

Tellja

Online Referral Marketing Solutions

- **A Transparent & Measurable Sales Channel**
- **Easy to Implement, Manage, and Reward Your Customers**
- **Acquire New Customers through Referral Marketing**

What's Your Customer Acquisition Cost?





Search Engine Marketing

~~£5~~

£15

£30 ?





Banner Advertising

£10

£20

£40 ?








Affiliate Marketing

£7

£14

~~£21 ?~~







Cash Back

~~£3~~

£9

£18 ?

With Tellja, you can fix that cost:

Incentivize the best
marketers you'll ever have:

Your Customers

Reward your customers only when they refer a friend to your website and make a transaction. The reward is something of:

Value

Fix you Customer Acquisition Cost and benchmark your Return on Investment. Show you appreciate your Customers with:

Rewards

So many advertising and sales channels are eating into your profit margin...

The options are all appealing but increasingly expensive, competitive and now more than ever, ROI must meet budgetary restrictions.



Set a value of how much you will reward yours customers...

Only pay for performance, set rewards that cost you less than the perceived value to that of the customer, and optimise campaigns to meet seasonal and product lifecycle demand.

Reward the customers that recommend you.

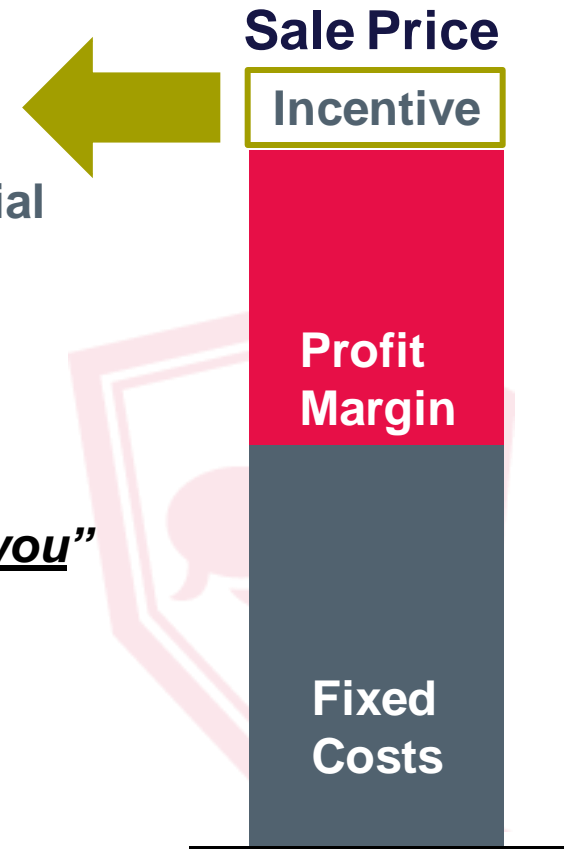
People will recommend your brand across their social networks for their own reasons:

1. Brand / product niche knowledge:

“I found it here first”

2. As a way to help people: *“Look what I found for you”*

3. The Reward: *“Look what I got”*



How to Reward Your Customers

- If you know your customers, you will know how to motivate them.
- The higher the incentive the more referrals.
- The perceived value of a reward by the customer can be a lot less than the actual cost to you.
- Choose a Reward to reflect seasonal, marketing or budget goals.
- Be competitive with Rewards...

E-Voucher Codes

Make it more valuable than what you give away for free

Credits and Bonus Points

Scale rewards points up and down to engage your loyal customers with 'specials'

Material Gifts

What compliments your range *and* your customers?

IT IS UP TO YOU

Your customers are your best marketers. We just provide the technology. Let's meet in the middle!

Referral Marketing Programs pay off*

- 60-80% of your existing clients are inclined to make referrals.
- 15% can be encouraged to.
- A referrer makes an average of 1.2 referrals.
- This means that 100,000 clients make 18.000 referrals.

Tellja has combined eCommerce, Web 2.0 and sophisticated tracking technology and created the first Online Referral Marketing platform to attract and **reward** new and existing customers to your business

* Source: Study "Sales Results in Marketing und Vertrieb – Peer-to-Peer-Konzepte" from Marketing Partner in Wiesbaden, Germany

Which Clients should use Tellja?

