Scaling Horizons
Leveraging Cloud Native Apps for geographical and cultural growth

warply

who

45

People

That includes engineering team, customer support in 8 languages, sales, pre-sales and consulting.

18

Countries

That we are currently operating, including LATAM, CIS, GCC and APAC.

122

Clients

Fortune 500 customers in Banking, Insurance, Retail, Telcos, CPGs, Energy, eCommerce and Automotive.

220%

Growth

Year over year growth of both ARR and consulting services revenue.

awards

warply
LOYALTY
AGENCY OF
THE YEAR
LOYALTY
AWARDS '20

MOBILE
AGENCY OF THE
YEAR
warply
MOBILE
EXCELLENCE
awards'20

clients

Sberbank
Banking

BNP
Banking

DBS
Banking

Uber
Transportation

T-Mobile
Telco

Mercedes
Automotive

ENBD
Banking

Ahold
Grocery

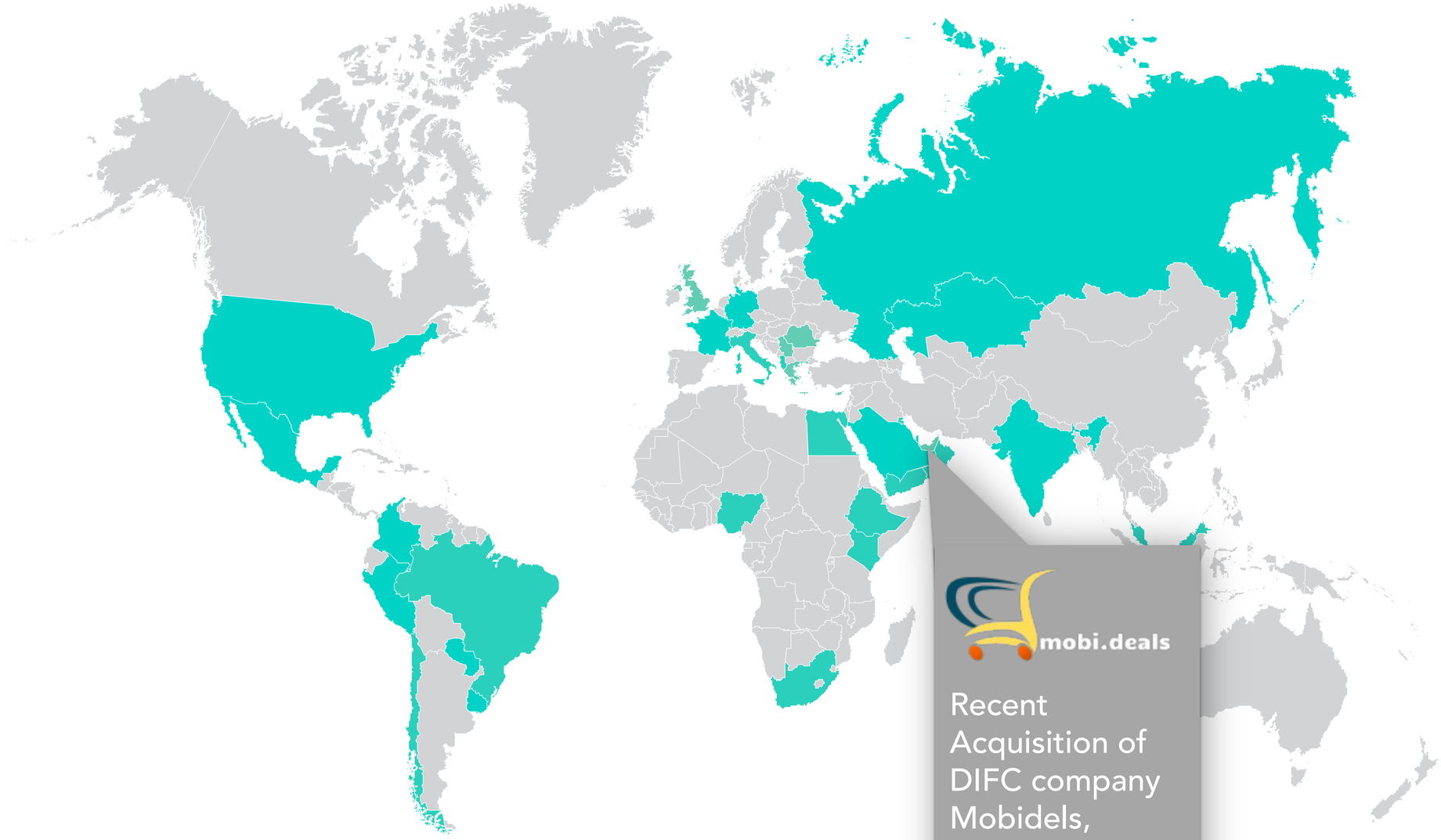
MetLife
Insurance

BP
Gas Retail

Nestlé
CPG

Starbucks
Coffee

where



mobi.deals

Recent Acquisition of DIFC company Mobidels, strengthens presence in GCC

compliance

PCI-DSS Level 1

Certified for following Information security standards

ISO 27001:2013

Certified for following information security management system standards for both digital and physical security

