What the heck is Beanstalk Data?
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

Consumer Experience

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.

Request a Demo

CLICK TO SEE MORE

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.
Famous

Instant Collage of Family and Friends in Just One Click.

Get Started!

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

Famous 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!

www.framous.com
Famous

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

www.famous.com
Questions?
We’re a marketing company playing an interactive agency that is really a digital platform.