

**What the heck is
Beanstalk Data?**

BeanstalkData

About me.

President, Boingo Graphics – A really cool printing company.

CEO – Beanstalk Data

I grew up as a chess-playing Legomaniac with just enough ADD to keep things interesting.

More about me.

Charlotte since 1975

Charlotte Catholic 1985

Appalachian 1989

Married to Kelly

Three boys – Jake (13), Adam (11), Cody (8)

Big in Cub Scouts and Boy Scouts

Thank You!

Lunch, coffee, phone calls, email, presentations,
referrals.

Beanstalk Data - A company built by MBC

Special Thank You's!

Anne Mayfield, Brook Hobgood, Scott Crawford

Started Beanstalk Data in May 2007.

Last MBC Presentation in 2010

Where is this print thing going?

2012 – Boingo is a live and well!

Printing industry continues to change

Current status:

- 9 Employees
- National reach
- 2012 YTD sales up +400%

What do we do?

~~Websites~~

~~SEO~~

~~Email vendor~~

~~List provider~~

~~Advertising agency~~

We built a really cool
platform for our friends to
engage their customers.

**It's about leveraging
our platform:**

Data → Engine → Output

How we get business:

- Partners
 - Sales channel
 - Budget
 - Time frame
- Referrals
- Limited marketing budget
- Very little direct sales

Our sandbox:

- QSR (Fast Food) – *Beanstalk Loyalty*
- Advertising Agencies
- Higher Education
- Human Resources
- Financial Services
- Manufacturing

Beanstalk Loyalty

The screenshot shows a web browser window displaying the Beanstalk Loyalty website. The browser's address bar shows 'com'. The website's navigation bar includes 'Solutions', 'Reporting', 'Your Team', and '704.731.0690'. The main heading is 'Consumer Experience'. Below this, there is a 'Request a Demo' button with a play icon. The text reads 'ONE TO ONE MARKETING' and 'Beanstalk Loyalty creates a cohesive experience to engage your consumer.' It also states 'Our integration with your point of sale personalizes the consumer experience through all points of contact.' A green arrow button says 'CLICK TO SEE MORE'. Four customer profiles are shown: 'SAM & LISA' (a woman and a child), 'CHARLES' (a man), 'ALEX' (a young man), and 'SUSAN' (a woman). Below these profiles, it says 'What Beanstalk Loyalty knows about Lisa and her son Sam...' followed by four icons: 'Vegetarian', 'Visits at lunch hours', 'High ticket average', and 'Has children'. At the bottom, a comparison is shown: 'Kids eat FREE when you join us for dinner.' vs. 'Free Burger with purchase of side item.'

com

News & Fi... linkedin Beanstalk Data TechCrunch Business News & Fi... Pack 119 Facebook Google Famous 1EhNy694 Basecamp ESP - tigerlily2 Other bookma

Beanstalk | LOYALTY
inspire loyal customers, influence behavior, generate revenue.

Solutions Reporting Your Team 704.731.0690

Consumer Experience





[Request a Demo](#)

ONE TO ONE MARKETING

Beanstalk Loyalty creates a cohesive experience to engage your consumer.

Our integration with your point of sale personalizes the consumer experience through all points of contact.

[CLICK TO SEE MORE](#)

SAM & LISA CHARLES ALEX SUSAN

What Beanstalk Loyalty knows about Lisa and her son Sam...

Vegetarian Visits at lunch hours High ticket average Has children

Kids eat FREE
when you join us for dinner.

VS. **Free Burger**
with purchase of side item.

Beanstalk Loyalty

- Integrated with Point-of-sale software
- Capture demographic information and purchase history.
- Each consumer receives personalized communication.
- More than discounting - **Engagement**
- Track, measure and modify

Beanstalk Loyalty

Very complex 2+ year sales cycle

Internal customer:

- C-Suite (CEO, CTO, CMO)
- Marketing
- IT
- Legal

External customer:

- Branding Agency
- Digital Agency
- Tech Auditor
- Mobile/on-line ordering
- Payment gateway
- POS provider

Beanstalk Loyalty

Strategic by-products:

- Centralized database of customers
- Customer Analytics
 - Demographic
 - Behavioral
 - RFM (recency, frequency, monetary)
- Track Anonymized data from multiple sources.

Framous

https://framous.com

Home | FAQs | Blog | Like 5.5k | Not logged in

Instant Collage of Family and Friends in Just One Click.

Get Started!

You can use Facebook, Flickr, and Instagram to easily access existing photos.

Framous instantly creates a customizable collage using your Facebook photos, that is framed and mailed to you ready to hang.

- 12x18 frame with real plate glass
- Your collage is printed and ready to hang
- Choose from various layouts & colors
- Share your collage on Facebook for free!

About Framous | Select a Layout | Select Photos | Select a Frame | Get Framous!

www.framous.com

Framous

- **MyMagicmemories.com?**
- **Direct to consumer for Frame Manufacturer**
- **Retailer (1000+ locations) – Framous powered frame**

www.framous.com

Questions?

We're a
marketing company
playing an
interactive agency
that is really a
digital platform.