

# Introducing the New **Raise Mobile Wallet**



**THE NEW RAISE MOBILE WALLET WAS** developed to allow consumers to manage all of their gift cards (physical and digital) in one simple place on their phones.

Designed for ease of use, the Raise Mobile Wallet lets consumers purchase and pay on the go through these awesome features. Read on to find out how.

**Raise**



## 1. Wallet View

Store an unlimited number of cards (physical and digital) in your wallet, providing a central source and more awareness of the value you have at your disposal. The simple navigation bar helps you sort and buy cards, get notified and manage your account.

## 2. Card View

**On the card view page you can:**

- Name your card
- Enter balance
- Review T&C's
- Scroll between cards
- Copy/paste your cards' details to be used in a retailer's app or website

## 3. Card Detail/Payment

The payments features are what truly sets Raise apart. Card numbers are securely stored with multiple authentication layers. Every type of barcode or QR code is available and fully tested at the point of sale. Links to brands' mobile sites can be implemented, along with deep links directly to a brand's own payment, loyalty or promo apps, which build stronger ties between brands and consumers.

## 4. Shopping Page

Raise makes shopping for gift cards easy with simple search tools and relevant shopping themes. Displaying a variety of options in a familiar tile style and layout, our shopping page makes finding what customers are looking for quick and easy.

When a consumer wishes to purchase a gift card, they click on the desired card and denomination, and the card is "reserved" for 5 minutes until you are ready to check out.

## 5. Brand Page

Raise designed the Brand Pages to automatically pull info and assets directly from brands' social media accounts (Twitter, Facebook, etc.) in order to ensure the pages are up to date and on brand.

## 6. Get Updates from Brands Right in Your Wallet

The Raise Wallet includes a variety of features that brands can use to engage with consumers who have a brand's card in their wallet.

*Notifications such as:*

- Reload reminders
- Balance updates
- Bonus dollars added to your card
- Heads up on promo card expiration dates

*And More*

Additionally, Raise partnered with Foursquare and Radar to add geolocation features to the wallet. Raise can track who walks/drives past a brand's location and deliver special messages, promotions and deals to their most desired customers. For example, Raise can detect within a matter of feet, when a person is nearby a Starbucks, and can send notifications such as "Looks like you are near a Starbucks! Are you ready to spend that \$25 gift card?" Proactively engaging consumers to shop your brand builds loyalty and allows your brand to engage with the right customers without costly marketing campaigns.

For more information on how your brand can participate and benefit from the new features available in the Raise Mobile Wallet, contact us at: [partners@raise.com](mailto:partners@raise.com)