Mastercard

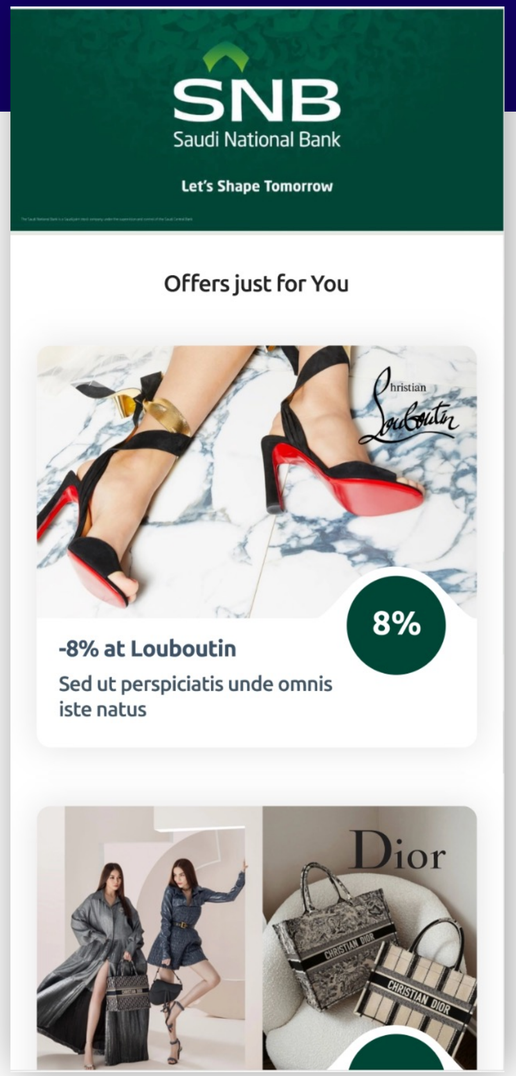
MasterCard Start Path, growth accelerator and official partner with Loyalty, Push Payment and micro-merchants use cases

Cyber Insurance

AIG insures our awarded cloud infrastructure against cyber security liabilities.

HORIZANTAL

SAMA Compliance



Mastercard
Warply
DMP/Offer RTB

SNB as the pilot Issuing Bank with exclusivity of offers to their customers.

Premium Merchants that will participate in the pilot and Warply has already relationships

