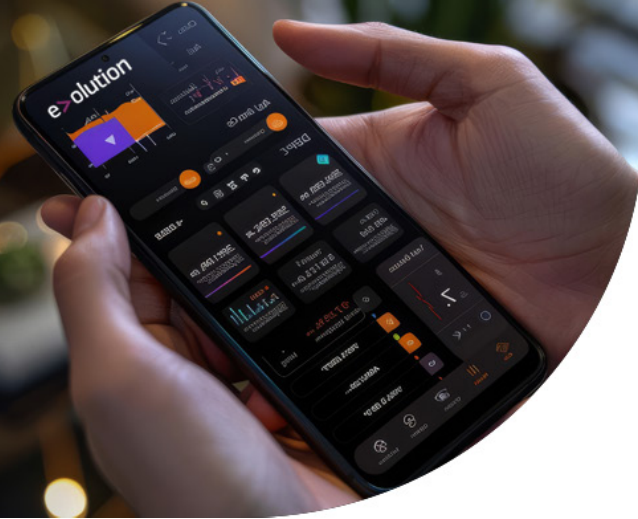


# e>volution Marketplace

A Campaign Management B2B Platform for Operators and Merchants



## Empowering Merchants with Seamless Campaigns and Offer Management

Operators need a robust and versatile platform to help their Merchant partners thrive. The Evolution Marketplace offers a seamless solution, enabling merchants to easily manage their promotional campaigns, offers, and vouchers from a single, intuitive interface.

Evolution Marketplace bridges the gap between Operators and their Merchant partners. It is a digital B2B platform that simplifies the management of promotional activities. Merchants can easily create, customize, and track offers and campaigns within a user-friendly environment that reduces the complexity of these processes. This portal is a strategic asset that empowers merchants to optimize their marketing efforts, drive customer engagement, and increase sales.

## Solution Overview

### Seamless Merchant Onboarding

Streamline the onboarding process, making it quick and easy for merchants to use the platform. With an intuitive interface, merchants can register, set up their accounts, and create offers and campaigns immediately. This onboarding process minimizes downtime and maximizes productivity, allowing merchants to focus on serving their customers.

### Campaign Creation and Analytics

Launching a marketing campaign becomes straightforward with the Evolution Marketplace. Merchants gain access to a comprehensive suite of tools to design and launch multi-channel campaigns. The platform's advanced analytics provide real-time insights into campaign performance, helping merchants refine their strategies and optimize their marketing efforts. By understanding which campaigns resonate with customers, merchants achieve better outcomes and higher returns on investment.

### Offer Creation and Management

Evolution Marketplace's robust offer management capabilities let merchants effortlessly create digital offers tailored to different customer segments. The platform allows merchants to customize their offers, set expiration dates, and track distribution. It ensures timely and relevant promotions, helping merchants attract and retain customers.

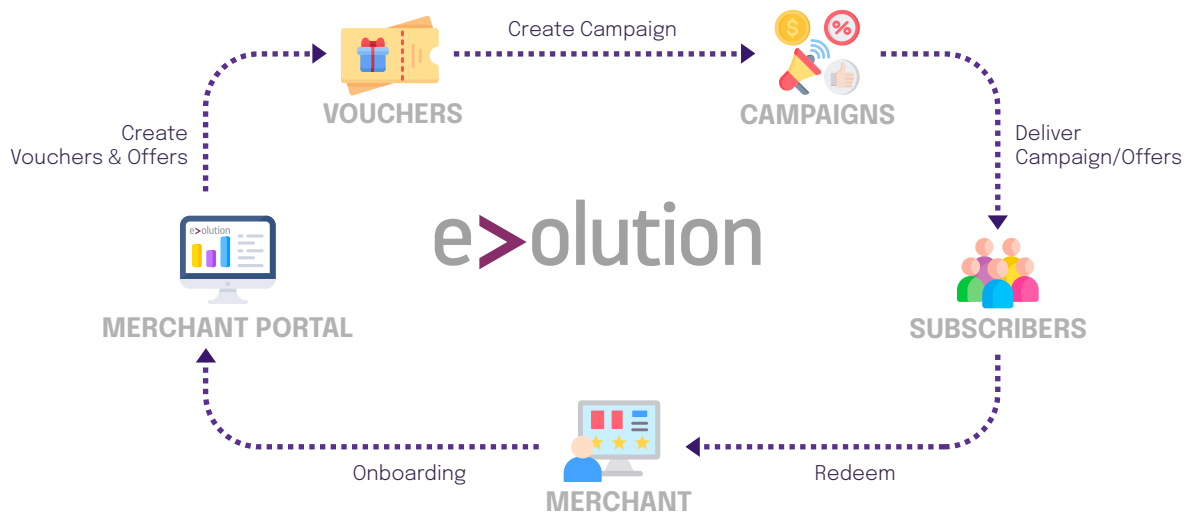


### Real-Time Voucher Redemption Tracking

Understanding customer behavior is crucial to any successful marketing strategy. The Evolution Marketplace includes a powerful feature that lets merchants track offers and voucher redemptions in real-time. This provides invaluable data on how customers interact with promotions, enabling merchants to adjust their strategies. Monitoring and analyzing redemptions helps assess the effectiveness of campaigns and ensures that marketing budgets are well spent.

