



✓ iClarity Loyalty enables tourism boards to improve customer management through well designed loyalty programs and instant feeds directly to the Mobile app

✓ iClarity Content management instantly reaches the users with: News, Events, Videos, Images, Offers, Digital vouchers, Promo codes and Prize-draws

✓ iClarity integrated QR and barcode reader gathers valuable statistics about user preferences and behaviour

✓ iClarity Campaign Management gives marketers the ability to create automated, customer-focused campaigns based on user behaviour, then deliver them via the preferred communication channels: email, SMS, mobile or social media

✓ iClarity CRM aggregates all the information and mobile transactions in one place, which makes it easier to gather and respond to user feedback in real time