

Kynetx Retail Apps

Maximize Your Revenue & Customer Relationships:

Boost your bottom-line and customer-base with a leading-edge App strategy from Kynetx. Increase purchase frequency, share of wallet, revenue growth and customer satisfaction by leveraging patent-pending Kynetx Retail Apps for tight, context-sensitive and cross-platform interaction with your customers.

Responsive Apps that Communicate in Context:

Once your customers download your branded app, you can take advantage of a tightly-linked conduit to communicate in highly-interactive, personalized and context-aware ways on any web site or web-enabled device (including smart phones). Using a Kynetx Retail App, you can offer your customers ground-breaking convenience and tools like:

1) Search Result Enhancement:

The average user visits a major search engine over 88 times a day and the home page is often the most frequently used doorway to the Internet. The problem is carving out attention in a search engine is expensive and can be hit-or-miss when it comes to getting the attention you want. Kynetx Apps can help guide the user's experience from a search engine home page all the way to the check-out page in your shopping site serving up relevant messaging, offers and branding every step of the way.



Get customer attention on any site or device with a Kynetx Retail App—even a search engine home page.

2) Search Result Annotation:

With a Kynetx App loaded in their browser, customers can see personalized offers, store locations or products all from within search results. By clicking on an icon of your logo, they can also select from a list of specific offers. And, because Kynetx enables cross-site functionality, the same annotation and interface can show up on any search engine using the same app.

3) Time-based Deals to Drive Sales:

Drive inventory turn and achieve deadline-driven sales goals by offering time-based deals through the Kynetx Retail App. Because of the cross-site, cross-device nature of the Retail App, customers can receive and act on offers with a specified time limit wherever they are—at work, at home or in your store. Count down the time or “Items Left” on their app and watch the product fly off the shelves.

4) Offers & Recommendations Where They Matter Most:

With the Kynetx Retail App Side Tab, customers can see relevant, context-aware, targeted offers and recommendations that help them maximize time and money while you maximize sales. Display the tab in the most valuable real estate on the web: on a product page, inside social networking sites, on a competitor site, in search engine results or from deep within the shopping cart.



5) Leverage Social Media to Boost Sales:

Give your customers the ability to share and interact with social networking sites like Facebook and Twitter about your program and offers. Pull in consolidated tweet and post streams or allow them to respond while inside your app from anywhere on the web. Offer coupons, ratings or event invitations and pump up your communication in ways your customers will be eager to share.

What Makes the Kynetx App Platform Different?

Kynetx offers the first ever App Development Platform that:

- **Stretches across web sites & devices** = Because the platform lives in the cloud, you can quickly create apps that work on any web site or device.
- **Flexible** = Apps can facilitate mashups including any data source, along with a variety of programming elements and content to make never-before-seen app capabilities.
- **Secure & private** = Since the Kynetx Platform doesn't "see," or store, any personal info. and easily integrates with OAuth, iCards, and other security methods, users can be assured their interaction will remain private and secure.
- **Context-aware** = The patent-pending Kynetx Rules Language looks for, and understands, user context (any information about them, where they are, what they're doing) then responds through a wide variety of actions for a robust and relevant user experience.
- **Cross-platform** = Kynetx Apps work on multiple operating systems, devices and browser types.
- **Networked-delivered for low maintenance** = The Kynetx Rules Engine lives in the cloud, giving developers the ability to change an app once and have it change the client experience everywhere, instantly.

For More Information...

To learn more about the Kynetx Retail App, contact a Kynetx Representative at 801-649-4901 or email us at info@kynetx.com. For more information about the company and products, visit our web site at www.kynetx.com.