

# *Simfrastructure*

Simply a 2 z on Sim



Target, reach, engage, and retain your customer instantly and smartly of course simply

Tap into a mobile audience of over 56 million influential, affluent, educated, tech savvy, Consumer base.

Enthusiasts, communicators, and early adopters who each influence tens, hundreds, or thousands of other consumers through their words and actions can be effectively reached through **Simfrastructure**.

**Simfrastructure** offers advertisement services targeted mobile ad campaigns, and allows mobile owners to monetise their global traffic. Mobile advertisement services for all business to reach your own consumer base

**Simfrastructure** has cutting edge ad serving and ad management technology built upon years of mobile experience and expertise.

**Simfrastructure** focuses purely on delivering ad campaigns on mobile for everything and any thing to improve your reach and make you successful in reaching your customers

# Retail & Consumer

## Industry Challenges - Improving Customer Loyalty & Real time Customer Reach

Increased interaction, data captured on customer profiles/buying patterns, and sophisticated analysis techniques have given retailers unprecedented access to the mind of the customer. This brings back the pressure on technology to provide data capture systems & tools to capture & analyze customer buying patterns that can significantly help in augmenting customer loyalty. A recent poll by MetaGroup found that 71 percent of data-savvy retailers leverage customer data to engage in retail CRM activities are designed to increase sales in the store. However most retailers are yet to travel the complete loyalty journey. Fifty percent engage in direct mail campaigns and loyalty programs; 40 percent have implemented e-mail campaigns and 30 percent of retailers engage in clientele. **Simfrastructure Retail** solutions intend to address this new challenge by cutting through the retail supply chain and address this new challenge of Retail CRM by providing solutions to manage its customers's custom

## Simfrastructure 's Solution

Simfrastructure 's rCONNECT Framework helps retailers by filling the gap between marketing analysis and the customer touch points. Only Best solution to Increase Customer Loyalty on regular basis.

The Framework is an all-encompassing service that covers

- **Mobile Consumer & Business Advertisement**
- **Mobile Marketing**
- **Mobile Loyalty Management**
- **Mobile Customer Loyalty System**
- **Mobile Communication to all customer touch points**
- **Mobile Customer Data Analytics**
- **Mobile Managed Services**
- **Mobile Customer connect – Always on Easy Connect**
- **Mobile Market place for consumer services**
- **Mobile Market place for your personal SIM Data**

**Simfrastructure offer services to you at very affordable cost**

### **Simfrastructure**

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