- Large players with a high volume of Customers.
- Clients who have identified the need to reward their Customers – but on their terms and within their online sphere of influence to include own brand cross marketing and campaigns.
- Clients who know their Customers and how to reward them best.



What is Tellja?

- Tellja is an in-expensive Online Referral Marketing Solution for online retailers.
- To implement it requires inserting widget activation code at preferred customer 'touch points' on Client websites.
- In the referral process, Tellja sends and tracks Customer recommendations.
- Clients have access to extensive tracking and reporting for their referral marketing campaigns.



How it Works...

When a customer visits a client's website they can click on a teaser or button to refer a product or service to a friend and receive a reward.

The teaser or button opens the Tellja referral widget. Here the customer can choose a reward, and who shall receive the reward, the referral recipient or the referring customer, following a successful referral.

The client sets the reward; an e-voucher, coupon, gift, cross-marketing promotional reward, cash etc

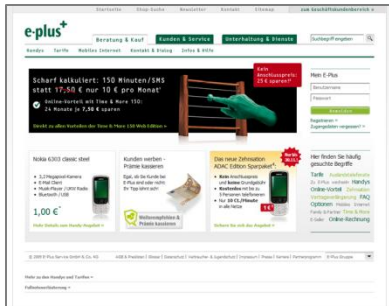
When the friends buys the product the referral is successful – and the reward is available.

Tellja handles all the tracking and processing.



Tellja – an End-to-End Solution

Client Website



Tellja Backoffice



Tellja Portal



Existing Traffic

Monitor and Manage

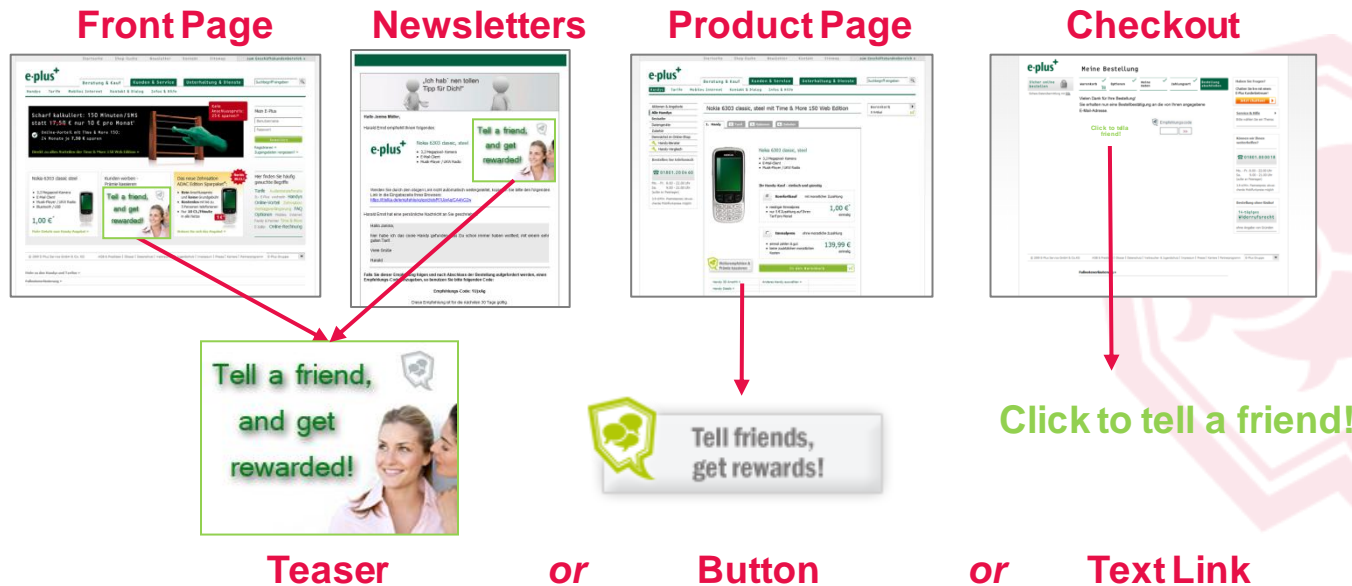
Traffic referred by Tellja

Tellja generates new customers from Existing Traffic and Traffic Referred from the Tellja Portal

