

SplashPlay Thoughts #14



THE POWER OF THE DEAL

You've Been Splashed!®

The Power of SplashPlay's Deals

by Thomas Banks

SplashPlay is committed to improving our technology to benefit both our Game Sponsors and you, our Gamification Agents. Toward this end, we're pleased to announce another new feature: **Online Deal Insertion Order Portal** (Deal Portal) which is complete, tested and deployed. As such, in this installment of SplashPlay Thoughts I'm happy to introduce you to this new and powerful feature.

Understanding SplashPlay Deals

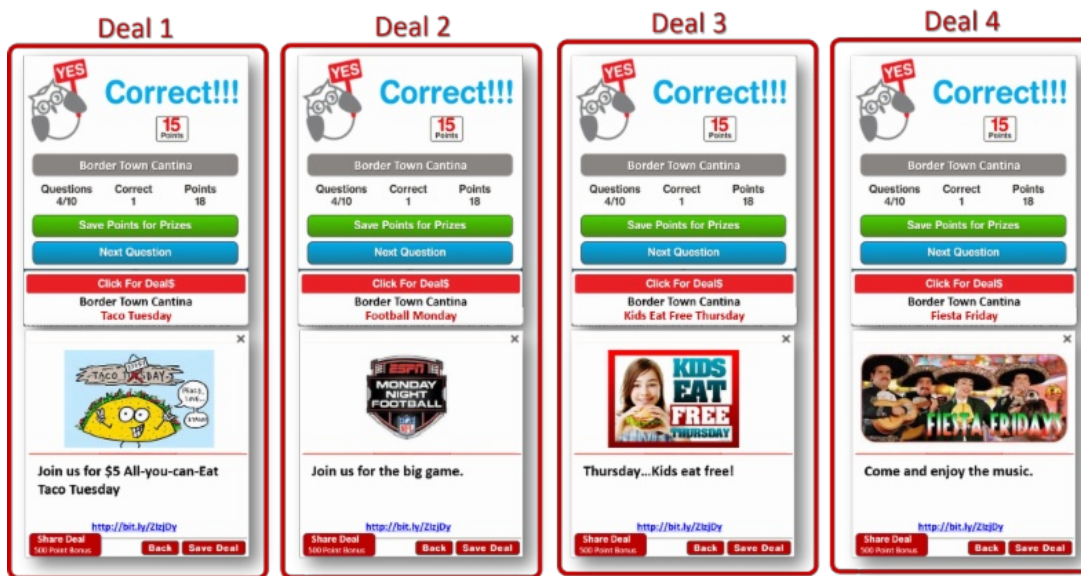
Before we dive into the Deal Portal, let's review SplashPlay's unique and powerful dynamic deal feature. Every SplashPlay agent recognizes the underlying value of SplashPlay's technology is its ability to energize an organization's marketing efforts through gamification. However, equally exciting is SplashPlay's powerful dynamic deal feature enabling Game Sponsors to deliver (also known as "pushing") real-time deals, offers, and messages directly to their players.

To meet the needs of a wide variety of Game Sponsors, SplashPlay offers three basic gamification solutions: **Monthly**, **Annual**, and **Life-Time**. Each of SplashPlay's solutions are progressively more affordable and offer more capability. The following table summarizes the benefits of SplashPlay's three solutions:

Feature	SplashPlay Packages		
	Monthly	Annual	Life-Time
Personalized Game Button(s)	1	2	4
Branded Landing Page	YES	YES	YES
SplashPlay QR Code TouchPoint Art	YES	YES	YES
Personalized Trivia Games	Unlimited	Unlimited	Unlimited
Personalized Trivia Questions	Unlimited	Unlimited	Unlimited
Deal Tracking	YES	YES	YES
Revenue Sharing	20% to 40%	20% to 40%	20% to 40%
Active Dynamic Deals	7	14	28
License Fee	\$70 / Month	\$699 / Year	\$1,495 One Time
Four-Year Cost	\$3,360	\$2,796	\$1,495
Average Monthly Cost	\$70	\$58	\$31

As shown in the SplashPlay Packages feature comparison above, Included in the Monthly Package is the unprecedented ability to deliver to game players real-time deals, messages, coupons, etc. SplashPlay enables Monthly Game Sponsors to deliver up to seven deals and allow them to assign each a day of the week.

