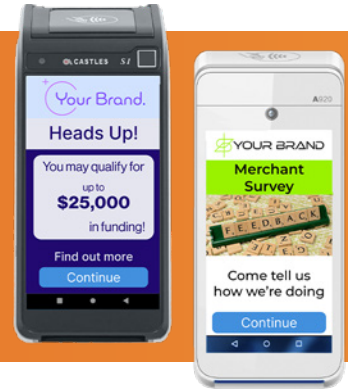




# Fuel Revenue Growth with the Direct-to-Merchant™ (D2M) Communication Platform



You and your partners make significant investments to bring new merchant solutions to market. However, raising awareness and promoting adoption is a challenge. POPcodes changes the paradigm, with digital workflows to drive awareness and guide merchants thru the buying journey.

## Go to Market Faster

Instantly raise awareness of new products and services. The D2M platform gives you a direct line of communication with merchants, informing them of your expanding value-added solution offerings.

## Capture & Act On Customer Feedback

Increase your customer retention KPI by surveying customers via their smart payment devices. Quick, simple merchant surveys on the D2M platform result in 10x greater responses than other voice of the customer solutions.

## Create Brand Ambassadors

Payment service providers who use the D2M platform double their merchant referral rate. User satisfaction is high, inspiring your customers to recommend your solution to other merchants, leading to portfolio and revenue growth.

## Smarter Decision-Making

With a 100% merchant engagement rate and visibility into the content they engage with, the D2M platform allows PSPs to collect valuable insights to better understand their needs, priorities, and which services to promote.

## Increase User Adoption

Use the D2M platform to re-energize merchants' use of the latest devices, software, and services. Use digital workflows to help them gain more value, success, and satisfaction with the solutions you provide.

## Up & Cross-Sell More Effectively

Target specific merchant segments to reach the right audience at the right time. Increase sales of value-added services, like cash advance, loyalty rewards software, and gift card programs, and develop stickier merchant accounts.

## Success Story

A leading processors' Power-Up Campaigns resulted in a 93% view rate and a 20% response rate, leading to more accounts and increased revenues.



## Talk to Your Customers

Work with us to build a merchant engagement strategy that will jumpstart revenue growth and foster customer retention!