Tellja for Websites

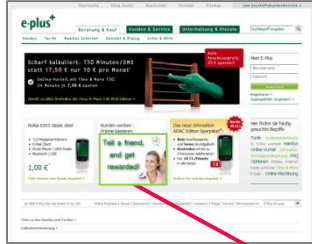
Website Touch Points and Engagement

- A teaser, button or text link can be implemented at various 'touch points' to trigger customer interaction.
- Positioning is an important factor in driving traffic, delivering conversions and raising awareness
- Teasers, buttons and widgets can be designed to meet client branding requirements



Engaging Customers to Refer...

Front Page



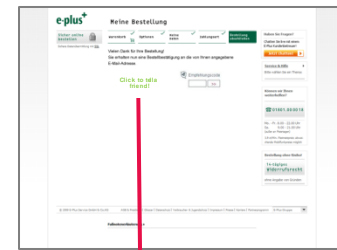
Newsletters



Product Page



Checkout

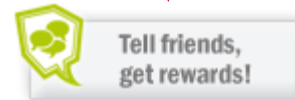


1

Client Website & Newsletter 'touch points'

2

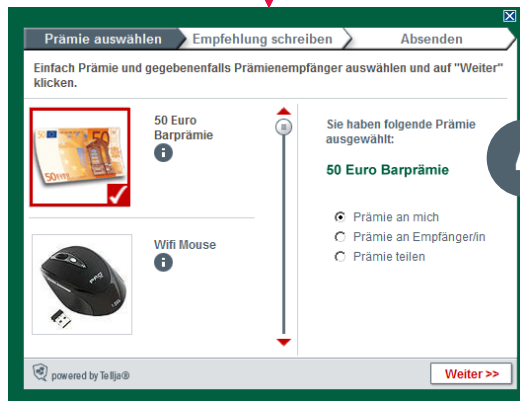
Elements to activate Widget



Click to tell a friend!

3

Referral Process: the Widget



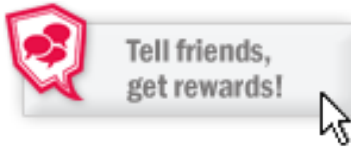
4


Personalised referral email to recipient



Example: Tellja on your website

By clicking on this button, the Tellja widget opens.





Login für Mitglieder:

» Jetzt Mitglied werden. » Passwort vergessen?

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Empfehlen Sie ElitePartner!

Sie kennen einen Single, der noch nicht bei ElitePartner sucht? Empfehlen Sie uns weiter und freuen Sie sich auf 50 Euro.

So einfach geht es:

- Wenn Sie unten klicken öffnet sich eine Box
- Diese füllen Sie aus und senden es ab
- Ohne jede Verpflichtung für Sie oder den Empfänger
- Sobald der Empfänger auf den Empfehlungslink klickt und Premium-Mitglied wird, erhalten Sie Ihre Prämie
- Für die Abwicklung nutzen wir unseren Dienstleister tellja

MAGAZIN


10 Gründe für die Online-Partnersuche

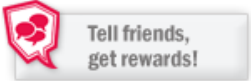
Sie überlegen noch? Lassen Sie sich überzeugen! » [Partnersuche im Netz](#)


ERFOLGSGESCHICHTEN

Es funktioniert! Bereits jeder sechste Internetnutzer lernt seinen Partner online kennen. Lesen Sie die schönsten Geschichten von ElitePartner-Paaren.

» [zu den Erfolgsgeschichten](#)









Choose Reward > Enter Recommendation > Send

Choose a Reward and who receives it: You or a Friend. Then select "Next".