Carrefour

talabat

Uber

SEPHORA

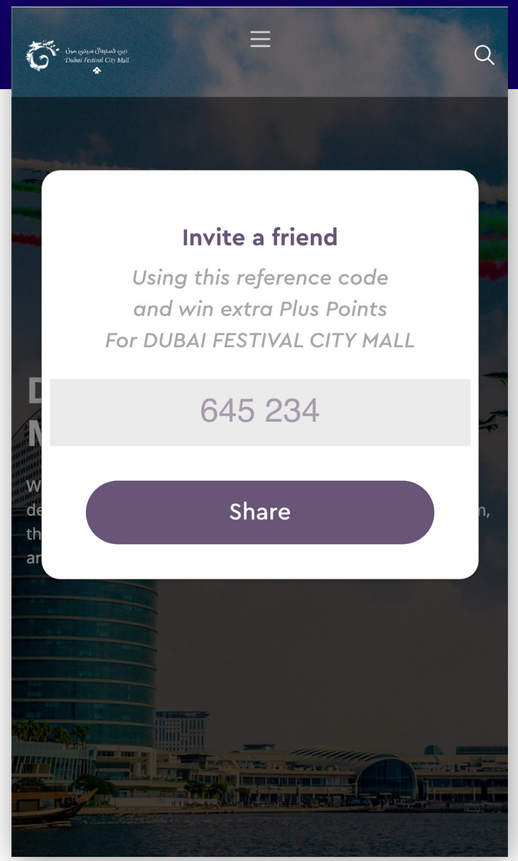
Nestlé
Good Food, Good Life

STARBUCKS COFFEE

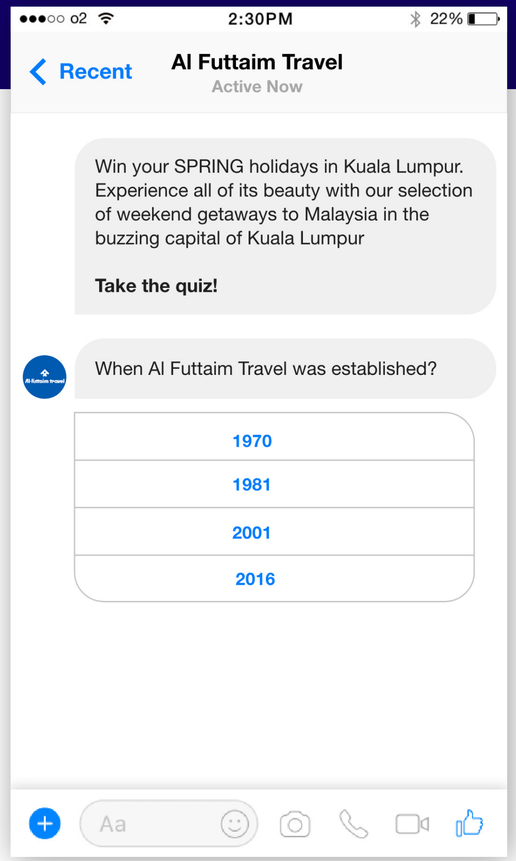
a

Al-Futtaim Cross Region Cases

Gamification campaign in Social with Plus Points as reward

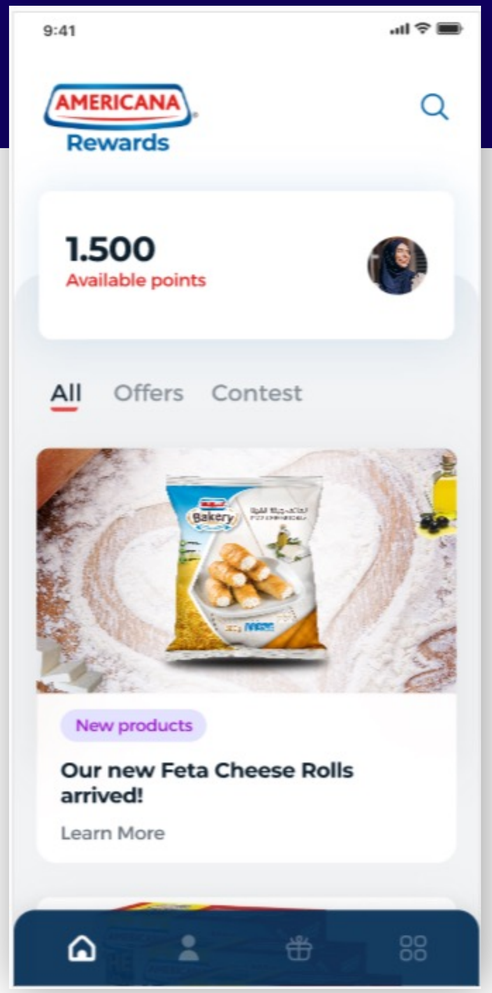


Affiliation campaign where each customer can invite a friend in the game



Product understanding chatbot quizzes enhance customer education

Americana and Retailers



Frist Year Base

0.5M

1M

Second Year Base

3M

Fifth Year Base

mastercard

Campaign Subsidy and Open Loop Wallet

Carrefour

LuLu HYPERMARKET

Choithrams

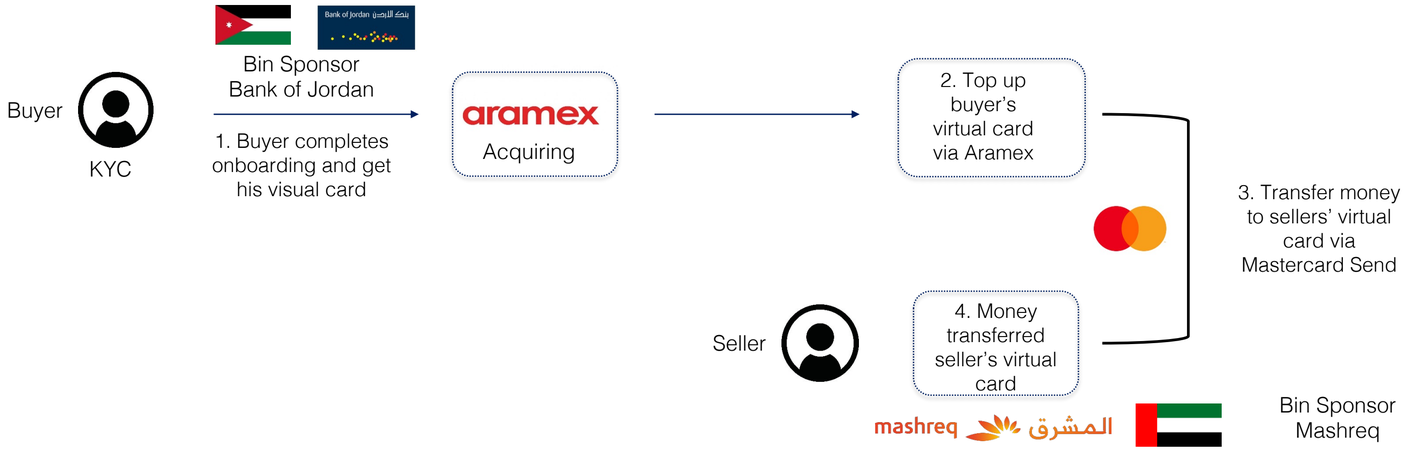
Spinneys

Cashback Programs with Grocery Retailers

Aramex and MC Send

Existing Merchant Acceptance Flow

