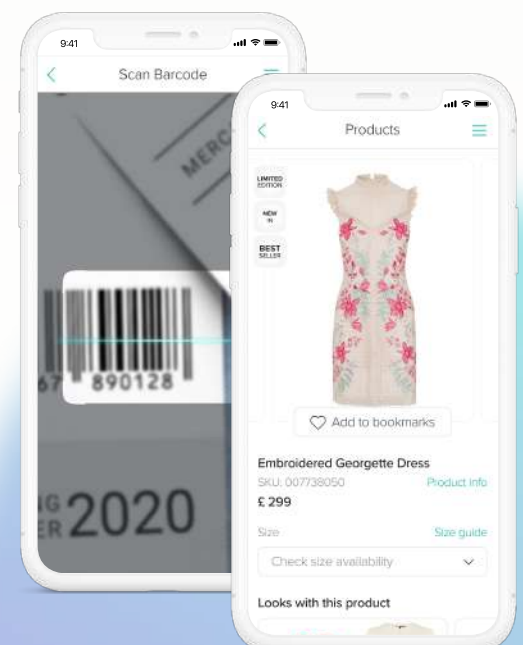
## Easy to Launch Web App

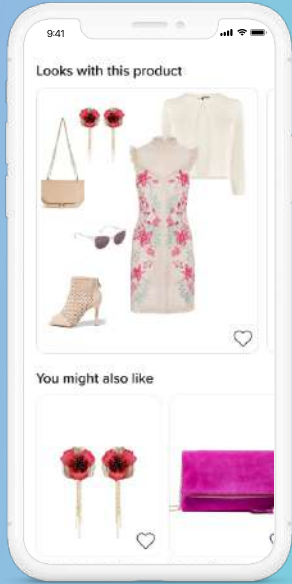
No need for your customers to download a new App as it launches immediately via their web browser.

Encourage customers to access the bespoke App for that specific store by displaying a QR code or short URL on a poster at the entrance.

## Scan & Search

Scan a barcode to instantly reveal availability and product information, or use the search and filter functionality to display recommendations from the endless aisle catalogue.



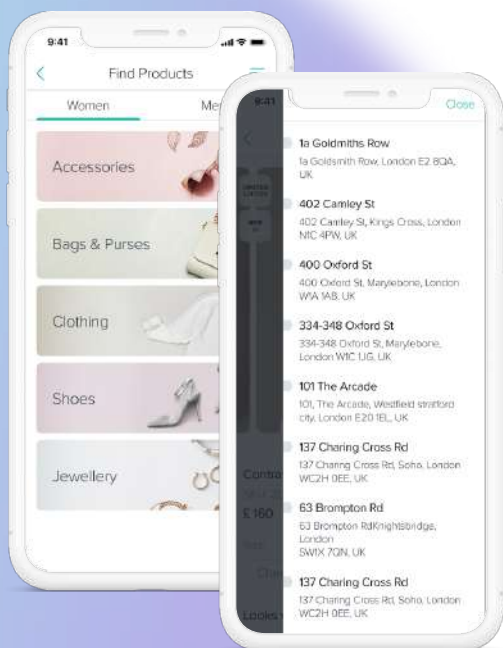
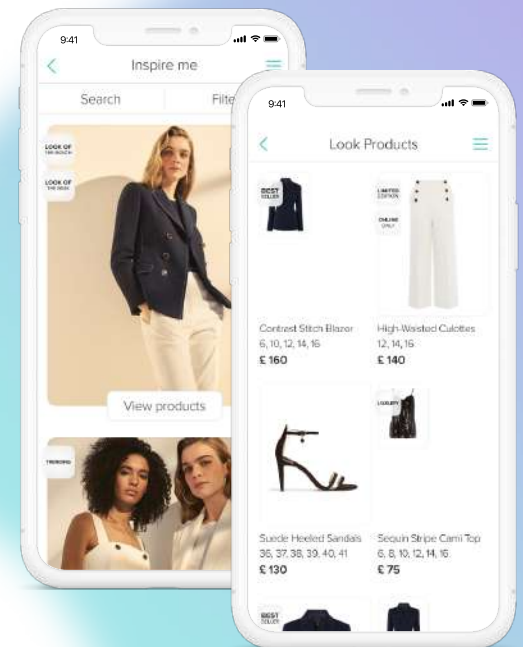


## Powerful Selling Content & Recommendations

Easily view the full range of products you sell in-store, as well as the endless aisle of products sold in other stores or online and view product details, including size guidelines, care and fabric instructions in addition to key selling attributes such as styling, recommendations, reviews and inspiring videos.

## Inspire Purchase of Looks

Encourage customers to purchase looks (instead of single products) by bundling products together into looks and display prominently in the app for inspiration.