To appreciate how SplashPlay Deals work, let's look at a simple example: ***Border Town Cantina Mexican Restaurant***. Like every restaurant, Border Town Cantina's core mission is to encourage repeat business. Toward this end, it's imperative its diners are aware of opportunities, events, and incentives. In the case of Border Town Cantina, they want their patrons to know about four offers we call ***Deal 1: Taco Tuesday***, ***Deal 2: Kids Eat Free Thursdays***, ***Deal 3: Football Monday***, and ***Deal 4: Fiesta Friday*** which are displayed below within the SplashPlay game environment.



Notice every answer–results page has below it SplashPlay's "Deal Button" showing the Game Sponsor's Name and Title of the Deal. If the player is interested in knowing more about the offered Deal, a simple tap of the Deal Button and the deal Pop–Up is quickly presented showing a graphic, description, and a link to the Game Sponsor's website, video, social media site, or blog.

Deal Scheduling

Clearly, SplashPlay's ability to enable Game Sponsors to deliver their deals and offers is a powerful feature. Even more powerful is the ability to deliver their deals *when they want them delivered*. To appreciate this powerful SplashPlay feature, consider Deal #1 promoting "Taco Tuesday." Since this specific deal is for Tuesday, it makes sense to run this deal before Tuesday, such as Sunday and Saturday. In contrast, the "Kids Eat Free Thursdays" Deal is best run early in the week such as Monday and Wednesday. To ensure deals are delivered when they are most effective, the Game Sponsor decides which day of the week SplashPlay delivers the Game Sponsor's deals, illustrated below. In the first example, we see the days each of the four Deals will be delivered. Keep in mind, a SplashPlay Monthly Deal Sponsor, can schedule up to seven deals.

Monthly Game Sponsor Deal Scheduling

#	Description	Deal Run Days						
		S	M	T	W	T	F	S
1	Taco Tuesday	1						1
2	Kids Eat Free Thursdays		2		2		2	
3	Football Monday			3				
4	Fiesta Friday					4		
5								
6								
7								

Even more powerful is SplashPlay's Annual Game package enabling Game Sponsors to set-up a total of fourteen (14) individual deals. Below we see the Border Town Cantina has only scheduled six of its fourteen deals and the days they are to appear.

Annual Game Sponsor Deal Scheduling

#	Description	Deal Run Days						
		S	M	T	W	T	F	S
1	Taco Tuesday	1						1
2	Kids Eat Free Thursdays		2		2		2	
3	Football Monday			3				
4	Fiesta Friday					4		
5	Loyalty Program	5			5			
6	Sports Trivia Monday		6	6		6	6	6
7								
8								
9								
10								
11								
12								
13								
14								

Finally, SplashPlay's best and most compelling offer is its Life-Time package which is the most affordable and powerful solution providing twenty-eight (28) unique deals. Illustrated, below, the Border Town Cantina has only scheduled eight (8) of its twenty-eight deals scheduled to run on the indicated days.

#	Description	Deal Run Days						
		S	M	T	W	T	F	S
1	Taco Tuesday	1						
2	Kids Eat Free Thursdays		2		2			2
3	Football Monday			3				
4	Fiesta Friday					4		
5	Loyalty Program	5			5			
6	Sports Trivia Monday		6	6		6	6	6
7	Closed for Vacation	7	7	7	7	7	7	7
8	Casino Night Fundraiser		8		8		8	
9								
...								
28								

Online Deal Insertion Order Portal



To enable Game Sponsors to easily create and manage their deals, we've recently deployed our new *Online Deal Insertion Order Portal*, shown below and can be reached by the following URL:

<http://www.splashplaygamify.com/dealio>

SplashPlay, Inc. Deal Insertion Order Version 7.3.2D

As an authorized SplashPlay Game Sponsor, you can create any number of Deals; yet only one (1) can be active at the same time. However, if you are an Annual or Life-Time License Game Sponsor, you can have additional Deals running simultaneously.

Life-Time Game Sponsors: Add up to three (3) additional Deals
Annual Game Sponsors: Add one (1) additional Deal

To create a Deal, simply complete the Place Deal Order for each additional Deal. To properly prepare your deal, take a few minutes to review the five (5) elements of a SplashPlay Deal illustrated above and described below.

