SKUx **Offer (X)ccelerator™** is a patented technology platform that **delivers rapid and secure offers to** consumers. Powered by SKUx, brands transform their offers into a personalized mobile engagement **trackable** throughout the consumer's journey.

Case Study: Disaster Relief
Ground Force by Cajun Navy

Meaningful Relief delivered quickly, securely, with full visibility on status.
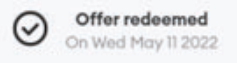
When disaster strikes, survivors need help, fast. From gas to personal items, help must be rapid and secure. Relief agencies like Ground Force by Cajun Navy struggle to immediately connect those in need to aid. That's why Offer (X)ccelerator™ with SKUPay is a game changer in delivering anywhere, anytime, secure aid that can be tracked at every step of the process.

OBJECTIVES: Utilize Offer (X)ccelerator with SKUPay to:
i) Measure speed of delivery, acceptance and redemption.
II) Obtain feedback on the ease of use prior to broad scale adoption for rapid, secure delivery of aid.

How it Worked

1. Secure, single use codes were distributed to survivors of a storm using their communication channel of choice; email, SMS, or DM via Social Media.

2. Recipients clicked the link and immediately saw the code for $100 valid at Walmart to scan at checkout or "save to wallet" for later use. The money could be used for whatever the survivor needed at Walmart: gas, groceries, personal items, etc.

3. Once redeemed, $100 was immediately deducted from the receipt and settlement with Walmart occurred daily by drawing down the Ground Force by Cajun Navy SKUPay account with SKUx.

CAJUN NAVY
Helping Communities in Crisis
Click to claim $100 towards your purchase at a Walmart store near you!
Only at Walmart   Expires 6/30/22

Offer redeemed
On Wed May 11 2022

"Thank you all so much I was able to buy some basic needs and some much needed clothing items for my girls, we appreciate you all so much, God Bless each and every one of you." ~Survivor

"The simplicity of the distribution and flexibility for survivors to use it for their specific needs saved us hours of work. Tracking each step of the process in real time reassured us that the aid was reaching our community."
~Ground Force by Cajun Navy

"Thank you so much for the generous donation...I used [it] this morning to purchase some items we needed for our car and items for our rental home...[it] was simple and very easy to use...Thank you all again so much and we were honored to receive this generous gift!" ~Survivor
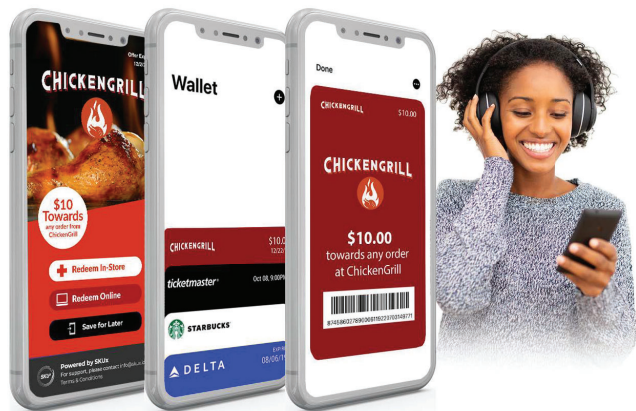
RESULTS:

1. **Immediate, secure relief.** The campaign demonstrated that all offers were immediately distributed in a way that disaster survivors could access them: all 10 claimed the offer, most within days; once claimed, the average time for recipients to redeem was 2 days. Each offer, powered by SKUx™, has a serialized, single use code mitigating duplicate redemptions.

2. **Visibility to offer status.** Ground Force by Cajun Navy tracked the daily status of the offer with user-friendly reports to confirm that the offer had been distributed, and how many viewed, claimed and redeemed the offer. The reports show the average basket size ($136.14) and number of items (21.9).

3. **Ease of use for relief providers AND survivors-anywhere, anytime.** Mobile delivery is perfect for displaced survivors. Here's what recipients and Ground Force by Cajun Navy had to say:

FUTURE PLANS:
Given the successful campaign, Ground Force by Cajun Navy, plans to expand usage to efficiently reimburse volunteers.

Offer (X)ccelerator™

SKUx PRODUCTS

Offer (X)ccelerator™

» Distribute your offers with your media using customer supplied codes; trackable through every stage of the consumer journey.

Offer (X)ccelerator with SKUPay™

» Distribute your offers with your media using SKUx supplied codes.

Buyer (X)ccelerator™

» Gain 1st party data throughout the consumer journey

WHY CLIENTS CHOOSE SKUx

Delivers your offers via Secure, Single Use codes

SKUx serialized codes* ensure no duplicate redemptions. Place codes anywhere to drive trial where consumers are receptive without fraud.

Turn mass media into 1:1 Mobile Engagement

SKUx technology seamlessly converts your media into a digital incentive on a consumer's phone.

Identify and connect with top prospects

Collect opt-ins to identify and connect with your consumers. Re-market to purchasers and those who considered but have not yet bought.

Maximize ROI with Rapid Reporting

Daily data on offer views, downloads and redemptions. The SKUx agile platform allows brands to pause, modify, stop or scale a campaign to optimize ROI.

From either SKUx or customer supplied codes

WHAT MAKES SKUx DIFFERENT?

MEDIA AGNOSTIC
Place your offers on nearly any media to reach consumers where and when they are receptive.

NO HASSLE, REAL-TIME OFFER
No need to upload receipt, view video or wait for rebate. Just present or enter code from mobile device at checkout.

BRANDED EXPERIENCE
Leverage Brand's existing creative; offer clearly comes from the brand, not a 3rd party.

VISIBILITY THROUGHOUT THE JOURNEY
Rapid reporting from engagement to redemption. Agile platform allows real-time adjustments.

1ST PARTY DATA
Access to permission-based data for purchasers AND those considering for precise, relevant re-targeting.

ABOUT SKUx
A leading fintech innovator, SKUx gives brands and retailers the power to deliver secure, serialized, intuitive digital offers anywhere, anytime, at the speed of today's consumer. SKUx transforms virtually any coupon, rebate, or promotional offer into product-based payments for the world's leading brands, marketing agencies, and retailers. Leveraging Hedera Hashgraph distributed ledger technology, the company's patented Smart Incentives™ platform combines offer details, serialization, first party data acquisition, funding, and settlement in near real-time. The result – increased customer trust, laser sharp transparency for all industry stakeholders, and new opportunities for consumer engagement. For more information, visit www.skux.io.