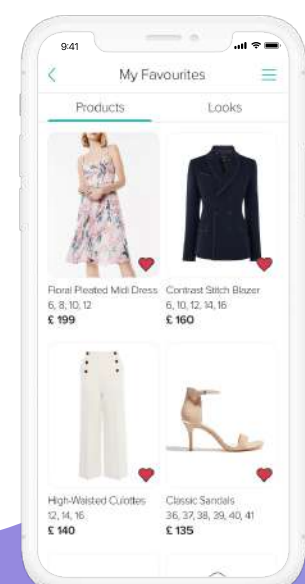


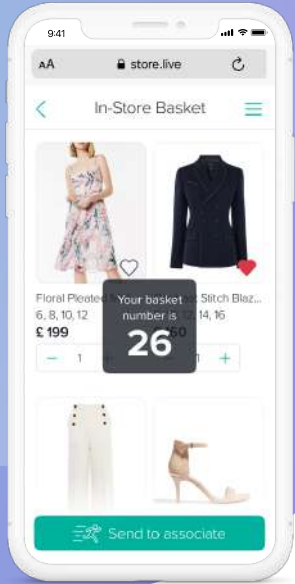
## Endless Aisle of Products

View the full range of products you sell in-store, as well as endless aisle of other products sold online and in other stores.

## Bookmark Favourite Items

Customers can bookmark favourite products as they browse the App (and store) to then build as a physical basket themselves, or take to a Sales Associate to fulfil the purchase.



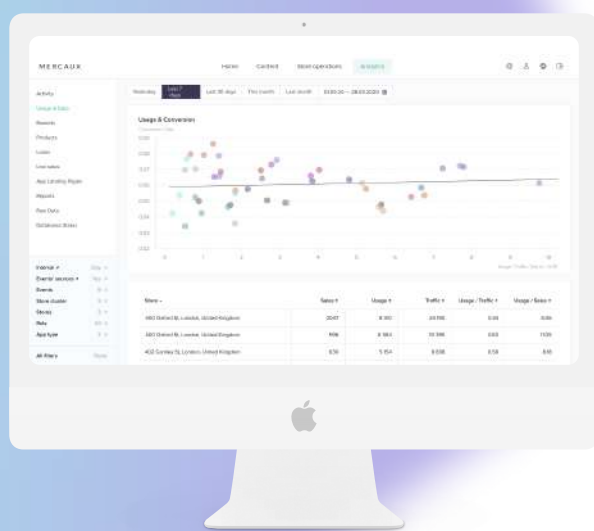
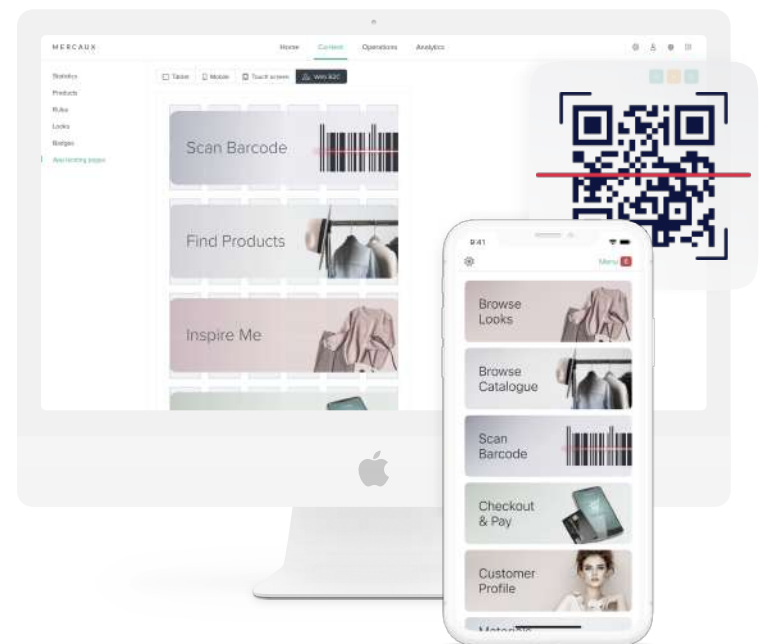


## Add Products to Basket

Customers are able to build baskets in the app, before sending to a sales associate to fulfil the order and process the transaction in-store. The customer also has the option to complete the order online by transacting through the retailer's own ecommerce site.

## Landing Page Creation

Create custom landing pages (and QR Codes) to direct users towards specific content within the App, such as Limited Edition Catalogue, Products on Sale etc. Display these QR Codes strategically in-store, or send directly to the customer through remote selling capabilities.



## App Usage Analytics

Measure the proportion of store traffic (and 121 remote selling traffic) that accesses the app, what landing pages they are accessing and how active they are. Break down usage into number of barcode scans of products, most popular products and what is saved into bookmarks, so that "app conversion", activity and correlation with sales can be shown.