



ABOUT GOSPREE

SRA SINGAPORE
RETAILERS
ASSOCIATION

Empower Business | Build Connections | Transform Retail



Get Onboard GoSpree!

GoSpree is a PWA 'eCoupons' platform owned and managed by SRA which:-

- Enable retailers to leverage on GoSpree vide 'electronic coupons' to drive footfall in their stores, and boost spending
- Enable SRA to run year round tactical campaigns such as GSS, F1, Christmas, Chinese New Year etc
- Collect valuable customer information and statistical mining and promote communications via EDM, and Push Notifications through webapp



Shop

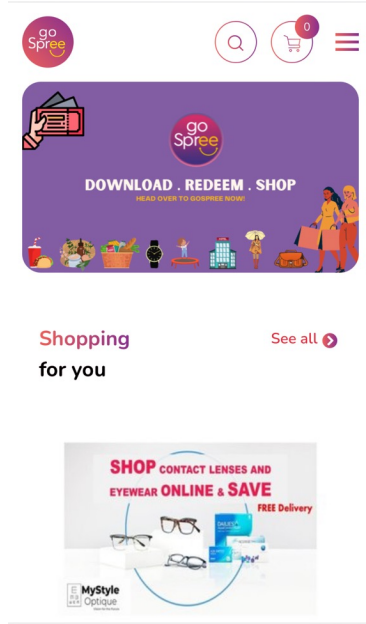


Dine



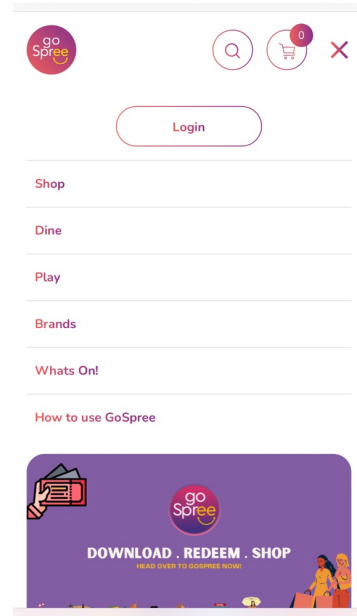
Play

How GoSpree Works!

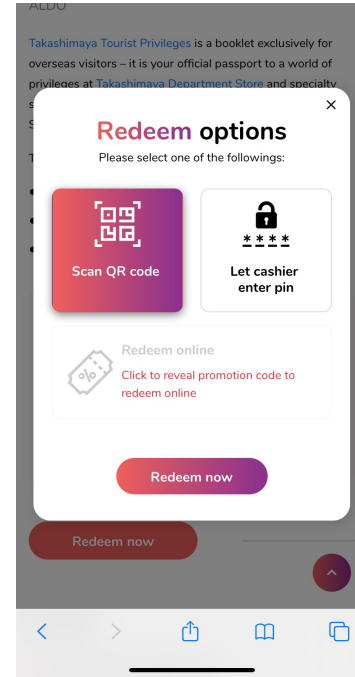


Retailers **upload** and **publish** their promotion vouchers via GoSpree

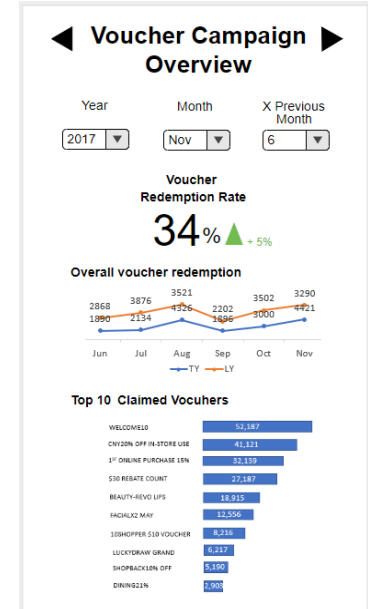
13/6/23



Shoppers **browse** the e-catalogue in app to search for great deals



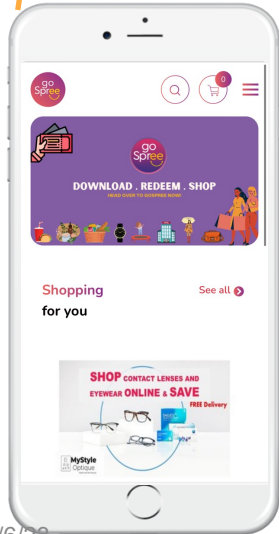
Shoppers **redeem** the ecoupon instore OR online through a promo code



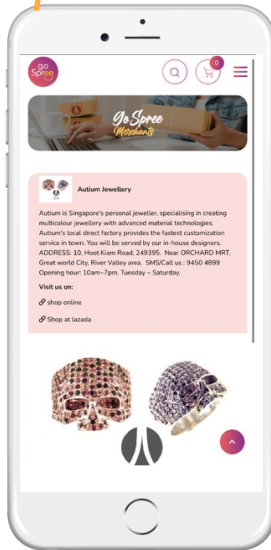
SRA and retailers are able to **track** the effectiveness of campaigns and plan further engagement

What's In GoSpree?

