

SERVICE OVERVIEW



Z.com Engagement Lab



Z.com Engagement Lab
is an end-to-end loyalty solution
allowing businesses to unlock new revenue streams
and improve consumer engagement
in its own ecosystem

Our Value

If you are looking to reinforce your existing loyalty program, or considering one for your own membership, we have a solution for you. Here are some of the benefits you may likely to receive through our API-first basis loyalty program

- Improving the engagement of your members towards your own services
- Increasing frequency of members' service use
- Creating new revenue streams with no investment
- Getting you started quickly through API-first technology
- Opportunity to explore potential customers
- Enhancing members' personalised marketing
- Maximizing the potential of your loyalty program



of our partners
described our
collaboration as a
positive experience.

Partners' Testimonial

"Our members' engagement rate grew to 38% after the collaboration with Z.com Engagement Lab"

- Binfinit



> Read [the case study](#)

"Members are kept active on the platform through the steady flow of surveys provided monthly"

- Nestia



> Read [the case study](#)

"The participation rate of members who use surveys, programs and reward redemptions is three times higher than before"

- Ad2iction



> Read [the case study](#)

"The revenue increased by approximately 20 times after the collaboration without us having to spend money"

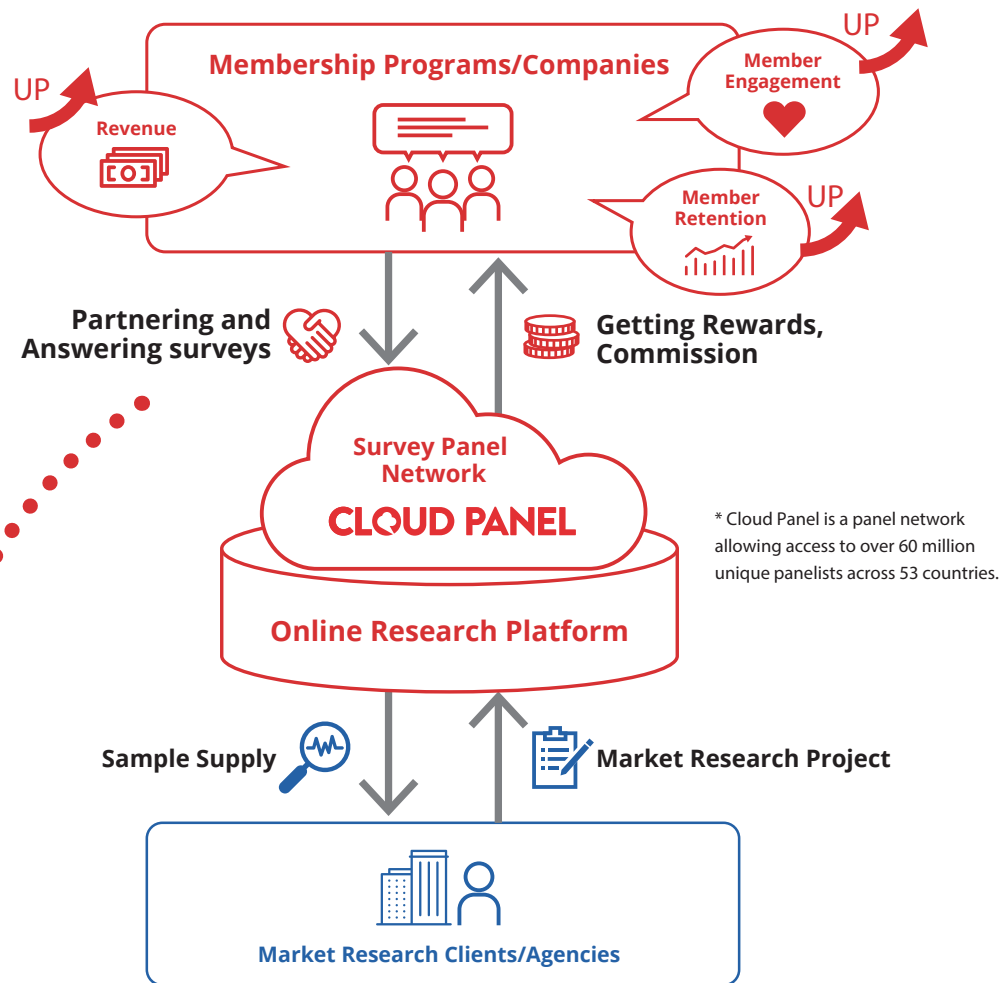
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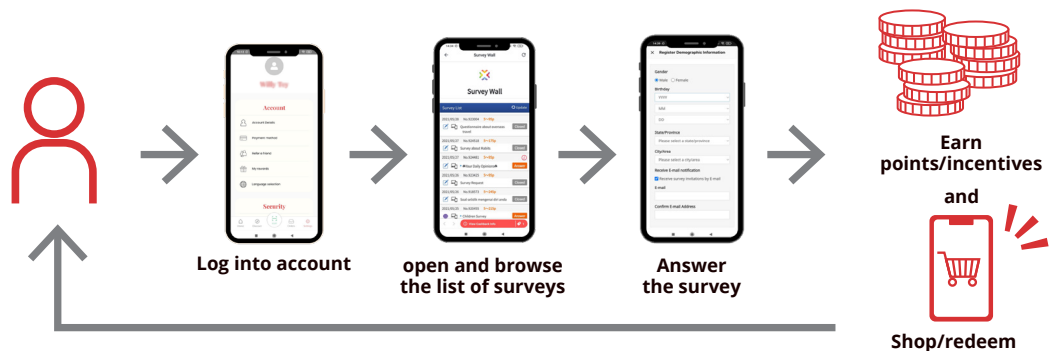
> Read [the case study](#)

How does it work?

