

AS SEEN  
ON BBC  
DRAGONS'  
DEN

**drive footfall**  
**increase spend**  
**attract new customers**  
**reward loyalty**



*parking* **perx**

**Shop Local, Park Free.**

# So, what is ParkingPerx?

In 6 out of 10 town centres, businesses cite car parking as their biggest barrier to trade.

*We have the solution!*

Backed by BBC Dragons' Den's Jenny Campbell, ParkingPerx rewards shoppers with FREE parking when they spend in high street businesses.



# Why is it different to other loyalty solutions?

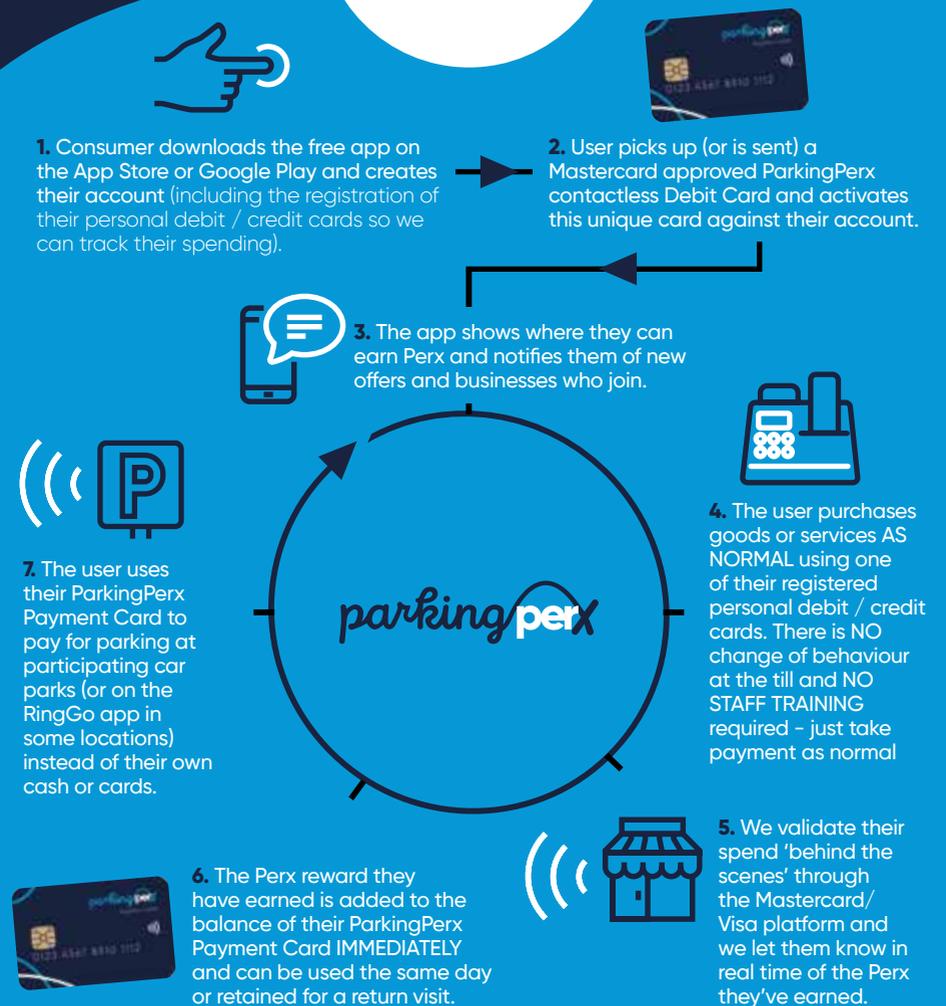


- 1. VALUE** - Shoppers earn FREE parking, not lots of 'points' they forget to spend.
- 2. VELOCITY** - They receive their reward immediately at the point of purchase and can use their ParkingPerx ON THE SAME DAY to pay for parking when they leave.
- 3. VARIETY** - They can earn rewards across all town centre businesses, from shops and cafes, to health and beauty, hospitality, leisure and more