REPLACING A DEAL
If your intent is to have a Deal replace one that is currently running, please enter the title of deal you wish to replace in the Deal to Replace field.

- 1. GAME SPONSOR NAME**
Enter your Game Sponsor name to be displayed in the Deal. SplashPlay will use the Game Sponsor's registered name in our files.
- 2. DEAL TITLE**
Enter the Title of your Deal. 35 Character Limit.
- 3. DEAL DESCRIPTION**
Enter the Description of your Deal. 100 Character Limit.
- 4. DEAL URL**
Enter the URL you wish your Deal to Link. 80 Character Limit. If your URL is longer than 80 characters, use a URL shortener such as Bitly.com to reduce the length.
- 5. DEAL ART**
Upload the Deal art to be included in your Deal. Suggested format is PNG or JPG and 700 x 400 pixels.

Place Deal Order

Take a few minutes to complete your Deal Insertion Order.

Name *

Email *

Advertiser ID

Game Sponsor ID *

(1) Game Sponsor Name *

Deal Duration *

(2) Deal Title *

(3) Deal Description *

(4) Deal URL

Deal Start Date *

Deal Expiration Date

(5) Deal Artwork

Deal Run Days * All Days Mon Tue Wed Thu Fri Sat Sun

Deal To Replace:

1

2

3

4

5

6

7

8

9

10

11

12

13

14

The Deal Insertion Order Portal is divided into two sections: The left side displays SplashPlay's Deal Insertion Order with instructions and on the right, in the shaded area, is the Deal Insertion Order form. Note that the Yellow Numbered Post-it notes were added to aid in explaining this online form.

Game Sponsor Details

Item 1: Name: Enter the Game Sponsor's name.

Item 2: Email: Enter the Game Sponsor email address.

Item 3: Advertiser ID: If known, enter the SplashPlay assigned Advertiser ID.

Item 4: Game Sponsor ID: Here we enter the Game Sponsor's ID, where the Deal's are to be displayed.

Deal Details

Item 5: Game Sponsor Name: In this field enter the Game Sponsor's name that is to be displayed as part of the deal.

Item 6: Deal Duration: To simplify deal scheduling, the Game Sponsor can select the number of months the specific deal is to run.

Item 7: Deal Title: Each deal can have a unique title which is limited to 35 characters.

Item 8: Deal Description: The Game Sponsor can enter up to 100 characters describing the details of the deal or offer.

Item 9: Deal URL: If the Game Sponsor wishes to empower the game player to link to a website, social media site, video, or some other online service, enter that URL in Deal URL field. Note, to ensure that URL fits the limited space of a mobile device, the URL is limited to 50 characters. If the Game Sponsor's URL is longer than 50 characters, simply use one of the many free URL Shorteners such as Bitly.com

Item 10: Deal Start Date: Simply select a date for the Deal to begin.

Item 11: Deal Expiration Date: Unlike the Deal Duration, Deal Expiration Date is the date that the deal expires for the customer.

Item 12: Deal Artwork Upload: Each Deal can have its own unique graphics. Simply upload a PNG, JPG or GIF graphic file that is 400 Pixels High x 700 Pixels Wide.

Item 13: Deal Run Days: The power of SplashPlay's deal feature is its ability to run a deal on specific days. Select the days this specific deal is to be displayed.

Item 14: Deal to Replace: In the event this deal is intended to replace an existing deal, simply enter the Title of the deal it is to replace.

SplashPlay's Incredible Value Proposition

SplashPlay's commitment is simple: **Provide incredible value to our Game Sponsors.** Yet, just as important, we are committed to fueling and empowering your personal sales. Regardless of how one evaluates SplashPlay's Value Proposition, every SplashPlay Game Agent should be excited to share SplashPlay's powerful deal feature with prospective customers.

The benefits of gamifying an organization's marketing are numerous, including consumer engagement, consumer education, social media stimulation, and SplashPlay's lucrative game revenue sharing, to name a few. However, when you add our free and powerful deal engine into your prospects' business decision making process, it's clear that SplashPlay's Value Proposition is elevated to a new and unprecedented level. The bottom line is simple. SplashPlay's Value Proposition is affordable, innovative, compelling, exciting, and designed to energize your sales.

Remember, the SplashPlay Team is here and committed to your success.

Good luck and remember...The Game is Afoot!!



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