Music Voucher



Special Gift

You have chosen the following Reward:

Music Voucher

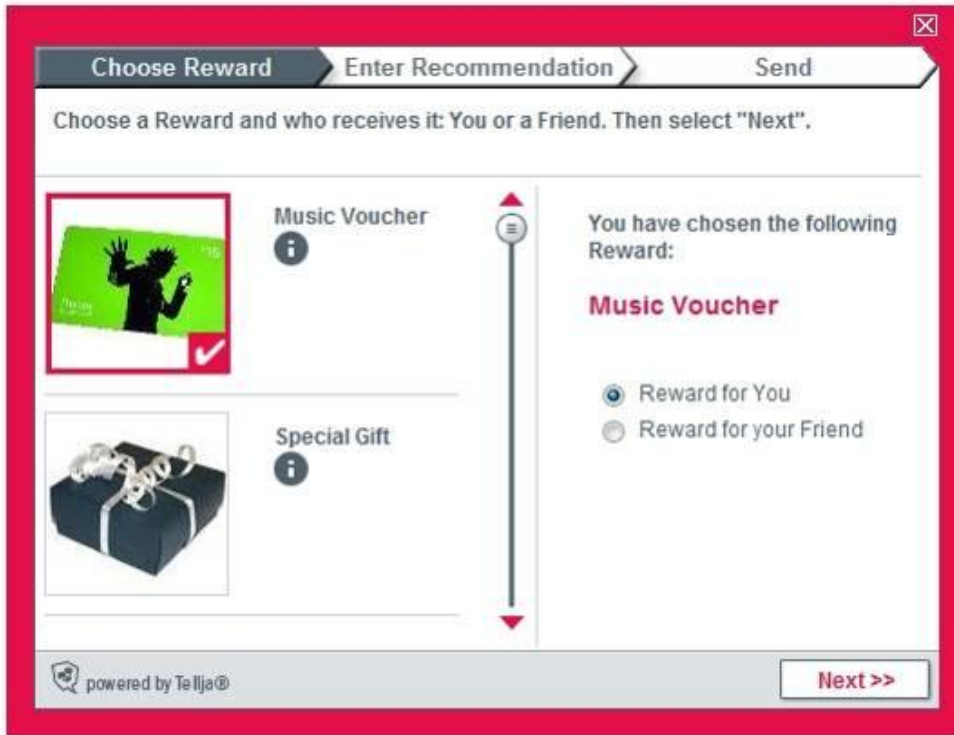
Reward for You
 Reward for your Friend

powered by Tellja®

Presse | Datenschutz | Leitfaden | Kontakt | Freunde werben |

d abonnieren

Widget Step 1



The screenshot shows a web widget interface for selecting a reward. At the top, there are three tabs: "Choose Reward" (active), "Enter Recommendation", and "Send". Below the tabs, a instruction reads: "Choose a Reward and who receives it: You or a Friend. Then select 'Next'".

On the left, there are two reward options:

- Music Voucher**: Represented by a green album cover with a silhouette of a person. It has an information icon (i) and a red checkmark in the bottom right corner.
- Special Gift**: Represented by a black gift box with a white ribbon. It has an information icon (i).

A vertical double-headed arrow is positioned between the two options, indicating they can be swapped.

On the right, the text says: "You have chosen the following Reward:" followed by "Music Voucher" in red. Below this, there are two radio button options:

- Reward for You
- Reward for your Friend

At the bottom left, it says "powered by Tellja®". At the bottom right, there is a "Next >>" button.

The first step is for the referrer to select a reward and choose whether to get the reward for them self or to give it to their friend.

Depending on campaign goals, there may be only one reward.

Widget Step 2

Choose Reward **Enter Recommendation** Send

Enter the required contact information and then select "Send".

Recommendation from	Personal Message
First name* <input type="text" value="John"/>	<input type="text" value="Hi Jane, I have recommended a product to you. I think you'll like it! John"/>
Surname* <input type="text" value="Smith"/>	
Email* <input type="text" value="john@smith.com"/>	
The Recipient	
<input checked="" type="radio"/> send by email <input type="radio"/> send by SMS	
First name* <input type="text" value="Jane"/>	
Surname* <input type="text" value="Doe"/>	
Email* <input type="text" value="jane@doe.com"/>	

* Required fields

powered by Tellja® << Back **Next >>**


In the second step the referrer is asked to enter contact information.