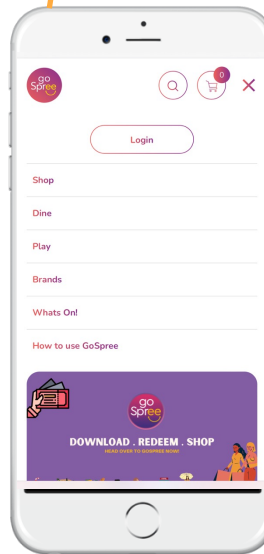
Features



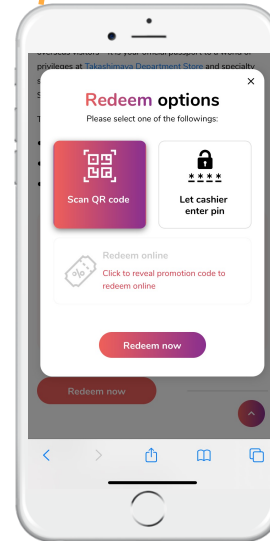
Merchant Brand page



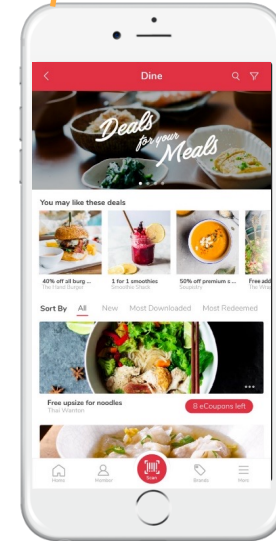
Brand Directory



Redemption

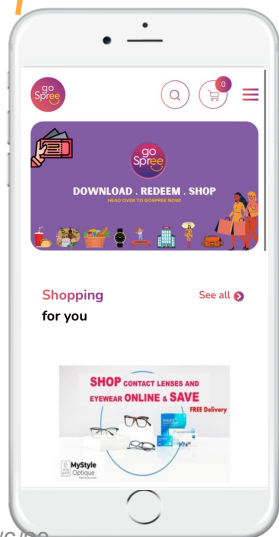


Recommendations

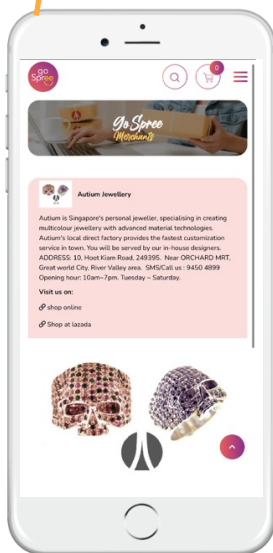


What's In GoSpree?