Wallet Based Social Merchant Acceptance Flow



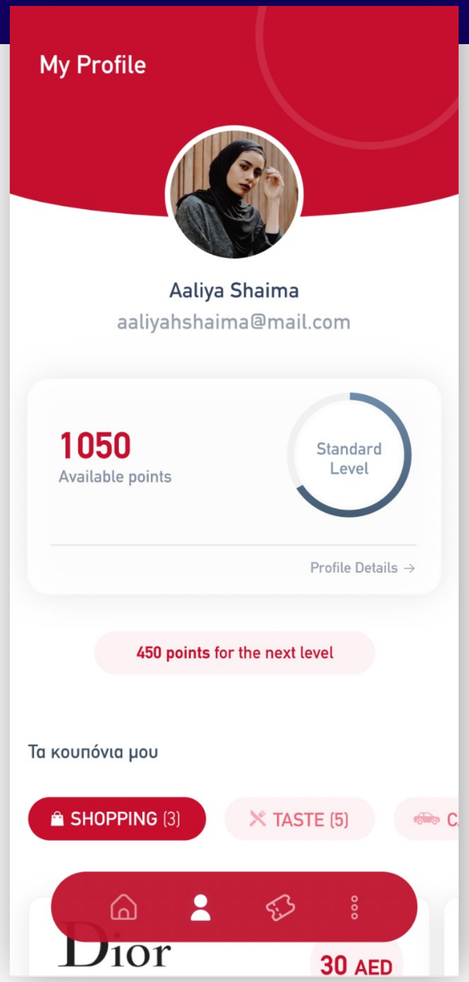
PagSeguro and LGPD

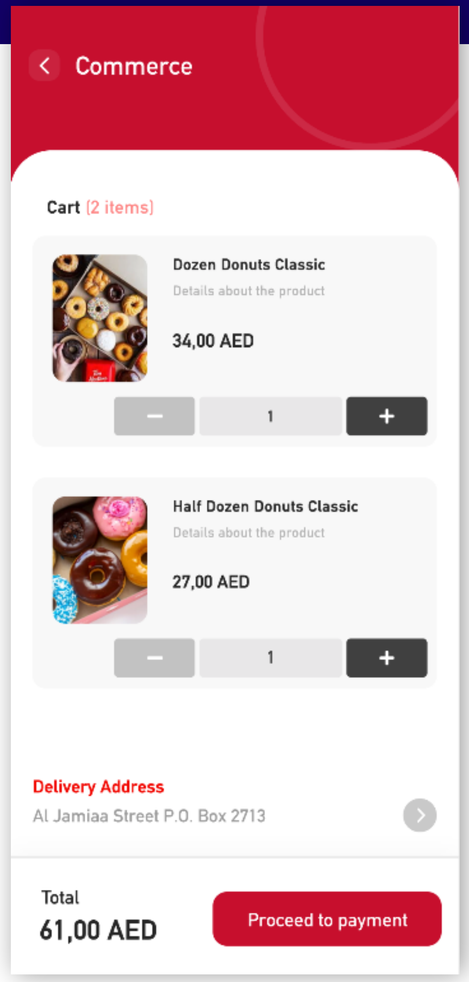
1. Increase merchant retention and overall merchant value
2. Merchant education on marketing activities and value added services.
3. Consumer acquisition, since download will mean program registration.
4. Connect to innovation and improve all soft marketing KPIs.

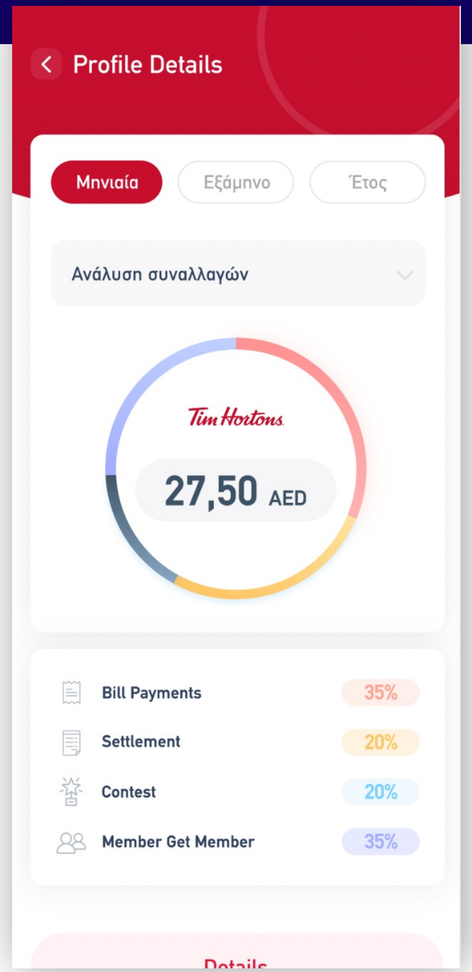
Merchants

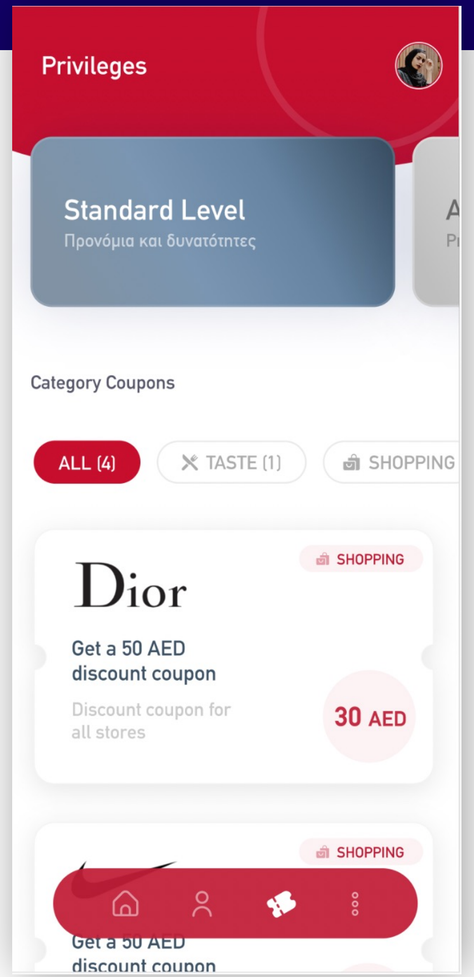
1. Customer acquisition of high value customers from a segmented database.
2. Aggregated data on their business performance.
3. Increase of customer value through increase of frequency of purchase and basket size.
4. Leverage offers from suppliers.

