

Waypoints... Engaging the right PEOPLE at the right LOCATIONS.



Driving traffic to physical and virtual locations just became easier.



Waypoints are physical or virtual location assets meant to engage, educate, or convert leads. These can include but are not limited to: trade show booths, product displays, web pages, white papers & brochures, gamification experiences, geographical checkpoints, and more.



Waypoints can be established virtually or physically with QR Codes.

Waypoints can be assigned values, such as engagement points or scores that prospects, customers, employees and trainees can use toward winning prizes or incentives, such as e-gift card rewards.

Waypoints



Capello's Custom QR Code Builder enables companies to embed brand logos, colors, and design features into QR Codes, which can then be physically or digitally distributed, positioned in any virtual or physical location, and scanned by phone, or clicked by mouse to launch interactive experiences.



Waypoints with Custom QR Codes bridge the physical-virtual gap, allowing all participants to come together and engage in common experiences in a safe and contactless way. Scan or click Waypoints on any personal mobile device or computer.

Drive the right people to any number of random or sequenced Waypoints to deliver content and customer experiences. Use Capello's powerful Custom Forms Builder to collect precise data at any Waypoint, which is then used to track user engagement and sent directly to any CRM or Marketing Automation platform.

Examples of Waypoints with Branded QR Codes:



Participants complete a simple opt-in form and receive 500 reward points toward free products & merchandise. The form has been placed after points reward for demonstration purposes.



Participants play a branded game to compete for prizes. End of game redirects participant to the next waypoint, web page or asset.



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* These Brands and offers are fictional examples only and do not represent any form of cooperation, participation or partnership between Capello and the Brands.

Waypoints

Global Leaderboards Track & Promote Activity



The graphic features the Pepsi logo in a red, white, and blue circle on the left. To its right, the text 'Pepsi Challenge National Leaderboard' is displayed in a white serif font. Below this is a table with a red header row for the top performer, Jessie R., with a score of 45,000. The rest of the table has a dark blue background with white text. To the right of the table is a close-up image of a blue Pepsi can with condensation, sitting on a bed of ice cubes.

Jessie R.	45,000
Candace M.	37,500
Powell W.	32,400
Jennifer P.	28,750
Ross C.	25,490
Chris L.	22,000
Michelle A.	18,750
Erik S.	18,200
Ryan W.	16,600
Tammy H.	15,500

Leaderboards provide branding and sponsorship opportunities, and can be displayed easily on any web page. Customize leaderboards with images, colors, branding, and custom web content. Configure leaderboards to display combined scores from any number of Waypoints for any number of participants.

Get Started with WAYPOINTS Today!

Visit [Captello.com/demo](https://www.captello.com/demo) for a short personalized demonstration on how Waypoints with Custom QR Codes can improve results in your next marketing campaign, retail application, employee event, or at your next virtual or live event!



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