

# Supercharge your sales

With an app from RNF your  
business won't get left behind.



# BEAM Platform Benefits

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## 1. Mobile Marketing Campaigns

BEAM allows wholesalers to deliver engaging digital content to their app users based on their profile, behaviour and location. Essentially you can target the “demographic of one”.

Campaigns can be made up of a mix of SMS, simple push notifications (text) and rich push notifications (jpegs, video etc.), and for those wholesalers that have Beacons installed in their depots they can be triggered based on where the user is standing.

Once messages have been sent, live results are immediately pulled into the platform showing send, open and action rates.

## 2. In-App Product Management

BEAM enables wholesalers to manage product placement within the app. For example, there are a number of places within the ordering apps, such as banners and interstitial ads, that can be used to advertise specific products.

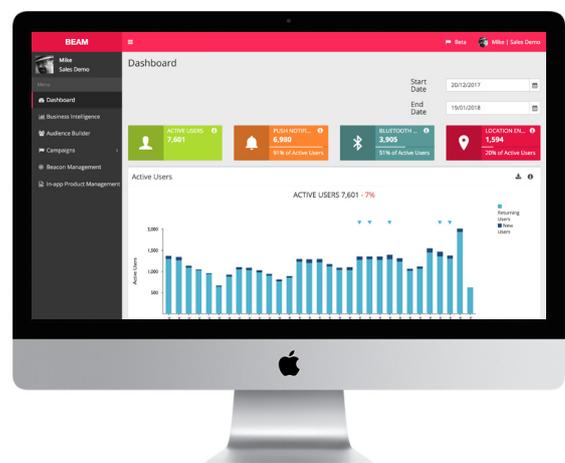
In addition, there are then a number of categories that can be used to highlight products and drives sales such as ‘new products’, ‘related products’, ‘featured products’ and ‘trending products’.

## 3. Business Intelligence

The third part of BEAM is probably its most powerful. This brings together data from app sales and campaigns to give marketers the important and actionable insights they need to create ever more successful campaigns.

A dashboard shows at a glance how many active app users there are, how many have push, location and Bluetooth services enabled, as well as how many all time downloads there have been. There are also multiple graphs showing information such as daily transaction value, daily numbers of orders, average basket values as well as the number of active purchasers.