No registration or identification is required until the referral recipient has accepted the recommendation.

Widget Step 3

Choose Reward > Enter Recommendation > **Send**

Please review your information, accept the Terms & Conditions, enter the security code, and select "Send".

<p>From: John Smith john@smith.com</p> <p>To: Jane Doe jane@doe.com</p> <p>Your personal message to be sent</p> <p>Hi Jane, I have recommended a product to you. I think you'll like it! John</p> <p><input checked="" type="checkbox"/> I accept the Terms & Conditions and Data Privacy Policy</p>	<p>Chosen Reward: Music Voucher</p> <p>Reward is reserved for Me</p>  <p>Enter security code. j e z g 9 4</p> <p><input type="text" value="jezg94"/></p>
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powered by Tellja®

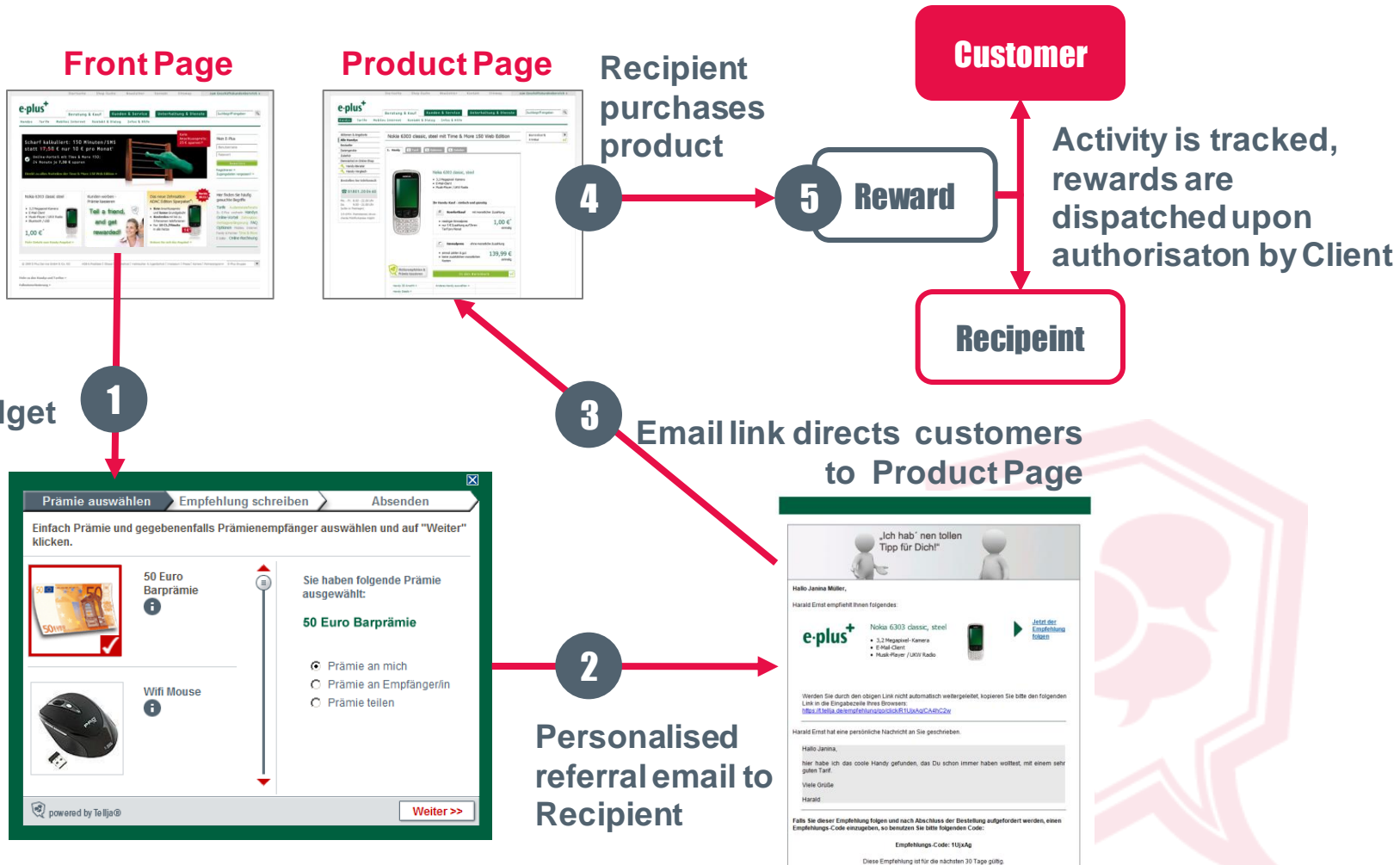
<< Back

The third step summarises and formalises the process, then requests the referrer to enter a security code, before submitting all the details.

