

1. For small business:

1.1. Use Feeshki to:

- Attract customers to your point of sales during low buying activity and to realize this offer a sufficient discount to customers, but limit the expiry time for a coupon by the time of low shopping activity. For example: "40% discount for all movies from 9-00 to 12-00" or "Morning coffee at half price. 50% discount for coffee from 10-00 till 11-00".
Hint: Link to a Feeshka a unique code (QR or bar code) of the discount in your goods record system or use our code to define a uniqueness of the client.
- Find your frequent customers, and to realize this offer the clients a small discount with prolonged expiry date for all the goods or for a certain group of goods. For example: "2% discount for all the purchases at shop "N" during 2019."
Hint: Feeshka is no longer available for a customer in his mobile application only if the expiry date of Feeshka is over or you have "cancelled" it by yourself.
- Find new customers. To realize this create your own "Discount Calendar" for different types of goods in accordance with occasion. Publish Feeshki in accordance with this occasion. For example: "30% discount for all the flowers on 23rd February" or "Second pair of man socks on March 8th free of charge."
Hint: Use the mechanism of Feeshka cancellation to keep a record of used coupons. This will help us to provide full information of your promotions efficiency.

1.2. Use Surprises to:

- Convert new customers to "frequent" ones. Grant customers, who came to your shop today, coupons with discounts valid for purchases next week. A customer came to you for a Feeshka can also get immediately a Surprise valid in some days and which motivates a customer to come to you again. For example: "Visit us again and get a discount of 100 RUB for any purchase".
Hint: Use "expiry date" of Surprise. Publish Surprises for a validity period of coupon offer in "future", for example, in a week. Make several such promotions. Every time a customer comes to you he/she will get a new Surprise – a coupon for the next visit. 70% of the customers which made purchases in shop for 3 times, will come again.
- Help "partners" and yourself to do cross- and associated sales. Grant to Customers who came to your shop, Surprises with discounts valid at "partners". For example: a Customer came to you for a Feeshka with "40% discount for all movies from 9-00 to 12-00" can immediately get a Surprise "Pizza at Mario café for 250 RUB" which motivates a client to visit this café after a movie.
Hint: Customer gets Surprises into mobile phone as a push-notification (even if Feeshki application is inactive). To get a Surprise a client should be in the area of 300 meters from a place to which Surprise is linked.
- To fight the competitors. Grant to customers who came into another shop, Surprises with discounts for purchases at your place. For example: Customer went to a competitor's shop "Sadovod", and at the entrance received your Surprise "Discounts for seedlings up to 40%. The lowest prices are at the shop "Hoztovary", Kosmonavtov str., 12", which motivated a customer to change the route.
Hint: To place Surprises at the certain location, you should create there "my business".

2. For large retailers

2.1. Use Feeshki to:

- Tell Customers about your promotions within walking distance from the shops. Offer customers discounts for new groups of goods every day, limit expiry time of coupon offer for 1 day. For example: "1st February - discount of 20% for all dairy products", " 2nd February – discount 10% for meat and uncooked meat products" and "3rd February – 30% discount for bakery products".
Hint: Promotions can be planned in advance, by presetting a date to Feeshka when it will be available for customers in future.

- Increase sales in the whole chain of stores or in a separate shop. Offer customers a small discount for all the purchases in the receipt with long expiry period. For example: "1% discount for all the purchases in shop N during 2019".

Hint: Feeshki can be turned into loyalty cards of frequent clients, link to them card codes from your goods record system to automate cashiers work.

- Increase sales in new shops or for new goods. Arrange a "week of sales", make a promotion which will require a customer to visit your shop several times during a short period of time. To make this, offer clients an additional privilege for collecting different Feeshki. For example: "Collect 5 different Feeshki during a week and get a 10% discount for any purchase till the end of the month".

Hint: If you decide to use a mechanism of "collecting", write to us about it. "Collecting" is adjusted by our specialists in accordance with a separate query. Feeshki have ready-to-use collections of funny aliens and animals, you can invent and offer us your collection.

