

Mobile Wallet Solution

Use Apple Wallet & Android Pay to create powerful mobile marketing campaigns



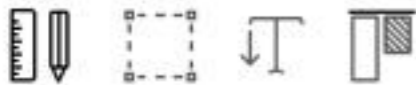
Today's mobile wallets go beyond just payments providing reach and opportunity for marketers to better establish their brand promise through pass offerings including loyalty cards, coupons, gift cards, tickets and even boarding passes.

By building engaging campaigns and content that lives within native wallet apps, passes serve as a unique communication channel for brands.



Interested? Email sales@waterfall.com

Beautiful, On-Brand Passes



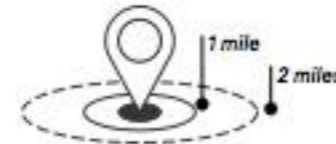
Design custom loyalty cards, coupons, tickets and more with visual Pass Designer. Our tools walk you through design to implementation without needing to know a line of code.

Deliver Passes Through Existing Channels



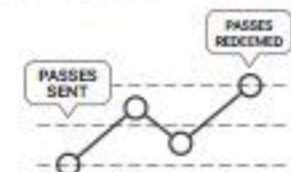
Deliver passes by leveraging existing channels such as SMS/MMS, push, and social. Know who added which passes on what channel with pass installation metrics.

Location-Based Notifications



Location and proximity based technology allows passes to deliver timely and relevant notifications when it matters most.

Measure, Learn, Optimize



Maximize campaign performance with rich data including add-to-wallet ratio, conversion, redemption and deletion percentages. Gain deeper insight into individual actions, events and behavior.



Want a **FREE** stainless steel water bottle from Waterfall?

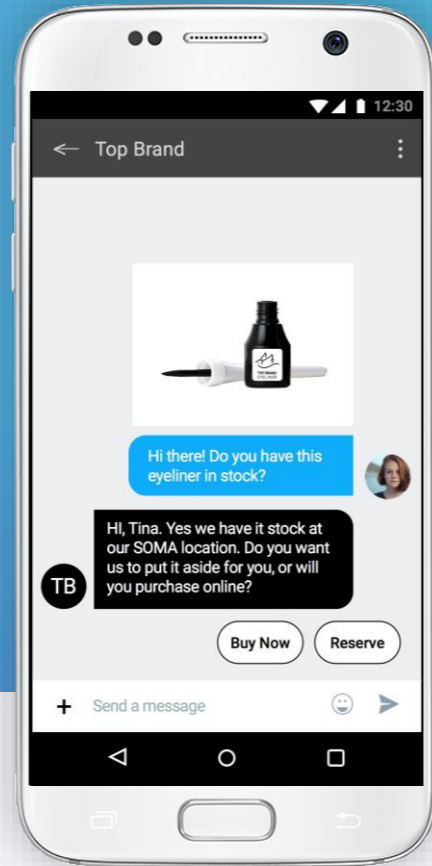
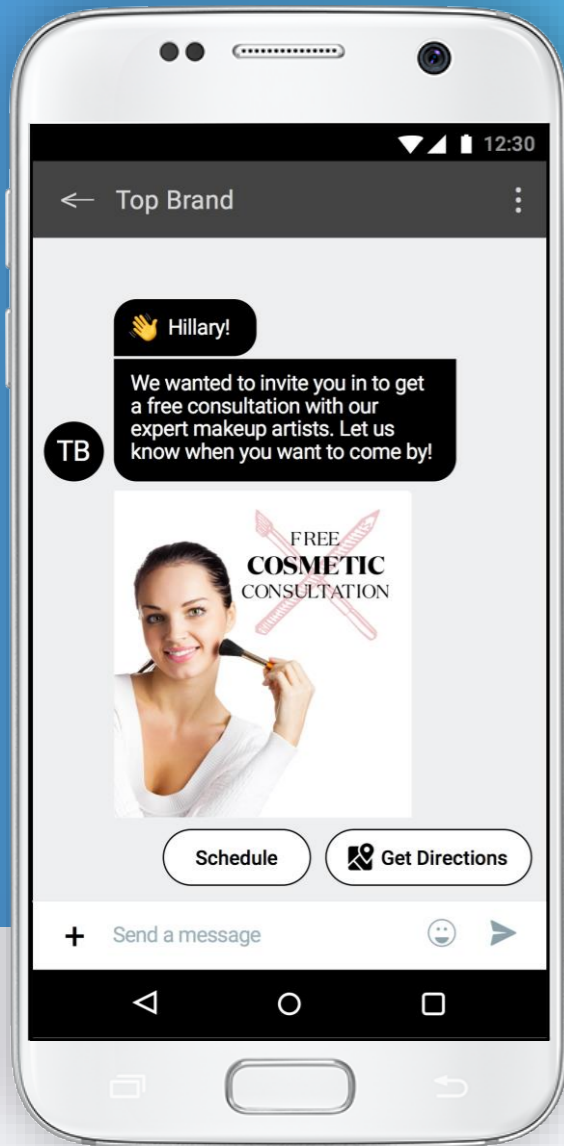
TEXT **BOTTLE** TO
55755

Msg and data rates may apply.



