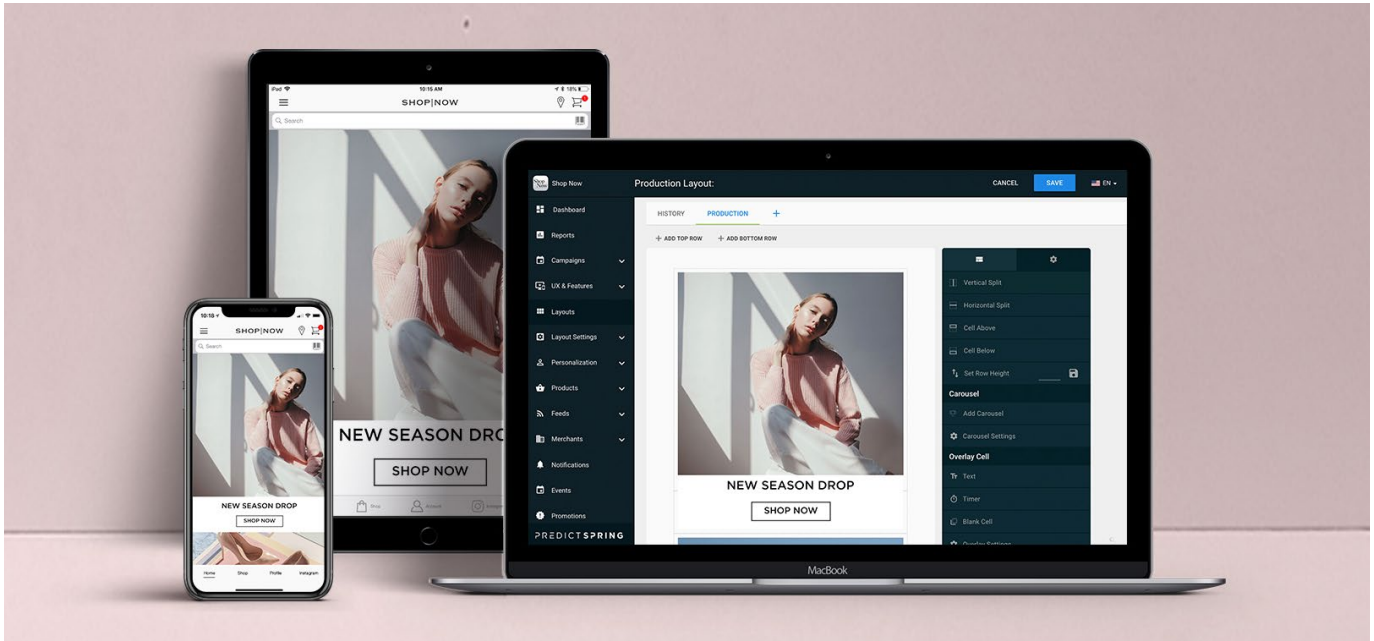


# PredictSpring Content Management System

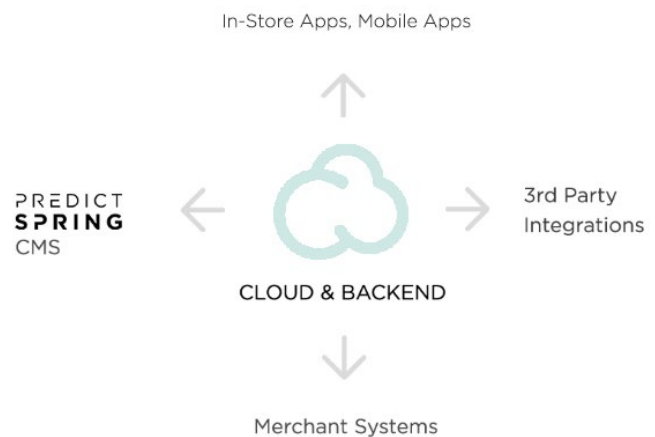
Manage Consumer and Associate App Experiences in Real-Time