Tim Hortons and Multi-Currency Crypto

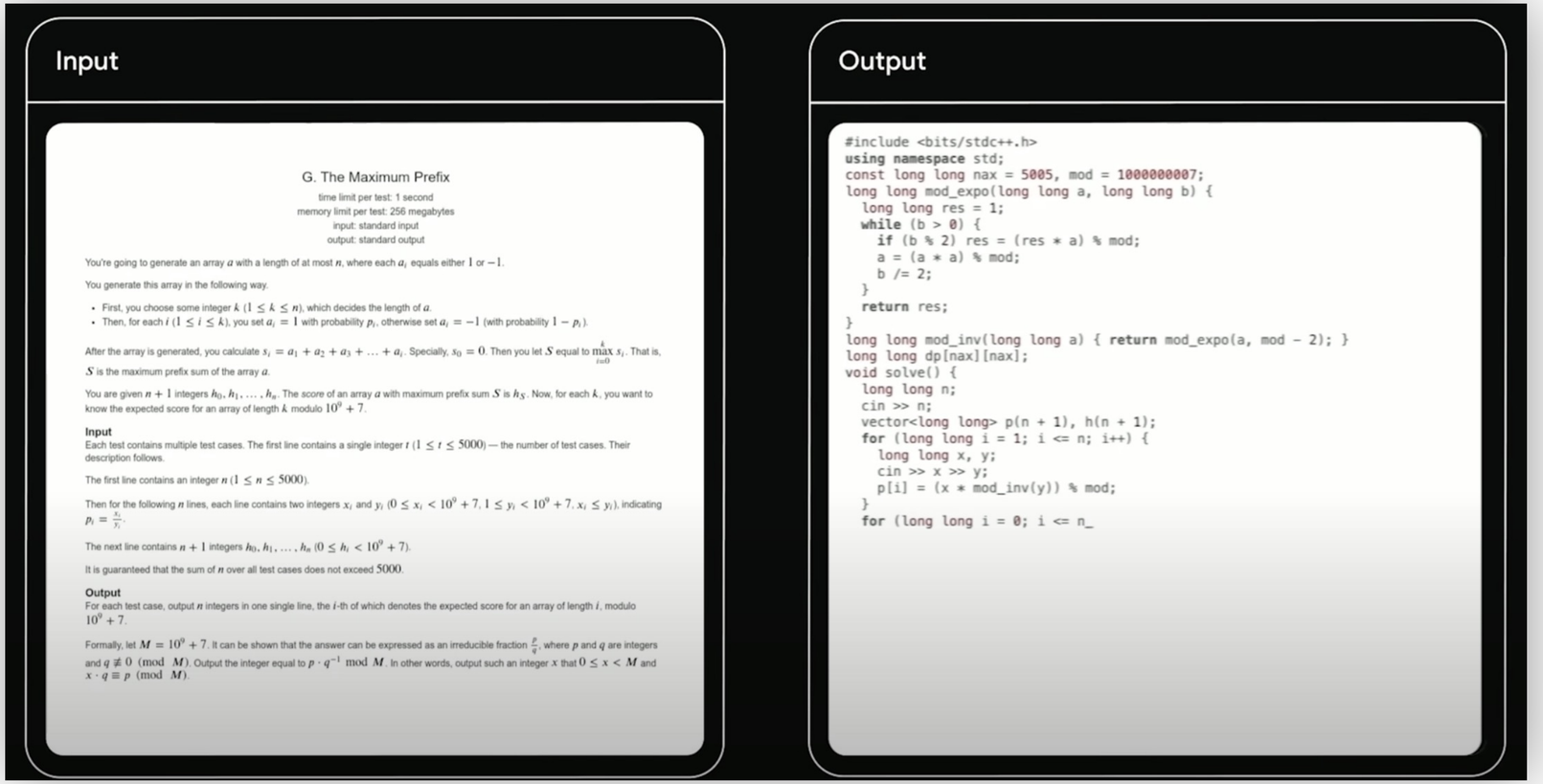








rag llms and data ownership



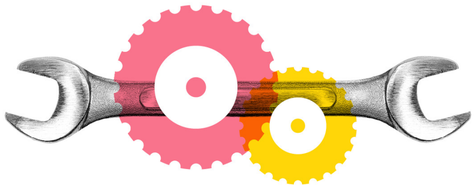
CULTURAL

Instant Gratification

effort

Warply Engage
An all-in-one mobile first marketing stack with advanced transactional capabilities

Extend Popular Stacks
Only if you want to pay huge premiums upfront into various cloud components

