EgoApps™
www.egoapps.com

DATA MANAGEMENT SOLUTIONS

Turnkey Promotional Database Software

Ego Id's line of Trackable and Stored Value dog tags & cards are the industry's cutting-edge product for the capture, management, and measurement of customer marketing data. Perfect for admissions, on-pack or pre-sale promotions, rewards & membership programs, music downloads & raffles/sweepstakes. These demographic tracking tools are supported by our web enabled EgoApps™ software which provides the essential organization and reporting functionality necessary for any promotion.

Ego Id's Trackable Line Features

■ Reverse side barcoding or serialization.

■ Registered and activated via the Web and tracked when owners scan the tag; scanning takes place at a POS terminal, venue entrance, or literally any location where data can be collected and transmitted to the Web.

■ EgoApps™ software is used to drive future sales, increase marketing effectiveness and reward customers. The user could award specific prizes or discounts, allow access into events, or track customer behavior for membership and marketing purposes.

Our staff will assist you in creating and implementing an Ego Id Data Capture program. In addition to the EgoApps™ software we offer a variety of scanning equipment, graphic design and in-house printing services to increase the effectiveness of these powerful programs. Whether created from scratch or designed to blend seamlessly with your existing program, we can provide a cost-effective solution as part of your overall marketing strategy.

CAPTURE

Valuable Demographic Information

MANAGE

Don't have a data management system?

EgoApps™
www.egoapps.com

Solves the problem!

TRACKING / R.O.I.

ROI Analysis Report