That's it!



Example Process



The Referral Tracking Process

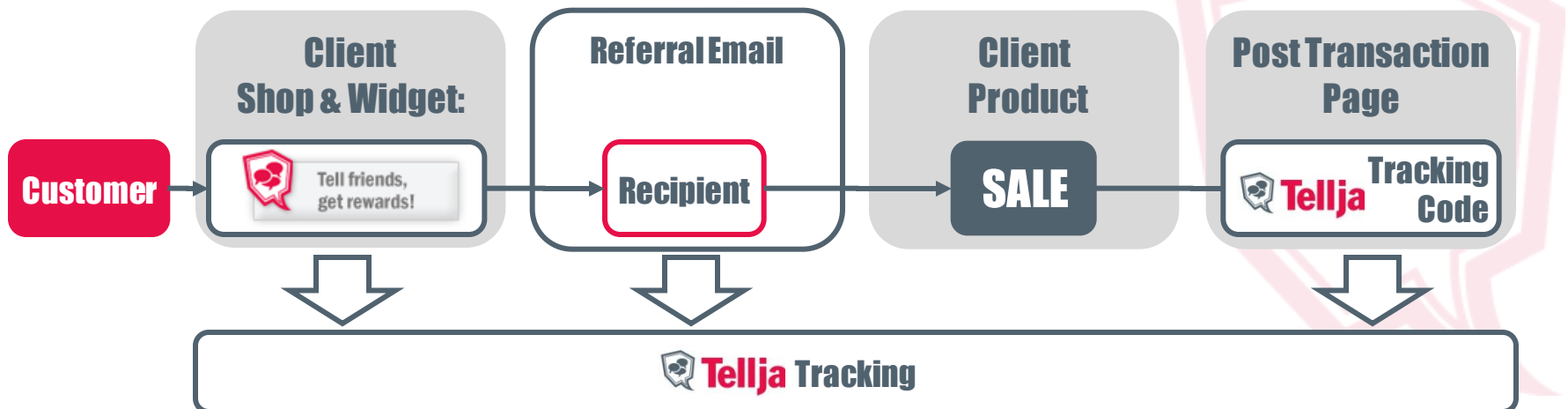
The Tellja platform tracks users at many steps.

After a referral on the widget, an email is sent by Tellja to the recipient.

The recipient clicks on a link to go to the Client website.

When they purchase the product or service, they are detected by the Tellja tracking code on the Client's post-transaction page.

Once a successful referral has been recorded on the Tellja system, the reward is available, pending Client approval, to whoever the referrer nominated should receive the reward.



Tellja Backoffice for Clients

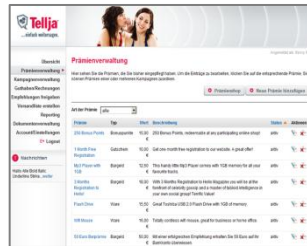
The Tellja Backoffice for Clients

The Tellja Backoffice is straight forward, powerful, transparent and scalable, providing Clients with practical features and in-depth reporting. Clients can access:

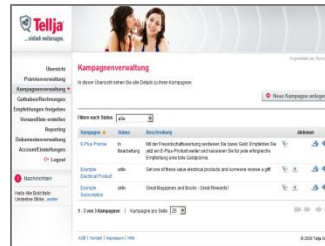
Overviews



Rewards



Campaigns



Rewards shop



Reporting

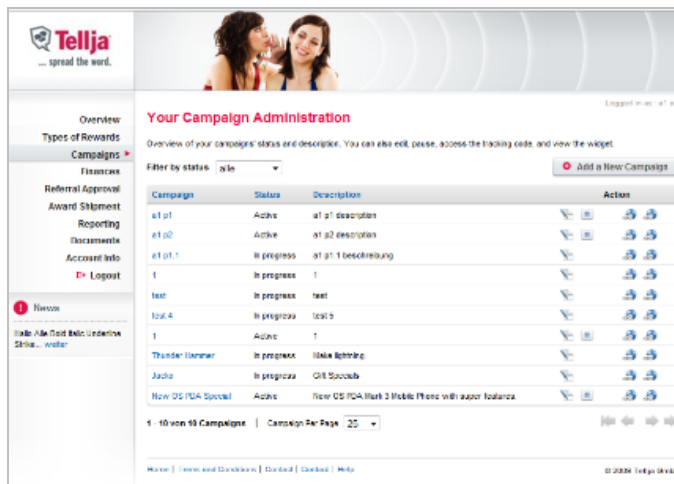
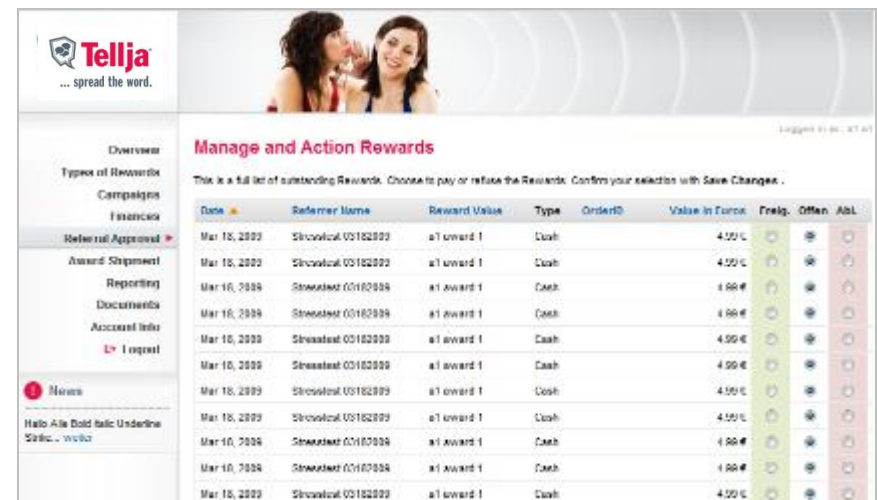


- Summaries of activity
- Platforms to create, implement and optimise campaigns and rewards to target their audience
- Reports to evaluate customer interactivity and measure referral marketing ROI

Tellja Backoffice

The Tellja Backoffice advanced functionality and features include:

- Tellja's Reward Shop – choose 'off the shelf' rewards
- Is SAS (Software as a Service)
- Reports available for download (CSV)
- Automated reminder billing service

Tellja Referrer Portal

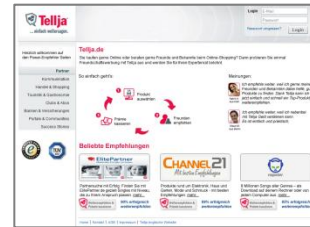
Tellja Referral Portal

A Unique Referral Portal

Tellja will compliment it's referral marketing campaigns by creating a referral marketing portal, offering:

1. Real rewards with high value and motivation factor
2. A niche community
3. Prominent positioning for Tellja Clients
4. Connectivity with Social Media, e.g. Facebook

Front Page



Categories



Campaigns



Tellja: A new sales channel and business model

Benefits for Tellja's Clients

Interact with customers and enhance online presence

Use all the possibilities of Web 2.0 and impress visitors to your website with cutting edge innovation tailored for online consumers.