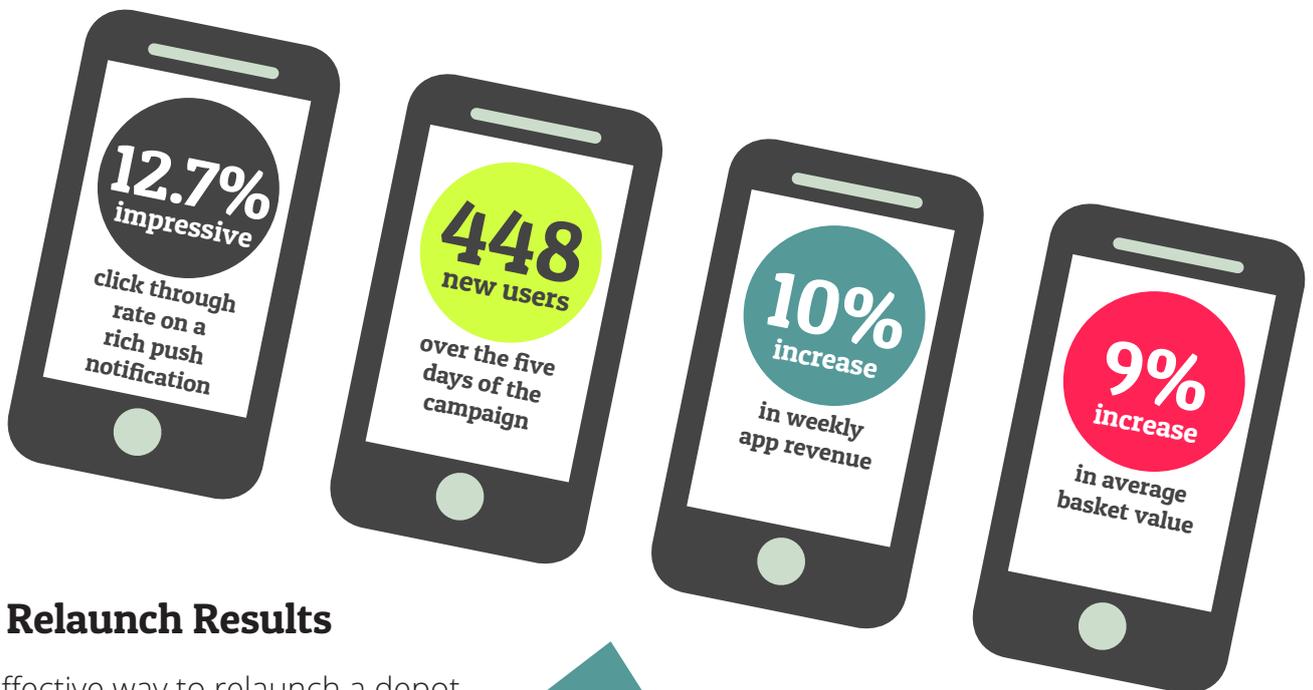
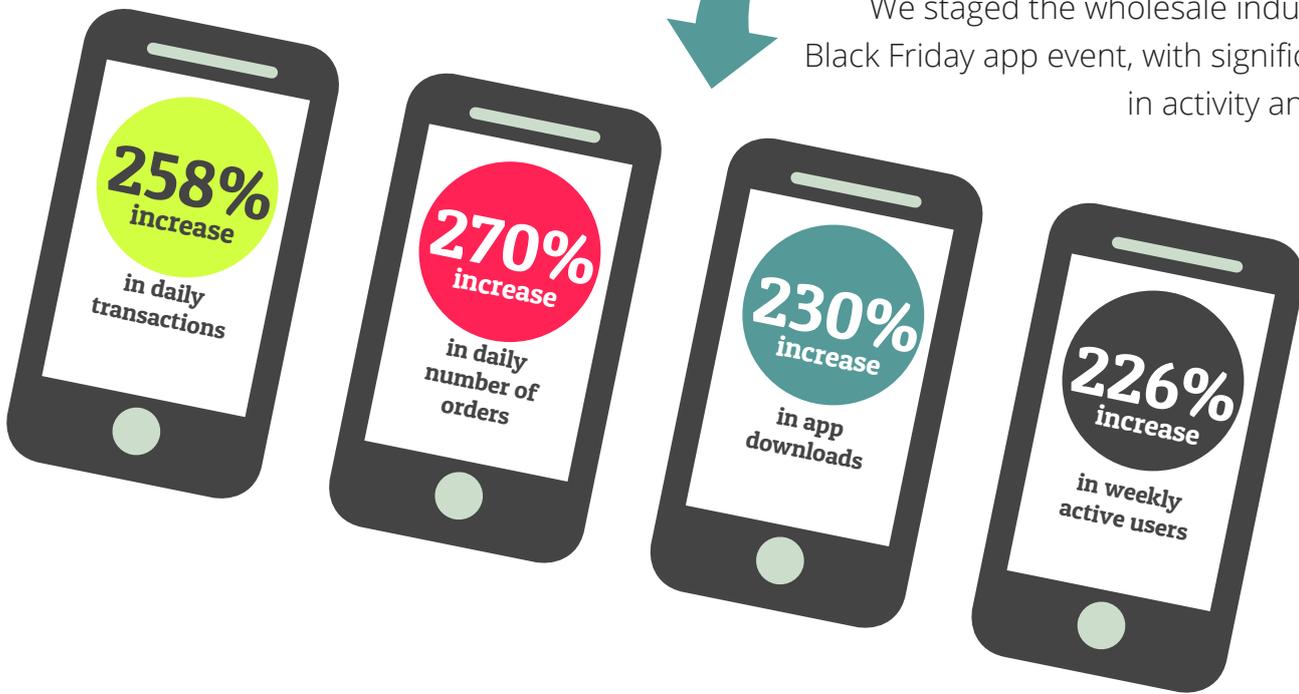
Users can also create bespoke charts based on any data they would like to pull from the app such as top spending customers for specific SKUs, relative market share figures and sales figures for specific SKUs.



# Results that speak for themselves

## Black Friday Event Results

We staged the wholesale industry's first Black Friday app event, with significant uplift in activity and results.



## Depot Relaunch Results

A cost-effective way to relaunch a depot, driving traffic, sales and footfall on a specific day via their app.