\*\*Town Centre Parking - how it adds up", People & Places 2017, <https://people-places.net/research-clears-up-town-centre-parking-problems/>

# How does it work for the shopper?

## The user's journey



# How does it work for you?



parkingperx

There are no long-term contracts or monthly fees and you can opt in or out at any time. You will easily be able to track measure how the solution drives new or repeat customers through our Merchant Portal. PLUS you can target, segment and engage with new or existing customers WHEN THEY ARE IN TOWN based upon a whole range of criteria such as what type of Merchants they visit, how much money they spend, how often they come to town, where they live, what type of car they drive, age, demographic and more! Its like AMAZON but for OFFLINE town centre businesses!



**1. You decide how much to deposit into your ParkingPerx Business Account.\***

\* For the early adopters in your location, WE WILL DEPOSIT £100 INTO YOUR ACCOUNT making the solution free to try.



**2. You decide on what makes a qualifying purchase and by setting a minimum spend and ABOVE your current average in store spend you can increase sales and cover the cost of rewards.**



**3. You decide what the customer reward will be (% or £s). You can also have different levels of reward at different levels of spend to incentivise higher basket value.**



**4. Your offer is promoted on the ParkingPerx app and our other marketing channels.**



**5. Shoppers spend in your store using their registered Debit or Credit cards and we verify their purchases via the MasterCard / Visa platform. The shopper receives an immediate notification of their reward.**



**6. Their reward and any fees are deducted from your ParkingPerx Business Account.**



**7. Top up your ParkingPerx Business Account to continue to drive more sales or suspend your offer at any time – we put you in full control.**



It's as easy as 1,2,3...

## And what does it all cost?

From as little as 30p per transaction.

### No spend, no fee

You only pay a transaction fee when a ParkingPerx customer makes a qualifying purchase (set by you) in your store. By setting a minimum spend ABOVE your current average instore spend, you only pay IF we INCREASE your sales.

### What am I charged for?

Your transaction fee is made up of two elements:

- **ParkingPerx Reward.** This is the value of ParkingPerx that the customer can use towards their parking.
- **Loyalty Fee.** The fee charged for the solution.

Here's an example:

You set the **MINIMUM SPEND** for a qualifying purchase at **£20** and a **ParkingPerx Reward** at **5% of spend**.

Customer Spends	ParkingPerx Reward	Loyalty Fee*	TRANSACTION FEE
£10	£0.00	£0.00	£0.00
£20	£1.00	£0.30	£1.30
£30	£1.50	£0.30	£1.80

\*based upon a Standard Membership

The generated uplift in spend over and above your previous instore average will cover the reward and fees you pay.

## How do I sign up?

### Step 1



We'll send you a link to an online registration form<sup>1</sup> where you'll enter a few details including your Trading Name and Merchant ID.

### Step 2



Deposit funds<sup>2</sup> into your ParkingPerx Business Account and your work is done! Remember that if you are an early adopter in your location, WE WILL DEPOSIT your first £100.

### Step 3



Your appointed Business Support Advisor will get in touch after registration to give you everything you need to get started. They will chat through the best way to use ParkingPerx for your business and set up your agreed Offers for you on the app.



Your Business Support Advisor will send you:

- Your ParkingPerx webportal user account details
- Marketing assets to tell everyone you're now offering Perx

1. You can access our full Terms and Conditions via this form  
2. The minimum deposit is £100  
3. Not sure what your Merchant ID is? It can usually be found on any till receipt printed by your payment device. If you do not have it, don't worry, we can still ascertain it from Mastercard / Visa using your trading details, but it just takes a little longer to process

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# Special

*Early Bird Offer*

If you are one of the first businesses to sign up in your area, we will **credit your ParkingPerx account with £100.**

So you can try for free, with no commitment.

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To sign up to our Early Bird Offer or for further information please email the ParkingPerx team:

[sales@parkingperx.com](mailto:sales@parkingperx.com)

[parkingperx.com](https://parkingperx.com)