2.2. Use Surprises to:

- Regulate attendance of shops and increase sales during low shopping activity. Grant to customers who came to your shops, coupon offers with discounts valid at certain time of the day. A customer who came to a shop in the morning can get a Surprise which will offer a discount for morning purchase in several days and which will motivate a client to come to you again. For example: "Get a 100 RUB discount for purchase of any merchandise made from 9-00 to 12-00 on Mondays".

Hint: A quantity of Feeshki and Surprises can differ in different stores of the chain. Till the time a Surprise is not received by a client, it can be transferred from one store to another. If necessary you can always use Surprises from promotions planned for future. Manage promotions in the chain of stores on a centralized basis or delegate a part of functions to chief managers.

- Become interesting and "unexpected" to customers. Make offers with substantial discount without any warning. Let customers know that if they come to your shop, there will always be a Surprise waiting for them. There is only reason – a client came to your shop and he/she should make a decision now and there about the purchase. That's why it's very important to limit time for making a decision. For example: "Last chance to prepare for summer. Only today a 79% discount for all footwear from summer collection".

Hint: Place Surprises for the day with some reserve sufficient for all customers who came to you this day or limit a quantity of Surprises with quantity of merchandise participating in Promotion. All Surprises which were not received by customers will return to you and can be used in other promotions.

- Gain customers to your business. Tell clients about your "social" promotions, invite to apply for jobs or simply wish a good day. Offer is not obliged to mandatory giving customers some benefits to spend more than they planned. For example: "Today we help homeless animals and transfer 1% from all purchases to Homeless animals Fund" or "Today the weather disappoints with snow and rain, it's time to make a coffee with unforgettable flavor. If coffee is out of stock, you can always find the great choice of best types in our shop".

Hint: Register your shops and places of Surprises pointing your logo or entrance group photo to make customer remember your brand.

3. **For producers:**

3.1. Use Feeshki to:

-Tell about your production in shops located near customer. Offer customers discounts every day for your products from one group, limit expiry period of coupon offer for 1 day. For example: "Today 50% offer for meat dumplings "with beef"", "Tomorrow 50% discount for meat dumplings "classic"", "The day after tomorrow 50% discount for meat dumplings "homemade"".

Hint: use an image of your merchandise as an "object of Feeshka", at which the discounts offer will be valid, or your logo printed on the merchandise package. Unique algorithm of images verification allows to transfer Feeshka to your customer and guarantees a confirmation of customer's visit to the shop without arrangement of any infrastructure.

- Increase sales volume of your goods, arranging “quests” for customers. If you carry out a promotion simultaneously in several chains of stores, place different Feeshki in different shops and offer the clients to get a complete “collection” of Feeshki. If you carry out a “Week of sales”, also use Feeshki “collecting”, changing them every day. Grant customers who completed the task and gathered a “collection” of Feeshki, a substantial privilege for your merchandise.

For example: “Buy meat dumplings “Father” from 1 till 7 February in shops N, gather the complete collection of 5 different Feeshki and get a discount of 10% for meat dumplings “Father” valid till the end of the year.”.

Hint: We will help you to carry out a drawing of prizes for active participants of the promotion and additionally motivate them with the help of presents.

- Carry out global sales of your merchandise or take out a new product on the market. Grant to a client together with Fishka also lots of Feeshki/Surprises at the same time (10-20 items), so that he will be able to grant them to his friends. In this way you will initiate a promotion “bring a friend” and will gather your target audience of customers. For example: “Grant me to your friend! This coupon allows to buy meat dumplings “Father” in shops N at half price during whole February.”.

Hint: Service Feeshki has a preset rule “One Feeshka or Surprise for One client”. A client who received Feeshka can “use” it, “grant” it, “sell” it, “give it for free”, a Surprise can only be “used” or “granted”.

Hint: encourage your loyal clients. When the promotion is over, make Surprises for all who granted your coupons to friends.

3.2. Use Surprises to:

- Increase average amount of the bill. Offer clients to buy at once several your merchandises, making a sufficient discount for one of them. For example: “Buy 2 different types of our meat dumplings “With beef” and “Classic” and also try “Homemade” ones for only 1 RUB per pack. Please provide this coupon at the cash-desk”.

Hint: The conditions of your promotions are saved in the mobile application profile of the customer, and he can find out about them in detail and decide whether to use coupon offer.