Our loyalty program service is provided by integrating a membership system with one of the largest Audience Engagement Platform in APAC. This service operates by consumer members receiving enticing rewards through survey participation, which encourages more frequent logins and potentially leads to more spending.



Through the partnership with us, your consumer members will be able to earn points/incentives by answering the surveys.



Why Us?

Benefits of Z.com Engagement Lab's API Solution

1

Monetize API

- Without adding any source of funds or any hassle, **a new source of income** through the market research platform can be secured.
- If the membership system has its own point system, **members' point usage will increase** as they accumulate points earned by responding to research.
- “More points = More spending” cycle **motivates members to log in more frequently** and **generates an additional revenue stream**.

2

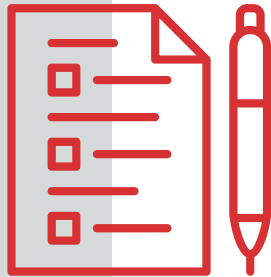
Engagement API

- The plenty of survey questionnaires can promote members' activation and **improve engagement and retention rates**.
- Activating members will **enhance the results of marketing campaigns**.
- You can **discover potential customers** that match your products from our panel network.

All these additional benefits come with a one-off effort from partners' end (API integration)!

What else does your business gain through market research projects?

1



Conduct surveys with your members and discover their characteristics (demographics and psychographics)

2



Analyse the data and identify your business opportunities

3



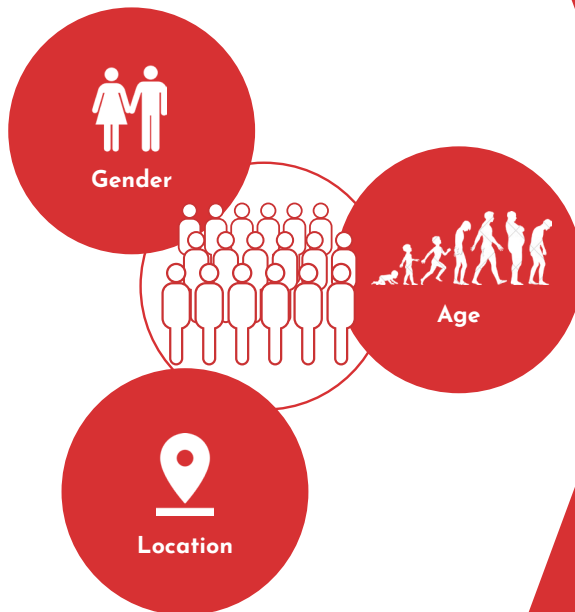
Build the right membership marketing strategies and develop the KPI

The implementation process
is
simple!



The whole process
will be done in
a month.

1 We collect
3 profile data from
your members:



2 You connect
2 systems:



Point API

which enables our system
to credit points to your
members



Survey Wall API

which allows the survey
wall to interface with your
current system

Don't worry, we protect personal data safely

The service is operated by a company which has a record as the world's 9th largest consumer panel supplier and has managed the panel data safely in APAC for over 20 years.



Members' personal
information is transmitted
in an encrypted and
protected file.



We acquire ISMS
certification (ISO/IEC 27001:
2013).

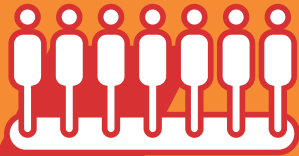
> Read
Information Security Policy



We comply with GDPR, CCPA,
and other area-specific laws
and regulations.

> Read
GDPR Policy

If your business has one of these resources, you have a chance!



Membership program
(Loyalty/Rewards/Mileage programs)



CDP
Customer Data Platform



CRM
Customer Relationship Management



Sales records
Payment Solutions



Marketing Automation Tools
App Development



Who we are

Z.com Engagement Lab is operated by **GMO Research & AI**, a leading marketing research company in Asia. For over 20 years, GMO Research & AI has been providing online research services and proposing new marketing solutions to enhance the relationships between companies and consumers globally. We serve 170 partners across 16 APAC markets, managing and nurturing over 60 million consumers. We operate cutting-edge technology as a part of one of Japan's largest Internet conglomerates, which comprehensively develops internet security, payment processing, e-commerce solutions, web hosting, domains, and FX trading.



Z.com Engagement Lab

Contact Us

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