

Tagga Unveils B2C Cross-Channel Campaign Management Platform that Garner's its Consumer Brand Clients 4x CTR and over 100% increases in sales y/y

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FOR IMMEDIATE RELEASE – VANCOUVER, B.C. – Tagga is pleased to announce the unveiling of its Tagga Engagement Marketing Platform (“TEMP”). TEMP is a consumer marketing cross-channel campaign management platform (“CCCM”) that enables marketers to drive brand messages through the noise to connect with customers across all online and offline channels on their terms, in real-time. Inclusive in the launch are three core modules: Community Dashboard, Tagga Tout Score™ and Responsive Campaign Pages. Each core module plays a central role in empowering marketers to build and launch cross-channel marketing campaigns that target individual consumers.

“We believe TEMP is the key to enabling Business to Individual marketing (“B2I”), the evolution of B2C marketing,” said Jean-Guy Faubert, CEO of Tagga. He continued, “with TEMP, marketers can harness the right data and approach to market to individuals by leveraging their preferences and influence to increase engagement.”

Early trials with customers have indicated that TEMP, paired with taking a cross-channel marketing approach, has delivered incredible results for consumer brands, that include campaign results with up to 80% coupon redemption rates, up to 4x click thru rates on campaigns, and increases in sales of over 100% year over year.

The Tagga Brand Community Dashboard allows brands to access insights into the health of their community. A community refers to how many individuals have opted in to a brand’s marketing, either via social media, mobile, loyalty, or email. Purchase information and offline programs can be also be integrated into the Community Dashboard. The dashboard allows you to track how a marketing campaign engaged individuals online and offline over time as well as pinpoint an individual’s brand engagement across all participating channels.

The Tagga Tout Score™ is a proprietary ranking system that enables brands to rank individuals in their community based on their engagement activity (brand engagement and transactional behaviour), and their brand influence. The Tagga Tout Score can be adjusted based on recent activity. With this ranking system, marketers can segment and plan their campaigns to target individuals or groups of customers based on how they engage with the brand, who they influence, and how they buy.

Responsive campaign landing pages are at the heart of Tagga’s platform. They allow marketers to easily create microsites for their cross-channel campaigns using a widget-based system that supports over 30 types of consumer marketing campaigns (such as voting, polling, contests). In addition, the landing page module offers a more advanced CSS/XHTML source code for comprehensive site creation. These responsive campaign

sites are instrumented with proprietary tracking technologies to feed data directly into the Community Dashboard and update the Tagga Tout Score.

Vice President of Product, Roger Lines, commented, “TEMP is a SaaS based framework with an open architecture, giving you flexibility to connect your own infrastructure over time.” He added, “We have built the platform to reduce barriers to implementation, and keep the investments you have already made in email, social, and digital tools. In fact, you can just plug them in and get full orchestration across all your disparate channels and technologies.”

Tagga also offers a full-service Campaign Services team to support clients on the planning, development, execution and results of their cross-channel campaigns on TEMP. The Campaign Services team is credited with executing over 3,000 campaigns with consumer brands.

In connection with the launch of TEMP, Tagga is further pleased to announce the launch of its new website at www.tagga.com. The purpose of the website is to demonstrate the power of TEMP and evangelize the concept of B2I marketing.

About Tagga Media Inc.

Tagga enables B2I marketing by creating exceptional cross-channel customer journeys that drive revenue. Through a combination of marketing expertise and technology innovation, Tagga helps consumer brands engage with individuals, leverage influencers and get results. The Tagga Engagement Marketing Platform is a marketer’s everyday command center for successfully managing mobile, social, email, web and offline campaigns. Tagga has been working exclusively with consumer marketers since 2008 and is trusted by some of the world’s most respected brands, including adidas, Red Bull, Gordmans and Paramount. Tagga customers consistently achieve remarkable results like 1600% ROMI, over 100% lift in sales and 80% coupon redemption rate. Find out more at <http://www.tagga.com>.

Public Relations Contact:

Nicole Steele
Director of Marketing
604.687.7979
Nicole.Steele@tagga.com
@Tagga
#B2Imarketing
#Taggalaunch