# Results that speak for themselves

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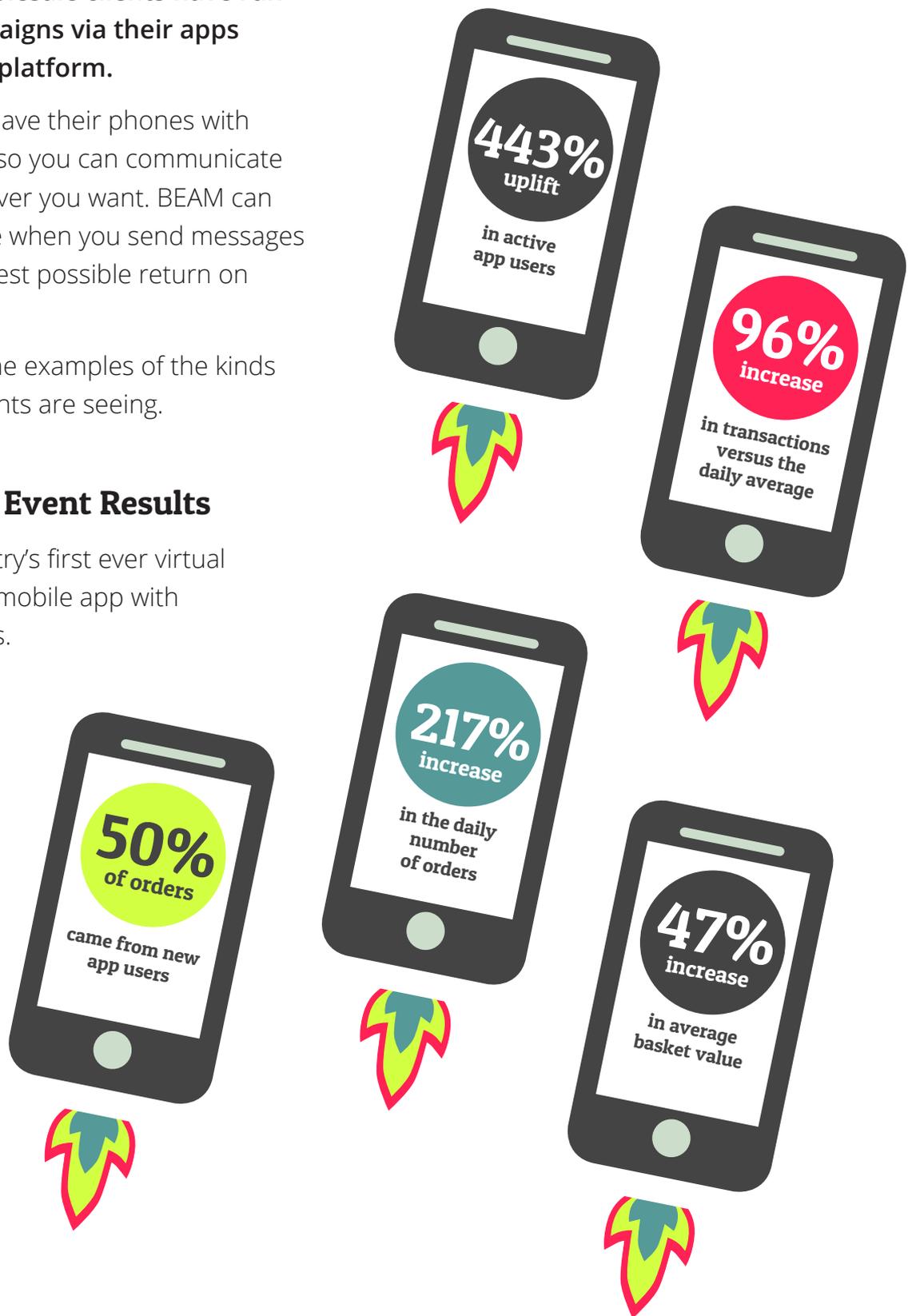
Many of our wholesale clients have run successful campaigns via their apps using the BEAM platform.

Your customers have their phones with them at all times so you can communicate with them whenever you want. BEAM can help you optimise when you send messages and ensure the best possible return on investment.

Here are just some examples of the kinds of results our clients are seeing.

## Virtual Trade Event Results

We ran the industry's first ever virtual trade event via a mobile app with impressive results.



# Testimonials

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“RNF not only delivered the sector’s leading shopping app for the Bestway Group, they implemented the largest roll-out of iBeacons in the UK and developed a bespoke platform enabling us to use those beacons and our app to their full potential. Where others have failed, the platform has allowed us to fully personalise communications with our customers effectively driving revenue.”

**‘Where others have failed, the platform has allowed us to fully personalise comms’**

**Dawood Pervez**, Marketing Director,  
Bestway Wholesale Group.

**‘...an effective, exciting and practical application of mobile marketing’**

“We all know that wholesale is about relationship building. RNF’s Beam technology brings relationships right up to date through digital engagement. This is an effective, exciting and practical application of mobile marketing”.

**David Gilroy**, Managing Director,  
Store Excel

“Our app is a key component of our growth strategy. We are just at the beginning of the journey of discovery and the opportunities for both Abra and our suppliers are limitless. We intend to use the technology to drive sales across a the whole spectrum of ranges going forward”.

**Craig O’Connor**, Managing Director,  
Abra Wholesale



**Best App Developer** - Appsters 2016  
**Rockstar Development Team** - Techies 2017  
**Best Use of Digital Marketing**  
Highly Commended - CIM Awards 2017



**Outstanding Corporate Citizenship**  
Bridgestone Retorque App  
**Grocer Gold Best Supplier of Technology**  
Bestway Cash and Carry App and iBeacon Rollout

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