RCS Business Messaging

Join the next wave of innovation in dynamic messaging



Engage with customers, grow subscribers, and convert without ever leaving the messaging app.

Our Rich Communication Services (RCS) offering allows brands to reach customers in new and dynamic ways providing the functionality of app specific features within smartphones native messaging service.



Interested? Email sales@waterfall.com

Primary Point of Contact



Follow the trend and make the messaging app the primary communication vehicle, lessening the cost of all other channels. Coupons, reminders, confirmations, updates and

Global Messaging Standard



RCS will provide a new global standard followed by major carriers bridging the gap between providers, hardware and platforms. Fragmentation is a worry of the past.

One Touch Actions



Dynamic quick touch-enabled replies to save you time and typing or action-enabled buttons to deep link directly into apps.

Beyond SMS/MMS



RCS is the next evolution in mobile messaging bringing together proven technologies merging P2P and A2P communications. Scalable, interactive, dynamic communication.

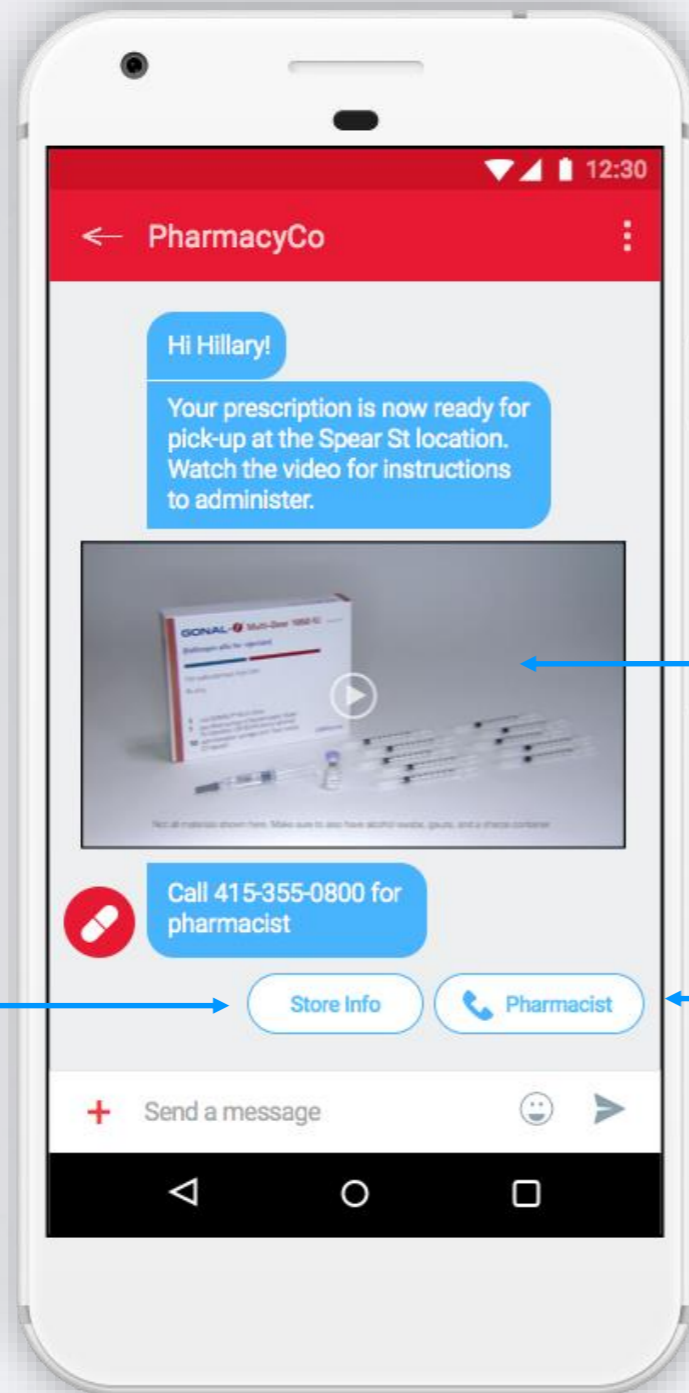
Want to see RCS demos in action?

TEXT RCS TO 55755

Msg and data rates may apply.

Branding
Custom name, color and logo/icon

Quick Reply
Tapping will reply to conversation with suggested text



Synchronous Connection

Typing indicators, coupon update/expiration, delivery and read receipts, etc.

Rich Dynamic Content

Wide width images/videos/GIFs, boarding passes/loyalty cards and tickets with dynamic fields, etc.

Suggested Action

Tapping action-enabled icon and text deeplinks directly to key apps including navigation, dialer, calendar, etc.