

HOSTED SERVICES SPECIFICATION

This document provides an overview of the core GoFETCh hosted services features and plugins and will be updated from time-to-time on the GoFETCh Hub: gofetchonline.com:

1. SYSTEM INTEGRATIONS

- Data Source Integration methods include: Zapier, HTTP Post & Get, SCP (SSH).
- REST API can be made available to developers for bulk import of data, searching profiles, or extracting data from datavaults, clean interactions and customer profiles.
- Supported integrations are two-way connections that post new contacts and updates to GoFETCh automatically and call key data back from the 3rd party system.
- Available supported Integrations are updated from time-to-time and can be accessed via the GoFETCh Hub.
- The GoFETCh BlackBox technology is also available as a custom feature should the above integration methods not suffice.
- New data source and supported integrations may be facilitated and will be scoped on a case-by-case basis

2. DATA MODELLING

- Data Cleansing features automatically apply case sensitivity, record de-duplication, isolate junk records, replace special characters and apply first name, mobile and email address formatting.
- Data Modelling rules can be applied to exclude records, apply segments and tiers and replace field values in order to standardise data.
- Data Validation is available to validate email addresses, mobile numbers and geo location addresses / places of interest.

3. CUSTOMER PROFILING

- Identifiers are flexible and can be selected per account e.g. mobile number, email address, email address and first name, ID number, employee number etc
- GoFETCh uses record linking to build comprehensive profiles of every customer and makes these profiles available via the Dynamic Profile Card.
- It also consolidates interests and preferences, opt ins and unsubscribes to ensure that your profiles remain current.
- Flags are applied to include or exclude contacts from email, mobile and address lists based on profiles usability, validity and compliance.

4. PLATFORM FEATURES:

- Drag & drop files for manual import.

- Organise your datavaults for managing inbound data files.
- The GoFETCh home page displays the number of raw interactions, cleaned interactions, profiles and communication channel lists in your account.
- Search, add and update profile data as needed.
- Filter based on timelines, segments and any field value and export via csv or xlsx.
- Access the Dynamic Profile Card to view demographics, custom fields and geo location addresses and places of interest.
- Access the notes section to capture and manage profile notes.
- Suggestive fields and address search are available to assist with data capturing.

5. ADVANCED FEATURES:

- Build your own loyalty programme by ensuring that you have access to updated loyalty tiers, customer data and loyalty activity.
- Post clean and validated data to your BI or Data Science engine to develop insights and translate these insights into action via tiers, tags, tells and triggers.
- Make profiling data available to your operational or sales team via a simple mobile friendly On-The-Go web interface.
- 3rd party enrichment services can also be used to enrich profiles.
- Influencers can also be identified and tagged within your account for targeting.