

# 2020



## Merchant Information Brochure



**Finally a card  
for everyone,  
100% FREE for  
consumers!**



# What is Scanycash?

Scanycash is a unique loyalty card program designed to give back to customers by raffling monthly cash prizes. Say goodbye to old school loyalty programs and hello Scanycash.

Loyalty programs of accumulating points for redemption are slowly becoming obsolete for consumers. It takes a long time to accumulate points for very little value in return when it comes time to redeem.

Scanycash offers monthly prizes for consumers keeping things always exciting for your customer and hassle free for your business.



# How does it work?



## Sign Up

Client acquires a Scancash card at any participating merchant or registers via our app.



## Shop

Client spends a minimum of AFL. 25 at any participating merchant for eligibility participation.



## Scan

Cashier scans the card or QR code from app on scanner at the counter and a digital raffle ticket will be granted.



## Win

Winners are randomly selected at the end of each month through our digital raffle.

# Why do we exist?

Prize raffling is a very popular promotional method to strengthen customer loyalty and retention. Over the years we've seen merchants offering prize raffles for their customers through collections of raffle tickets that need to be filled in by the consumer. These raffling campaigns are not only outdated, but as well fragmented and cumbersome to organize. It also requires effort from the participant to fill in their details each time.

Scanycash introduces an Island wide digital raffling solution through a centralized platform where merchants can offer their customers a chance to win by shopping with them. A simple scan at checkout takes only but a few seconds, making it possible for many clients to participate with ease and get a chance to win.



# Who are we?

Scanycash is a business-to-consumer digital raffling solution existing over 2 year in Curaçao (formally known as Skenicash) where we've distributed over 100,000 cards already.

Consumers get a chance to win BIG every month, with every minimum purchase of 25 florins participants receive 1 digital raffling seat by scanning their Scanycash card or app. Monthly give-away prize pool is over 5,000 florins, including cash money, gift vouchers and much more.

Contrary to other raffling and loyalty programs, Scanycash focuses on the frequency of purchase instead of total amount per purchase. Making Scanycash highly attractive for everyone including customers and business owners. Lower income consumers have the opportunity to benefit while business owners get to benefit on increased frequency of sales.



# Scanydeals: reach all users instantly!

- Deals by Scanycash Merchants (exclusively)
- Pushed to all active users at once
- Drive consumption instantly
- GDPR compliant (reach entire Scanycash database)
- WIN-WIN: consumer wins, merchant wins (instant gratification for users)
- Push Notification with every deal



# Benefits for your business



Raffling programs are a fantastic way to generate extra business and work well as a simple yet powerful marketing tool to spread the word about your business, increase customer retention, frequency of sales and overall customer happiness.

Since Scanycash is centralized, participating merchants also benefit from the associated marketing, in which merchants are actively mentioned in all Scanycash promotions.

Additionally, merchants can create specific specials/deals for Scanycash card holders, which Scanycash spreads through all its marketing channels.

Participating merchants can also give away products and services as prizes each month, this way these form part of the total prize pool. This is also an indirect form of marketing highlighting specific services/products.



# Additional Benefits (all included)

- **Full insight into companys' performance statistics**

- Total scans
- Retention
- Active Users
- User demographics (age,neighbourhood, gender)

- **Unlimited scans at no additional cost**

- **Automated anti-fraud protection**

- **Scanyhour: offer days and time-slots during which consumers get 2x scans (ideal for low traffic hours)**

- **Promotional push notifications**

via Scanycash App available on Apple & Android



# Our Marketing Platforms

CONTINUOUS PROMOTION AT A FRACTION OF THE COST.



## Online

We cover the entire online spectrum: website, app, social media (Instagram & Facebook), Youtube and Google



## Newsletter

Keep clients up to date on latest promotions and special offers.



## Radio

Continuous exposure on radio in the form of promotional ads and live mentions.



## Custom Promotions

Indoor and outdoor we will work with you to make your venue stand out with Scanycash.

# Key Benefits for Merchants.. at a 'fraction of the cost'

## ● **State-of-the-Art Program**

An easy way to reach a large audience in the Aruba market as it's commonly known is that a chance to win big attractive prizes is woven into our cultural fabric.

## ● **Highly Affordable**

High customer retention and sales boosts at a very sharp all inclusive price!

## ● **Customer Retention & Sales Boost**

Retain existing client-base and acquire new customers. Enhance your client buying experience with a fun and relevant raffling solution.

## ● **Marketing Exposure**

All merchants under Scanycash get exposure through Scanycash promo and marketing outings. We will ensure your brand is visible and seen!



**Let's get in touch!**

**CONTACT US TODAY  
START TOMORROW!**

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