



Connect. Engage. Personalize.





A cloud-based, user-driven engagement engine – that facilitates the delivery of personally – relevant information to Users creating powerful connections with consumers.

Why BlenderConnect™



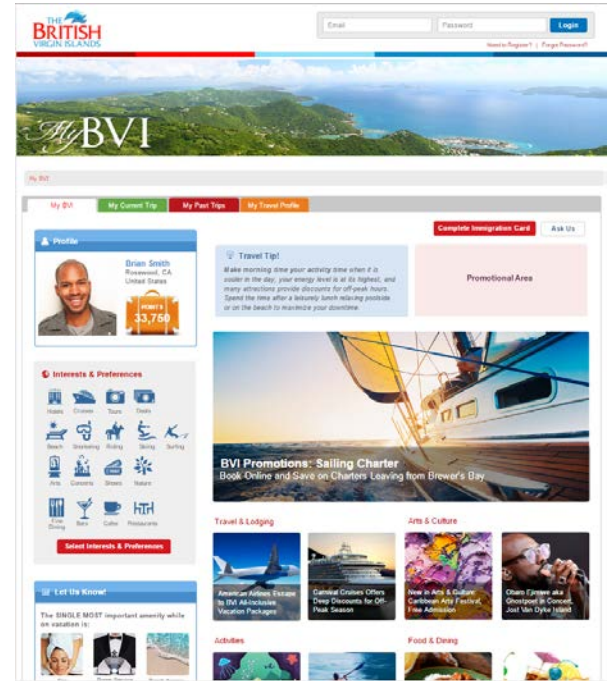
BlenderConnect™ **uses a unique combination of tools** to make data meaningful, useful and actionable.

BlenderConnect™ allows you to **target market audiences and engage your Visitors and Consumers** in ways that are **beneficial to both you and your visitors and consumers.**

Whether alerting, assisting, educating or just communicating, BlenderConnect™ can **deliver personalized and relevant information to users based on their profile and their interests.**

How BlenderConnect™ works

1. Connects with, aggregates and organizes your data and content.
2. Employs a content management system based on user profile information to deliver targeted, relevant messages and content.
3. Includes a reward and incentive program to encourage frequent and ongoing use.



Stand Out in a Crowded Marketplace

- Communicate
- Educate
- Collaborate
- Build Brand Loyalty
- Expand Your Market Reach



Features



Personalization

- User Profiles
- Customizable Individual Dashboards
- Relevant content based on user profiles and other information collected by the system



Engagement & Collaboration

- Workspaces
- Expert Forums and Webinars
- Community Chats
- Points, Badges
- Build Network of Friends
- Pulse Checks
- Surveys
- Notifications
- Discussion Boards



Service Referral System

- Connect users with appropriate service provider
- Tracking and Localization



Content Management

- Full-Feature Content Management System
- Digital Interactive Formats



Sales & Marketing

- Rewards and Incentives
- Special Offers and Deals
- Coupons
- Promotions



Administration & Security

- Role-Based Access
- System Configuration Tools
- Secure User Registration
- Secure Hosting
- Network Redundancy
- Automate Immigration & Customs Card



Statistics

- Tracking
- Reporting

What **BlenderConnect™ Travel** can do for **Tourism Bureaus** & their **Destinations**

- BlenderConnect™ Travel isn't just a website. It is social and can help **Tourism Bureaus** lay the foundation for a unique visitor and consumer travel and tourism marketplace.
- BlenderConnect™ Travel will allow the **Tourism Bureaus** to provide consumers a responsive travel and tourism platform where visitor and consumer led engagement can drive real value for both visitors and consumers and the **Destination**
- BlenderConnect™ Travel will give **Tourism Bureaus** the tools for a one-to-one, personalized **Destination** marketing and visitor and consumer engagement platform for travel and tourism.
- BlenderConnect™ can **automate** the **Immigration and Customs** process

ROI Value Points

Consumer and Visitor Market Intelligence

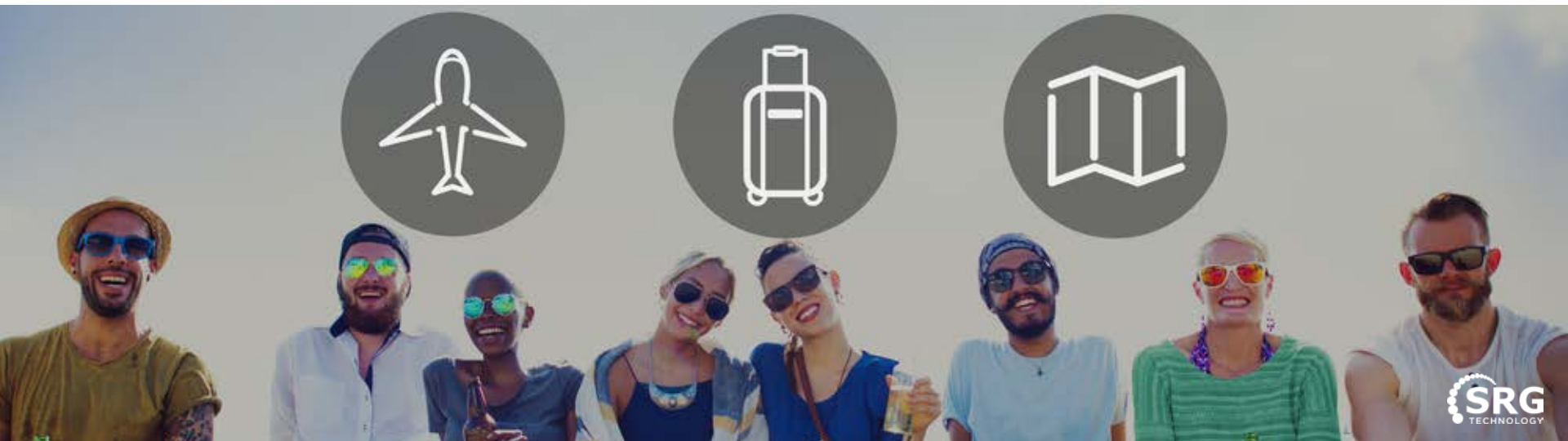
- Enhance your knowledge of website visitors to drive targeted content
- Invite visitors and consumers to create unique profiles to receive relevant content
- Aggregate visitor and consumer demographics, interests and demand
- Collect marketing, product and services feedback from your visitors and consumers
- Identify products and services that will meet visitor and consumer interests and expectations



ROI Value Points

Consumer and Visitor Driven Engagement

- Engage with visitors and consumers on their terms around their profile, interests and feedback
- Motivate visitors and consumers to keep profiles current through rewards and incentives
- Better match travel products and services to your visitors and consumers



ROI Value Points

Grow Consumer and Visitor Traffic and Revenue

- Focus your marketing and engagement efforts by matching market products and services to visitor and consumer demographics and interests
- Create targeted promotions
- Engagement tools enable true one-to-one visitor and consumer marketing
- Build strategic travel industry sales and marketing relationships and partnerships
- Develop new marketing and revenue generation opportunities with travel partners and other third parties around aggregated visitor and consumer intelligence and demand





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