



# Alternative Channel to Market

**The fastest, alternative acquisition and engagement channel to main market consumers.**

Leveraging bonsella® shopper rewards, Retail Engage owns the largest, aggregated independent market digital & physical footprint in South Africa.

## CUSTOMER ACQUISITION, RE-ACTIVATION & RETENTION

Expand your acquisition and retention strategy beyond traditional sales channels and leverage the fastest growing alternative channel to market.

- **Design and implementation** of alternative market acquisition and retention strategy and campaigns
- **Re-activation** of dormant customers across national network of stores
- Marketing and execution through **direct, targeted and in-store** activations
- Opportunity to **incentivise customers** through instant airtime rewards
- **Digital and physical** extension of your sales function
- Enabling **rapid growth** into new alternative markets beyond your core business capabilities

### Case Study:

Through co-branded agents in-store, we assisted one of South Africa's big 3 banks with acquisition of new account holders, opening an average of 7,000 new bank accounts every month.



### What is bonsella®?

The largest shopper rewards & loyalty programme targeting shoppers in the independent main market in South Africa.

## LEAD GENERATION

With over 1,8 million members, and a national footprint across 190+ independent retail stores, Retail Engage provides access to the fastest growing main market consumer database.

- Supply of **bulk leads** - targeted or raw data
- Facilitation of targeted, **outbound calls** to member base
- Generation of **hot leads**, captured in-store by incentivised agents
- Customer interest / **opt-in** capture via tablet in store or on every new member registration
- Facilitation of in-store **activations**, targeted **campaigns**, pre campaigns or lead warm-up **SMS's**

### Types of leads

**Unqualified Leads:** bulk list of possible leads in this market - raw data

**Pre-Qualified Leads:** targeted list of leads based on segmented qualification criteria - i.e. location, demographics, spend patterns and basket analytics

**Qualified Leads:** capture and supply of qualified leads based on customer express interest or opt-in

**RETAIL ENGAGE**  
Brands. Stores. People.

**2Engage**

## WHY RETAIL ENGAGE?

- **IN-DEPTH KNOWLEDGE** of the South African main market
- **MAXIMUM ROI** through access to the largest active and engaged main market customer base
- Detailed **TARGETING** through consolidated customer profiles, nationwide
- Existing **SALES INFRASTRUCTURE & NATIONAL REAL ESTATE** - no recruitment, no training & no branches required
- Branded agents, provide **FACE-TO-FACE ENGAGEMENT** and customer support, entrenching a sense of trust and reliability
- Established and **TRUSTED BRAND** in the South African main market

Supplement your acquisition and retention strategy TODAY by taking advantage of lead generation, sales and customer incentive opportunities in South Africa's majority market.

*PLUS, differentiate through incentives. Ask us about our turnkey and bespoke customer incentives & rewards solutions!*

### Case Study:

In 2019, we supplied a South African financial services business with an average of 10,000 unqualified leads on a monthly basis with a conversion rate of 3%.

## DIGITAL & PHYSICAL CHANNELS

- **Agent Network:** in-store and roaming agents stationed on the ground nationwide
- **Call Centre:** outbound call centre to support telephonic communications, sales and support
- **Digital:** targeted SMS, USSD, email and web communications and campaigns

## AGENT NETWORK

- More than 200 dedicated in-store and roaming agents nationwide
- Skilled (NQ Level 5), trained and incentivized
- Equipped with connected smart devices
- Real-time RICA / FICA processing
- Process registration, payment detail collection & issue of product welcome pack
- Agent mobile app with API available OR utilisation of 3rd party client device or registration tool loaded onto agent devices

[www.2engage.co.za](http://www.2engage.co.za)

## Who is the Main Market?

There are an estimated 13 million shoppers in the independent market in South Africa, moving between formal and informal retail spaces in peri-urban and rural areas. Comprising of LSM's 3 to 7, this 'base of the pyramid' market shops for value, convenience and trust.

**This is not just your bottom-end and emerging market - this is the MAIN MARKET of South Africa.**



*Take advantage of the greatest opportunity for success of your customer acquisition and growth strategy in South Africa's main market.*

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