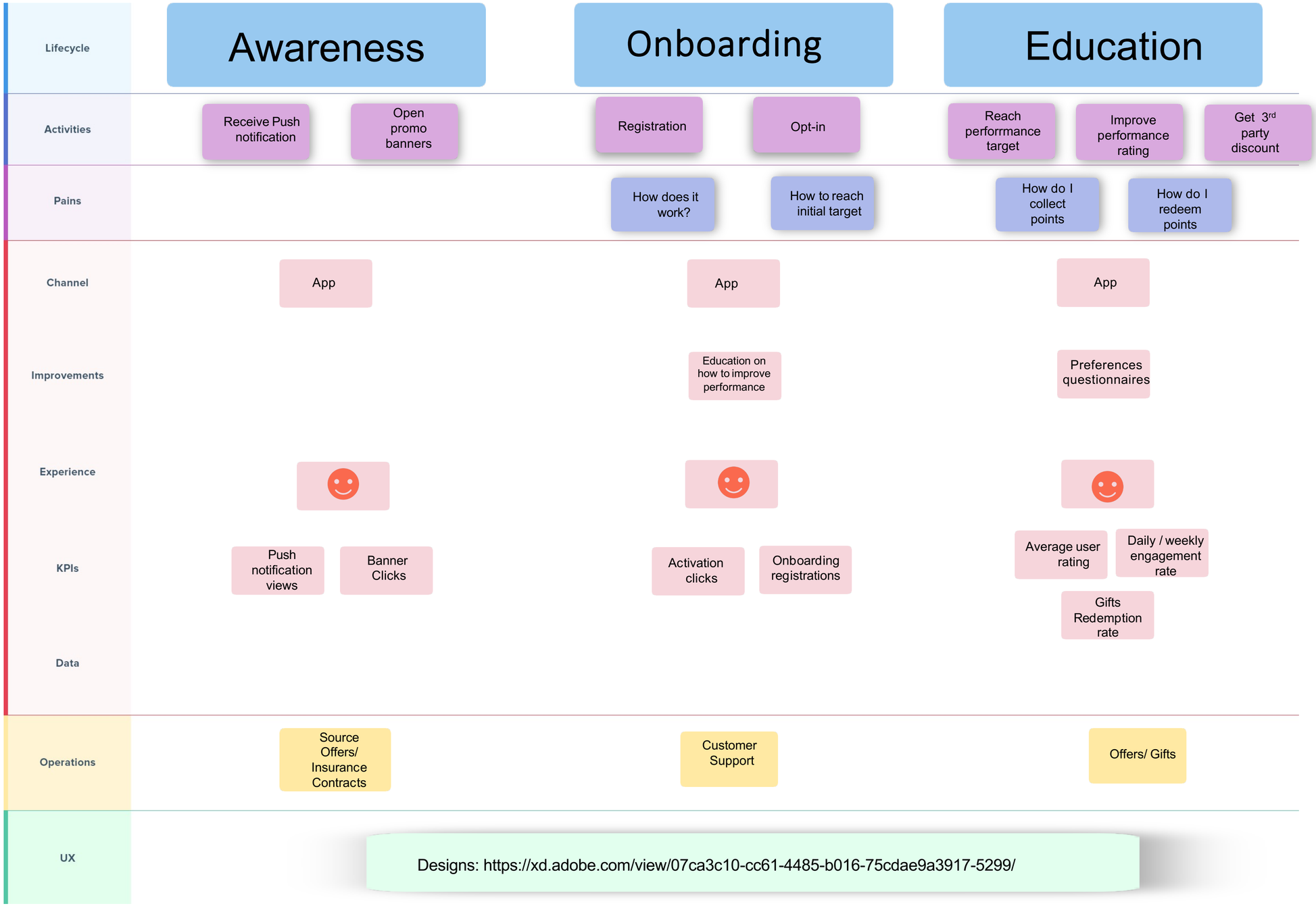


Build your own
(only if you are a well funded startup like Uber)