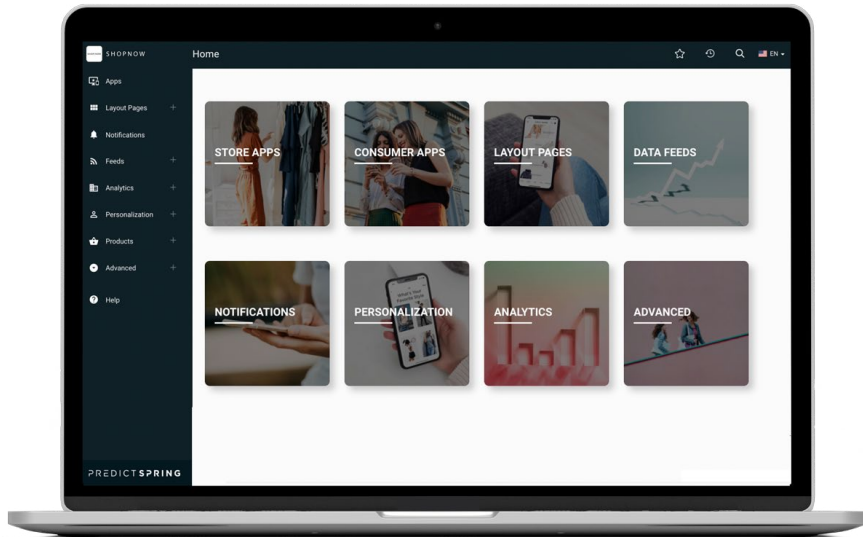


PredictSpring modular, no-coding CMS ensures business managers are empowered to manage consumer and associate app experiences autonomously and in real-time. The CMS has been designed to enable cross-departmental teams to collaborate to deliver a seamless app experience using a simple and fast platform. Complete with more than 50 modules, PredictSpring CMS allows for multiple functions - from editing the app user interface, enabling omni-channel features such as loyalty, publishing new content, launching a custom quiz, scheduling push notifications, monitoring app performance, and much more.

Notable Features of the PredictSpring CMS include:

- **FAST UPDATES:** Update the app when required and in line with the digital marketing calendar.
- **BRAND AUTONOMY:** Have full control of visual identity, look and feel, and app content.
- **EASE OF USE:** Empower merchandisers, trading and digital marketing teams to easily execute the tasks they need to perform with limited training.
- **FLEXIBILITY:** All features are built to enable brands to layer and customize preferred modules to deliver a unique and rich app experience.
- **TRANSPARENCY:** Leverage the platform to execute, monitor and report on app success.





## Meet Your Business Goals with 50 OOTB Modules

With more than 50 OOTB modules, business managers are empowered to make changes on-the-fly without the need for coding. Deploy new features in an instant to meet your business goals.

Team	Goals	PredictSpring CMS 'Day in the Life Of'
<p><b>Content &amp; Digital Marketers</b></p> <p><i>Create an engaging app experience and drive new and existing users to adopt the app.</i></p>	<ul style="list-style-type: none"> <li>● Share Brand Message</li> <li>● Increase Awareness</li> <li>● Educate Users</li> <li>● Increase User Engagement</li> <li>● Increase App Downloads</li> <li>● Increase MAUs</li> </ul>	<ul style="list-style-type: none"> <li>● Leverage Layout Editor to Publish Relevant App Content</li> <li>● Pair Product(s) to Shoppable Instagram</li> <li>● Schedule Push Notifications and Message Inbox Communications</li> <li>● Schedule Promotions</li> <li>● Create a Personalized Quiz to Gain Deeper Customers Insights</li> </ul>
<p><b>Merchandisers and Traders</b></p> <p><i>Ensure relevant inventory is available.</i></p>	<ul style="list-style-type: none"> <li>● Increase Revenue</li> <li>● Maximize AOV</li> </ul>	<ul style="list-style-type: none"> <li>● Manage Mobile Merchandising (Category Ranking)</li> <li>● Ensure Product Availability</li> <li>● Create Product Bundles</li> <li>● Schedule Exclusive Product Drops</li> <li>● Leverage Segmentation to Curate Product Experience for Relevant Loyalty Tier</li> </ul>
<p><b>Development Team &amp; App Manager</b></p> <p><i>Ensure features are active and coordinate all initiatives to drive app success.</i></p>	<ul style="list-style-type: none"> <li>● App Capabilities</li> <li>● Ensure Feature Parity with Other Commerce Channels</li> <li>● Support Exclusive App Features</li> </ul>	<ul style="list-style-type: none"> <li>● Monitor Product Feeds</li> <li>● Manage Server Configurations</li> <li>● Enable New Features</li> <li>● Create New Mobile Configurations</li> </ul>
<p><b>Head of E-Commerce</b></p> <p><i>Monitor app performance and report ROI to C-Suite.</i></p>	<ul style="list-style-type: none"> <li>● Ensure App Revenue Goals Are Met</li> </ul>	<ul style="list-style-type: none"> <li>● Monitor Relevant App Analytics</li> <li>● App Revenue</li> <li>● Track App Downloads</li> <li>● Get Insights into Push Notification Performance Results</li> </ul>