- Increase sales volume. Carry out promotions together with trade chains. Grant to customers Surprises with discounts at trade chains locations. For example: during a month initiate a lottery with Surprises for the first 10 customers who came to the shop opening. Notify other customers, that the promotion is carried out for the first customers. “All February first 10 customers of shop N will get 80% discount for meat dumplings “Father””.

Hint: Surprises with coupon offers can be divided in time during a day or for the time of low buying activity. The lucky persons get coupon offers, those ones who were not so “lucky” will know from Surprises about the promotion and will come tomorrow.

- Grow the number of your brand’s admirers. Do presents with the help of Surprises as coupons for your merchandises or tying products. Carry out a promotion for the clients who once caught Feeshka with a discount for your merchandise, grant them Surprise with coupon offer valid after some time of discount expiry date. For example: in February your client used Feeshka with a discount for coffee beans, in a month grant him Surprise with a discount for the same coffee. “We love all the admirers of our coffee brand and we present you a 50% discount for another pack”.

Hint: In order that the client receives Surprise, he should be in location of some shop or in your virtual location. We can always help you to grant Surprises to your customers, we should only know your customer’s mobile phone number.

4. For trade and entertainment centers:

4.1. Use Feeshki to:

- Increase attendance at daytime in working days. Attract customers at daytime by low prices for lunches or by tasty compliments. Place Feeshki with coupon offer to get a “compliment” from some café at your Center, limiting the expiry time of Feeshka. For example: “Best lunches at

Center from 13-00 till 15-00. Get our compliment to your lunch – a piece of cake “pigeon’s milk””.

Offer your “daytime” customers special privileges, for example: “Free parking for Center visitors from 13-00 till 15-00”.

Hint: Use as an image of Feeshka object a photo of entrance street group with the name of the Center.

- Celebrate holidays, trade fairs and sales days. Tell through Feeshki that in your Center in week-ends there will be festival, invite clients to the event’s opening. To arrange this, place Feeshki with coupon offers in your Center. For example: “Trade fair of Russian fashion designers in our Center from 16 till 17 February, be ready for discounts from 20 to 50%. Coupons quantity is limited.”

Hint: Limit a quantity and expiry time of Feeshki to create buying fever.

- Help new and famous brands in Center. Arrange “quests” around your Center to tell about brands presented. Create Feeshki for every brand in your Center, give tasks to customers – to complete a “collection” of Feeshki. For example: “Find 5 different Feeshki in our Center and get a free ticket for a movie at our cinema.”

Use a mechanism of selling tying products to tell about new brand in your Center.

Hint: Use as an image of Feeshka object a photo of group entrance with brand names. Invent additional present for buyers which will gather a full collection of Feeshki.

And besides you can place offers in Feeshki about vacant rent areas, new films in cinema, vacancies in Center, financial and encashment services for tenants etc.

4.2. Use Surprises to:

- Gain your visitors’ favour to you. Tell your customers about your “social” mission, invite them to your vacant jobs or simply wish a good day. Offer can bring not only benefits to customers in order to make them visit your Center again.

For example: “Today we offer jobs at best place in the city. Call our HR.”

Hint: if the user switched off push notifications in his mobile phone, he can always see Surprise offer in Feeshki application.

- Be interesting for the visitors. Make a lottery for all the visitors of the Center. Place Surprises in your Center with lottery conditions for all the visitors during a certain period of time. Coupon offers from your tenants could be used as prizes.

For example: “All the clients of our Center who visited it from 1 to 10 April and who got a Surprise are the participants of the lottery. The prizes will be raffled on April 11th at 11-00.”

Hint: We will suggest you all the participants of the lottery, giving you the information about clients who caught Surprises.

- To make visitors spend more time in the Center. Arrange additional sales. For example, people often go to food-court after a movie. During holidays alcohol-sweets-flowers sales are crossed between each other. If a customer used coupon offer from the movie, grant him a Surprise from food-court or a nearby restaurant.

Hint: Surprises can be received by all visitors of your Center. In order to do it, they should be Feeshki users and should be in location of the Center.

And you can also place offers in Surprises not only in location of your Center: about “Black Friday”, about your “discount calendar”, about special presents etc.