Win new customers and bring back old customers

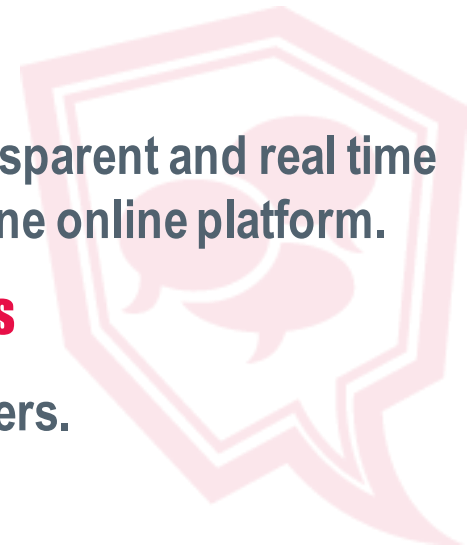
The Widget is easy to use and the rewards process is straight forward and hassle free – let customers bring in more customers.

Minimal Investment – Minimal Risk

The Tellja Platforms is easy to install, scalable, offering transparent and real time reporting. Manage and optimise your campaigns from the one online platform.

Reward your Customers, Multipliers and Power Sellers

Clients set the rewards: material gifts, vouchers, special offers.



Benefits for the Customer

- For the Consumer, Tellja has incentivized eCommerce and upgraded it to Web2.0 – an interactive and stylish widget coupled with a personal and impressive referral management system.
- Tellja has created Consumer 2.0 – users of the widget can influence friends and family with their distinct product and brand knowledge and be rewarded for it – previously specific C2C knowledge transfer could not be monetized.
- For users who make few referrals, Tellja now offers a fun and spontaneous avenue and eventual reward.
- For users who actively refer, thanks to Tellja, they can now measure how successful their methods are by their rewards and become Power Sellers, complete with access to the Tellja Platform to manage their referrals.
- Tellja's payment processing ensures that a Rewarded Referrer is a Repeat Referrer.

Tellja Adds Value at Every Step...

When a Customer is...

1 Interacting with the Widget ...

2 Referring to friends...

3 Following a referral...

4 Making a purchase...

5 Receiving a reward...

For the Client

They're engaging with the Products.

They're promoting the Client.

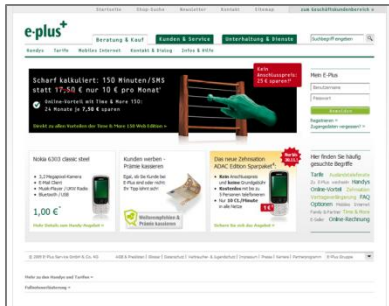
They're a potential customer / a qualified lead.

It's an Extra Sale for the Client!

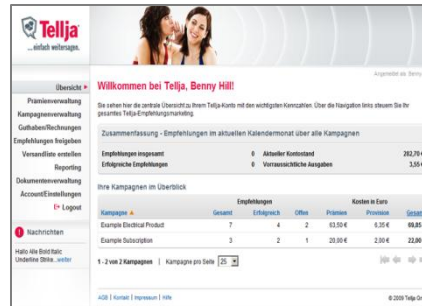
A Rewarded Referrer will Refer again.....

Tellja Benefits

Client Website



Tellja Backoffice



Tellja Portal



- Use existing traffic to win new customers
- Maximise touch points
- Target campaigns to your market

- Manage campaigns and rewards
- Monitor activity
- Know your ROI

- Access traffic created by Tellja
- Extend your campaigns
- Meet more customers who seek rewards

Tellja generates new customers from Existing Traffics and Traffic Referred from the Tellja Portal

References



Be recommended with Tellja

Tellja GmbH

Germany

Solmsstraße 12

D-60486 Frankfurt am Main

Tel: + 49 69 87 00 429 - 0

Fax: + 49 69 87 00 429 - 29

Email: sales@tellja.de

www.tellja.de

United Kingdom

2nd Floor, 145-157 St John Street

London, EC1V 4PY, United Kingdom

Ph: +44 (0) 20 3217 0864

Email: sales@tellja.co.uk

www.tellja.co.uk