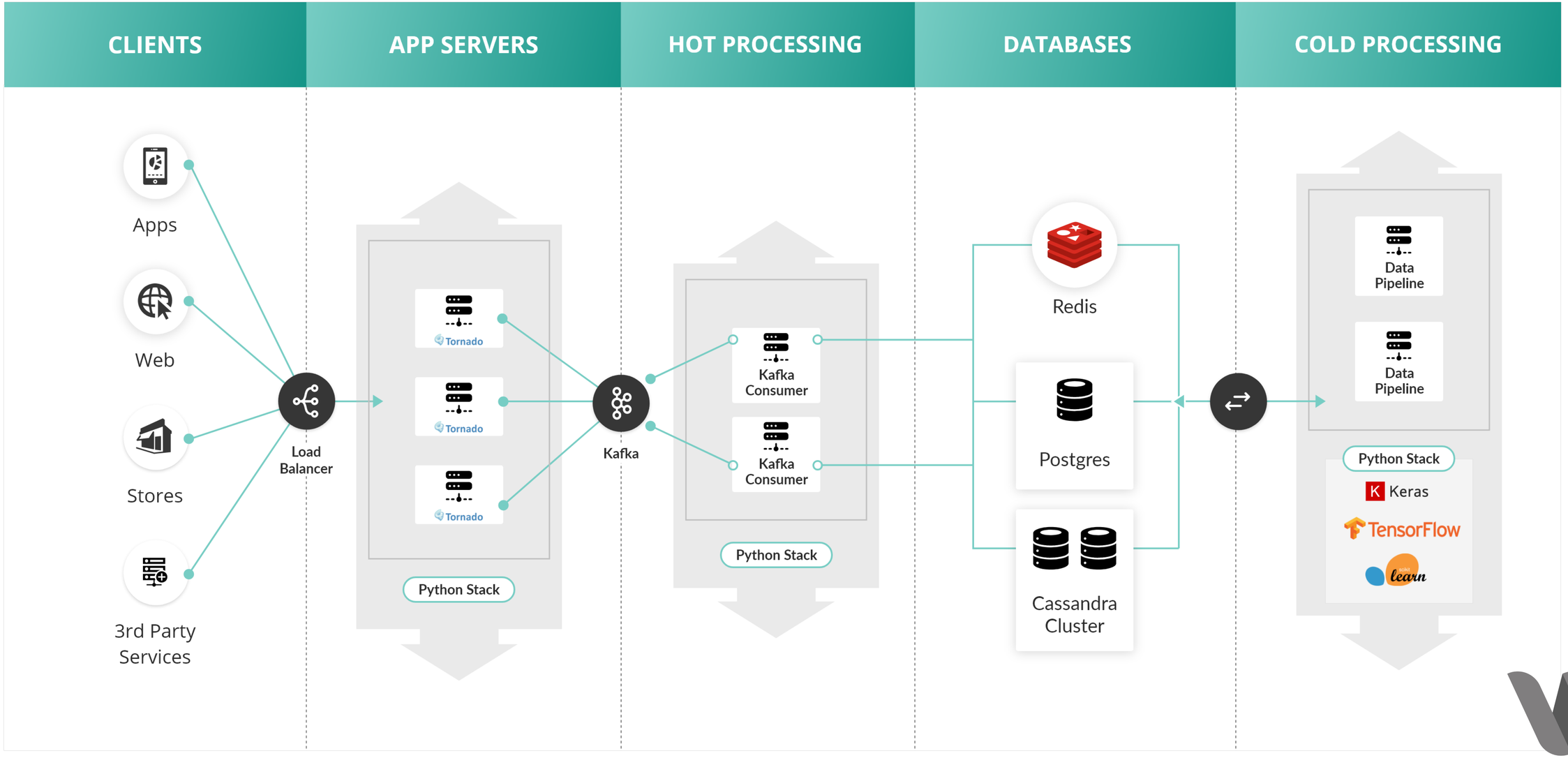
time

Developer Tooling

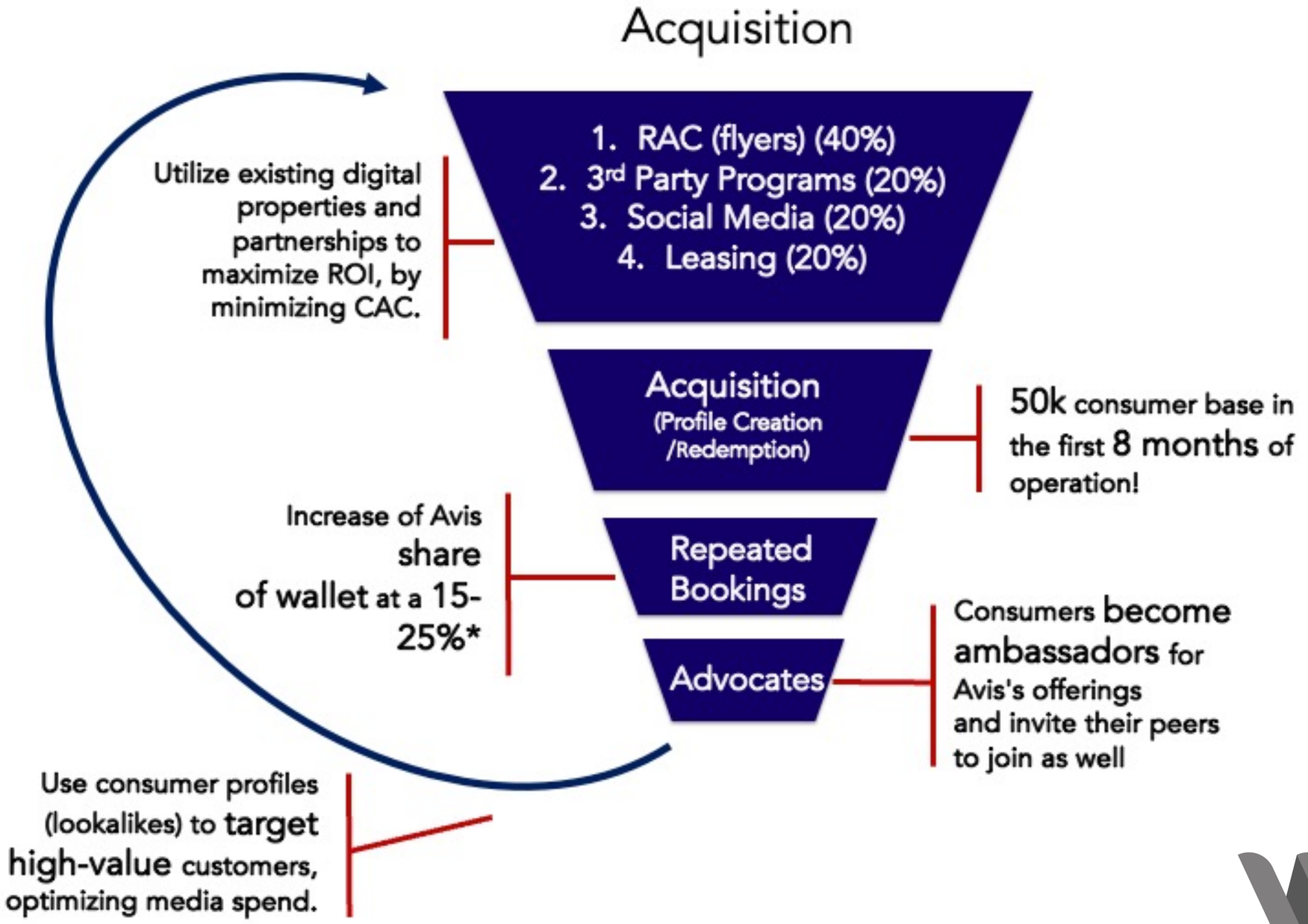
GitHub Copilot


Lifecycle
Awareness
Onboarding
Education
Activities
Receive Push notification
Open promo banners
Registration
Opt-in
Reach performance target
Improve performance rating
Get 3rd party discount
Pains
How does it work?
How to reach initial target
How do I collect points
How do I redeem points
Channel
App
App
App
Improvements
Education on how to improve performance
Preferences questionnaires
Experience
KPIs
Push notification views
Banner Clicks
Activation clicks
Onboarding registrations
Average user rating
Daily / weekly engagement rate
Gifts Redemption rate
Data
Operations
Source Offers/ Insurance Contracts
Customer Support
Offers/ Gifts
UX
Designs: https://xd.adobe.com/view/07ca3c10-cc61-4485-b016-75cdae9a3917-5299/

