



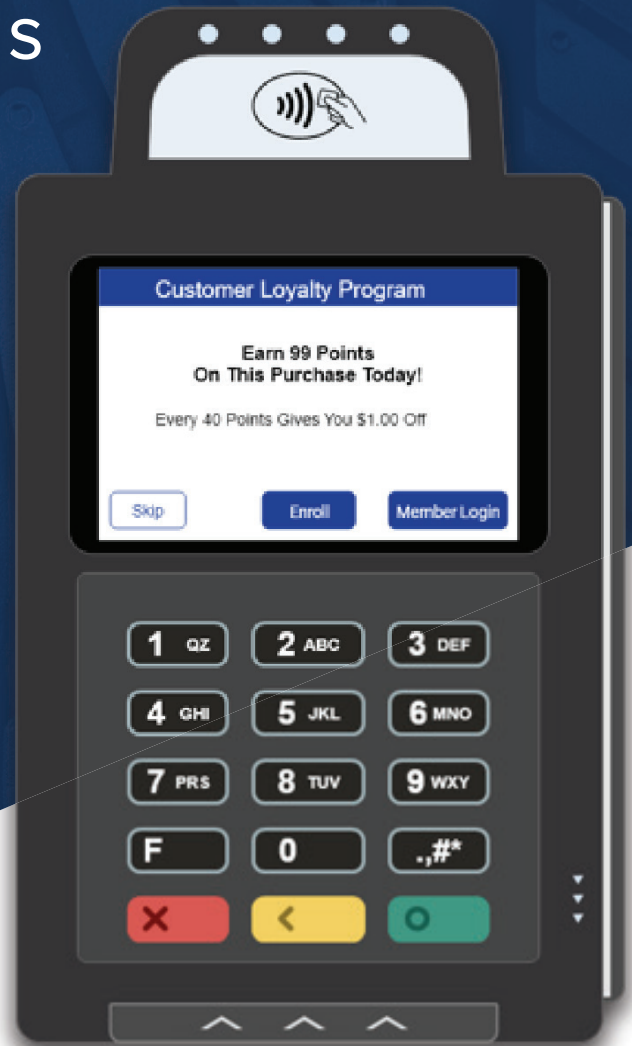
WHY YOUR SHOP NEEDS

# 1stMILE Loyalty

Consumer driven enrollments can lead to enrollment rates of up to 40%

Consumer app to track points and get alerts for upcoming service needs

Loyalty included with 1stMILE Mobile with no additional fees



## KEEP YOUR CUSTOMERS COMING BACK

- It's 5x more expensive to attract new customers than keep existing ones and 75% of customers are more likely to return if they receive an incentive (Forbes)
- Highly customizable - set the program settings you want, view reporting, and manage your program via 1stMILE Dashboard
- Customers enrolled in a loyalty program visit nearly twice as much! (Edmunds)

PUT YOUR SHOP IN YOUR CUSTOMERS' HANDS WITH THE

# 1stMILE App

The 1stMILE App (available for iOS or Android) allows your customers to track their Loyalty points, monitor upcoming maintenance needs, and gives them a “digital glovebox” for document storage for their vehicle.

## EXTRAORDINARY BENEFITS

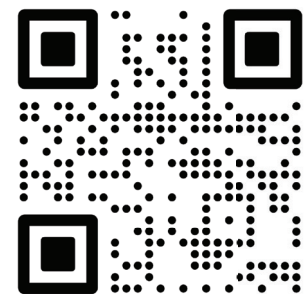
### With the 1stMILE App

Customers invited by text to download the app after enrolling in your Loyalty program

Your shop is already listed as their “Favorite Shop” in the app

Opportunities to add custom branding for your chain within the app

Future releases will allow you to campaign to your customers with push notifications



Be your own first customer, download the app today!