## How It Works

The Evolution Marketplace operates in a simple yet effective cycle that begins and ends with the merchant, creating a continuous loop of engagement and optimization:



This cycle concludes when the merchant reviews the data, gaining insights to enhance future campaigns. It represents a continuous process of improvement and adaptation, ensuring that each campaign is more effective than the last.

## Comprehensive Advantages

### For Merchants:

The Evolution Marketplace enhances your ability to engage with customers and drive sales. The streamlined onboarding process gets you up and running quickly, reducing time spent on administrative tasks. With robust tools for creating and managing offers, you can focus on crafting compelling promotions that attract customers. Also, the real-time tracking and advanced analytics offer deep insights into customer behavior, enabling you to fine-tune your marketing strategies and maximize return on investment.

- ✓ Streamlined onboarding
- ✓ Easy offer/voucher management
- ✓ Direct access to marketing tools
- ✓ Increased visibility and customer engagement
- ✓ Detailed analytics and reporting

### For Operators:

The Evolution Marketplace expands your service offerings and generates new revenue streams. The platform lets you provide subscribers with exclusive deals and promotions, enhancing customer satisfaction and loyalty. By facilitating partnerships with a diverse range of merchants, you enrich your ecosystem, offering more value to your subscribers. Additionally, the data insights help you understand subscriber preferences, enabling you to deliver more personalized and effective marketing campaigns.

- ✓ Expanded service offerings
- ✓ New revenue streams
- ✓ Growth in merchant partnerships
- ✓ Enhanced customer engagement
- ✓ Data-driven insights for optimization

### For Subscribers:

Subscribers benefit directly from the Evolution Marketplace. They gain access to various exclusive offers and promotions from a diverse network of merchants. This access to exclusive deals enhances the subscriber's experience and fosters brand loyalty. With numerous choices available, subscribers can find offers tailored to their preferences, ensuring they receive the best value from their engagement with the platform.

- ✓ Exclusive deals and discounts
- ✓ Wide variety of choices tailored to preferences

# Why Evolution Marketplace Stands Out

Choosing the right platform is crucial for ensuring success. Evolution Marketplace goes beyond the standard offerings with features and capabilities that deliver unmatched value to operators and their merchant partners.

## Robust Integration Capabilities

**1** It can seamlessly integrate across various platforms, providing a unified experience for both operators and merchants. This robust integration ensures that all components of your marketing and operational strategies work together effortlessly, streamlining processes and enhancing efficiency.

## Automated Offer/Voucher Distribution

**2** It automates the distribution of offers and vouchers, significantly reducing manual workload and ensuring that promotions reach the right audience at the right time. This automation saves time and maximizes the effectiveness of marketing campaigns, providing merchants and operators with a powerful tool to drive engagement.

## Integration with Evolution's Campaign and Loyalty Management System

**3** The Evolution Marketplace's seamless integration with Evolving Systems' Campaign and Loyalty management system sets it apart. This integration allows operators to utilize advanced segmentation and analytics, enabling more precise targeting and more effective campaigns. By combining the power of Evolution Marketplace with Evolution's campaign and loyalty management capabilities, you gain a comprehensive B2B solution explicitly tailored for operators and their merchant partners.



## A Strategic Investment

**4** By choosing the Evolution Marketplace solution, you invest in a platform that drives growth, enhances customer engagement, and streamlines operations. It provides:

- ✓ Enhanced visibility and revenue opportunities for merchants through advanced campaign tools and voucher management.
- ✓ New revenue streams and improved subscriber engagement for operators.
- ✓ Exclusive deals and promotions for subscribers, fostering loyalty and engagement.
- ✓ A comprehensive suite of tools, including campaign management, voucher distribution, and real-time analytics.
- ✓ Seamless integration with operator systems for optimized performance and user experience.

## About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

### Key Offerings:

- Complete (e)SIM Lifecycle Management Suite and Evolution platform: Streamlines (e)SIM processes and enhances customer data integration.
- Rapid Activation: Efficient (e)SIM and service activation processes. Advanced Solutions: Provisioning, Number, and Dealer Management, tailored and scalable experiences.
- Customer Engagement: Comprehensive Customer Value Management and Loyalty solutions provide real-time marketing insights and enhance digital engagement.

### Our Commitment

We optimize every stage of the customer lifecycle, driving growth and loyalty. With a presence in 12 countries, we provide global assurance, reliability, and innovation, shaping the future of telecommunications.

## Our Locations

### United Kingdom

2 City Approach, Albert Street,  
 Manchester,  
 UK M30 0BL

### India (Bangalore)

Gurudas Heritage, 3rd Floor, 59/2  
 100 Ft Ring Road, Banashankari  
 Stage II, Bangalore 560070, India

### Spain

Plaza de Carlos Trias Bertrán, 4, 28020  
 Madrid (Ibercenter), Spain

### United States

871 Marlborough Ave. Ste 100  
 Riverside, CA 92507 USA

### India (Kolkata)

Victoria Park, Level 5, Block GN,  
 Plot 37/2 Sector V, Salt lake,  
 Kolkata 700091, India

### Canada

Montreal  
 505 Maisonneuve West, Suite  
 400 Montreal, Quebec H3A 3C2

### Laval

6900 Boulevard Arthur - Sauve Suite  
 203 Laval, QCH7R 1K7