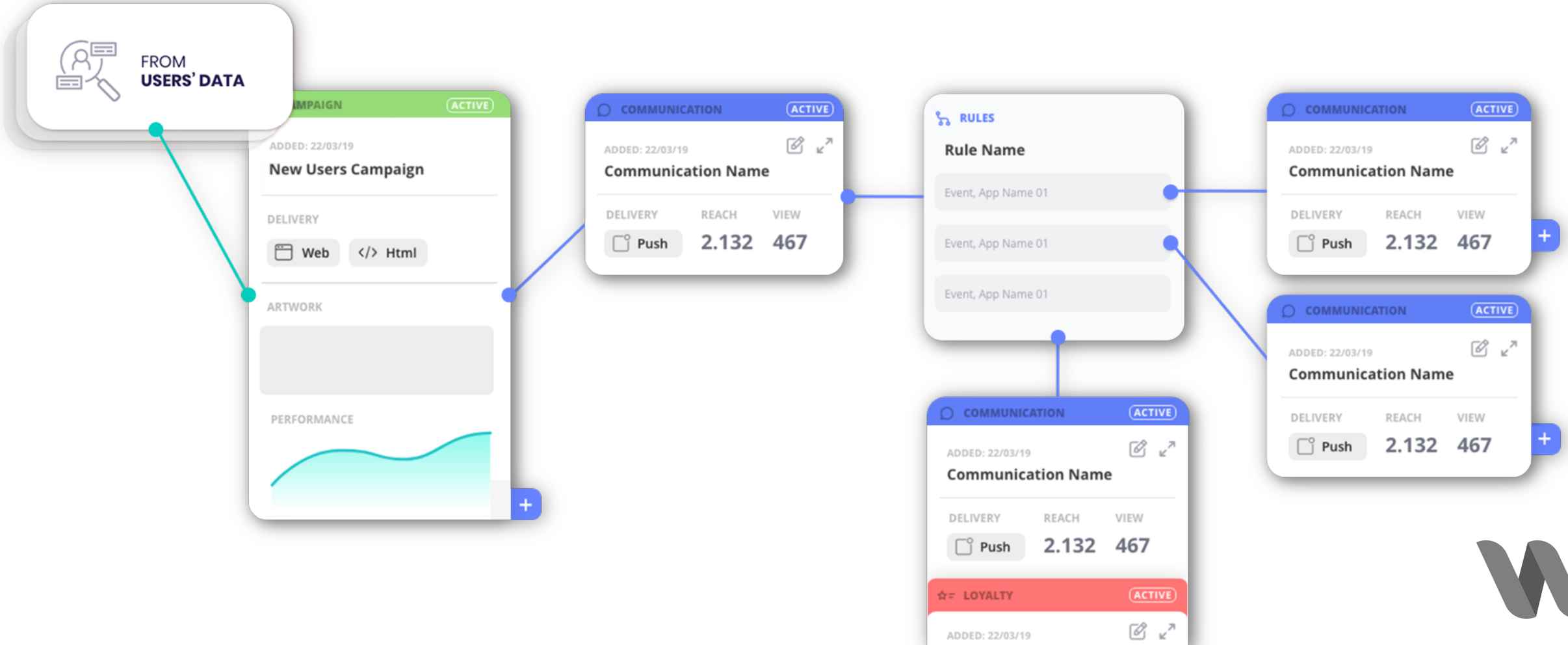
Easy Deployable Pipelines



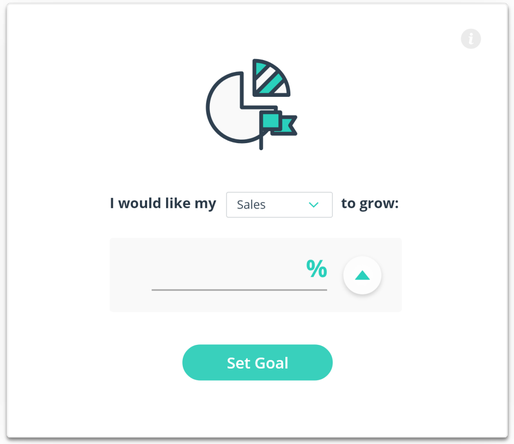
Productized Strategy



Human Operated Marketing



FSD Marketing



Actionable Analytics

Highlights

- You gained 4 new paying customers for a total +€700.00 in MRR!
- You have a sales total €2700.00 , 10% higher since yesterday
- Profit marging increased by 2.6% since last week!!
- Active customers are 12.3% higher!
- Your new campaign "Day without Car Offer" gets more traction than usual!
- People are responding at your instore welcome messaging! gets more traction than usual!

AI assisted business information extraction

PUSH in merchant App

SMS

email

Important Information always Reaches the merchant

Let’s Launch Together!

warply