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## Features

The following list contains the standard features included in Grexen and Grexen Mobile. The customer can select and deselect the options to include in their App/website.

### Store Details (Listings)

Listings contain the information that visitors to a directory are searching for. These content blocks are highly structured to be search engine-friendly, allowing visitors to navigate and sort through them.

Listings can display more or less information depending on the subscription level of the listing owner.

- Address
  - Auto-generated and verified from multiple sources when the address is added
  - Drag the pin to the exact location on a map for more precise results or to show the location inside larger locations like malls
  - Import lists of locations
- Sort store locations by region or territory
- Hours of Operation
- Amenities
  - Share store amenities like available parking, wifi, drive-through, in store ATM, from a category list that can be self managed from the CMS
- Detailed description of each location can be created and shared using a WYSIWYG editor
- Image Gallery
  - Share relevant store or product images for an enhanced customer experience

## **Coupons, Offers and Promotions (Coupons)**

Grexen provides an easy to use method to create, manage and distribute Coupons, Offers and Promotions to customers. Each Coupon has the same attributes:

- Segmentation
  - By Location
  - By Customer Profile
  - Time of Day
  - Custom
- Start Date – Date when coupon appears in App. Allows the retailer to upload future offers or repeating offers.
- End Date – Date when coupon disappears from the App download list but not from the Customers Downloaded Coupon Section
- Expiry Date – Date when coupon is no longer valid and disappears from the clients Coupon section
- Image of Item
- Summary of Coupon
- Detailed Description of Coupon
- Value of Coupon
- Bar code (generated by POS)
- Terms and Conditions
- Number of Coupons available (for limited stock or first come first served promotions)
- URL link to promote coupon and app download from other sources
- Usage tracking
  - Sent
  - Downloaded
  - Viewed
  - Redeemed
  - Expired without redemption

## **Customer Experience Manager**

Collect reviews, comments and send email links to the customer to gather insights on the in-store experience. Standard installation includes a star rating system. When incorporated with Grexen CXM it can be extended to include surveys and questionnaires.

## **Membership**

Grexen contains a flexible registration process for gathering customer information. The registration system is by default basic contact information, email and phone (optional) but can be extended to collect and track extended information based on the App requirements. The membership email address can be exported and imported into many email broadcast tools manually or via API.

## **Content Sections and Pages**

Any relevant content that about the company can be managed through various additional modules.

- Articles
- Blogs
- Static web pages and other items of unstructured text.

Content can be formatted and search engine optimized, to make the app attractive, immersive and self managed by a non-technical person

## **Category Manager**

The Category Manager provides the overall “shape” of your App, allowing locations to be grouped together, and groups of locations to be divided into smaller groups. A particular item can belong to any number of categories, allowing visitors to quickly sort through a large number of locations to find a small group to browse.

The Category Manager is integral for ensuring the Deals, Offers and Coupons can be distributed regionally and targeted to customer segments

## **Search Engine Optimization**

Many directories rely heavily on search engines traffic to get new visitors, which means search engine optimization is a priority.

## **Get Location and directions**

Where a business is located in relation to a user is often a primary search criterion. User locations are determined by user profile, IP address, or smart-phone GPS data.

## **Mapping**

Locations can displayed most mapping applications. Users can show available options on a map relative to their current location, or another location they choose.

## **Search**

Users of Grexen apps have the option to do keyword searches, to find particular words used in descriptions and locations. Searches can be highly customized, so that the directory knows that “TriBeCa” is an area in Manhattan, for instance.

## **Subscription Levels**

A business directory often sells subscriptions to store owners; for example, a free listing can have minimal information and functionality, a basic paid listing more, and a premium listing much more. Companies can also use subscription levels to display information to customers based on their login profile.

## **Social Network Integration**

Grexen has integrated the API's to many social network platforms. Social networks can provide much richer user experiences, allowing users to share articles and listings and ask for recommendations. With social sign-in, users can also use their social network credentials to establish an account on a directory.

## **User Profiles**

Visitors using Grexen can personalize their browsing experience by setting their preferences, interests, location, and any other information set up by the directory owner/retailer. These preferences can affect search results, banner ads display preferences, and navigation options.

## **Advertising**

Banner ads can be a major source of revenue for a directory/app. Ads can have flexible sales models and be targeted by location, user profile, browsing history, social media data, and so forth. Grexen comes integrated with Google DFP and AdMob.

## **E-Commerce**

Many directories/apps will require an e-commerce component to handle payments for subscriptions, banner ads and content purchases. A custom design allows you to create whatever services you want to offer, while integrating a merchant gateway into your directory allows for payment processing.

## **Analytics and Reporting**

Because the Grexen web toolkit allows highly customized development, it is compatible with all web traffic analytics tools, such as Google Analytics. Sites can also be built to track specialized data, such as specific search terms. From these data sources, we can also create specialized reporting, which can be made available to administrators through the web site administration interface.

## **Mobile Tracking**

Grexen Mobile Apps track many aspects of usage and travel patterns. By default our apps track:

- Beacon detections
- Phone id
- Phone type
- OS version
- GPS location (frequency changes and updates are based on various rules)
- Offers received
- Time in store
- Email address (if logged in)
- Phone number (gathered at download if requested by retailer)
- App interactions

Reports are created to best track and reflect key KPI's designated by the client.

API Grexen API can be extended to link the content from the central Grexen CMS into your website.

## **Messaging**

Grexen provides for a library of customer created messages that automate responses to the customer for a more engaging experience.