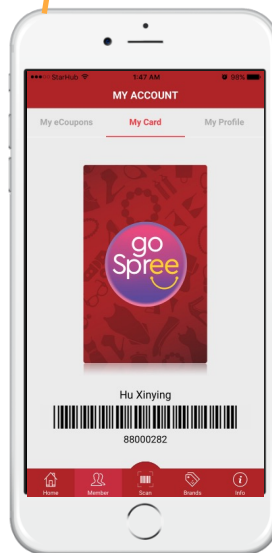
Features



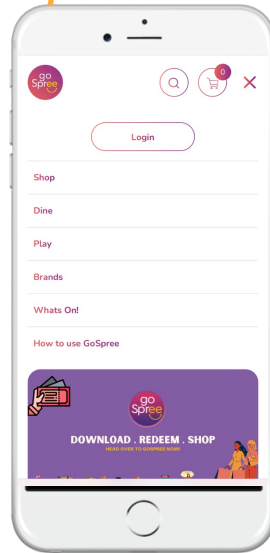
Merchant Brand page



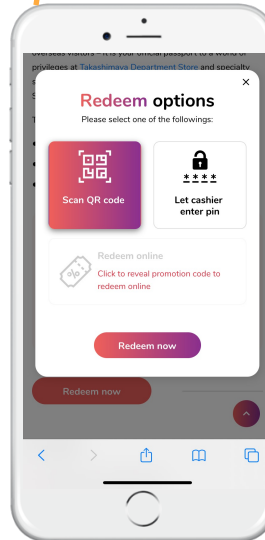
GoSpree Member Virtual Card



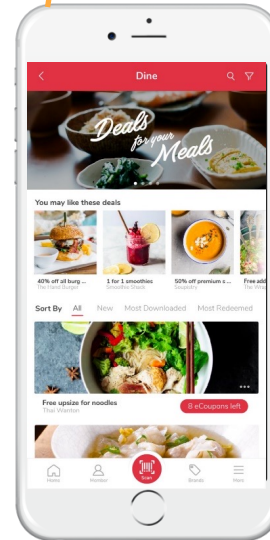
Brand Directory



Redemption

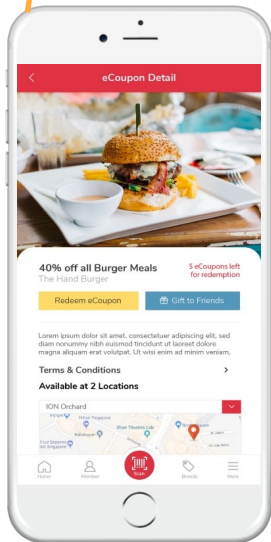


Recommendations

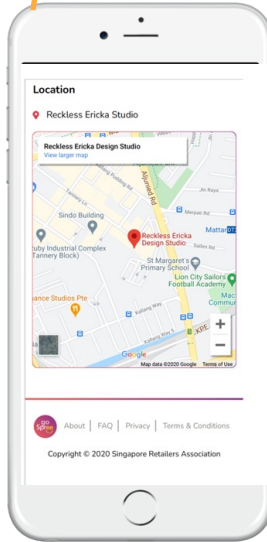


What's In GoSpree?

eGifting



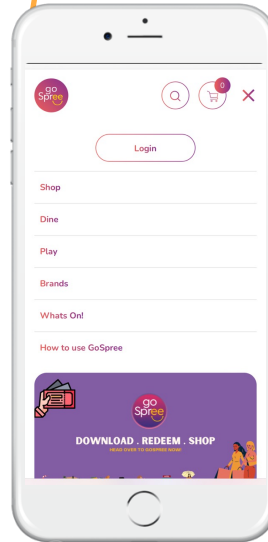
Geolocation



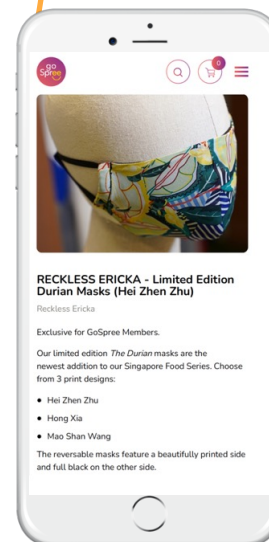
QR Code
triggered
promos



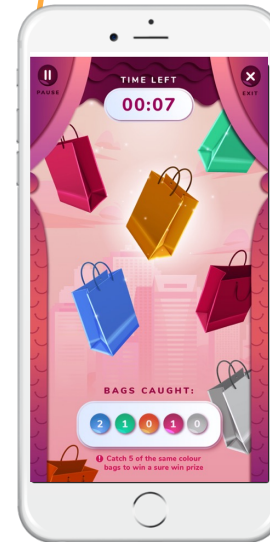
Directory



eCoupon



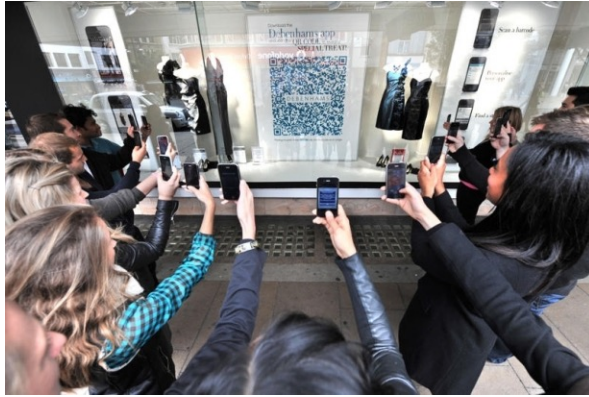
Gamification



GoSpree eCoupon Characteristics?

- Digital coupons
- Unique to each GoSpree member and can only be redeemed once so that analysis can be done
- Validity based on start and end date, start and end time. It can support “Flash Deals”
- eCoupons can be \$ discount , % discount or as free gift
- eCoupons can also be shared or gifted to friends
- eCoupons once redeemed are invalidated by merchant's store unique PIN or QR Code

QR Codes - Hunt. Scan. Check GoSpree Card



Fun with GoSpree QR Codes

Retailers can leverage on GoSpree to
inform, engage, excite and reward shoppers



GoSpree Statistics



80,000
members have
registered



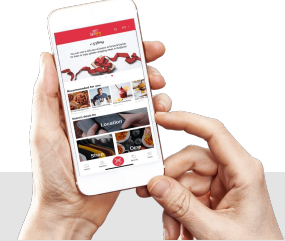
800
retailers
have utilized GoSpree
since 2017



40%
of members aged
between 21-40

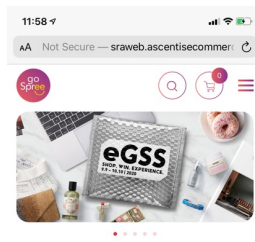


60%
of GoSpree Members
are female



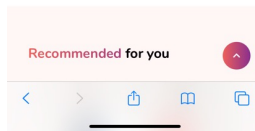
\$1.3 mil
worth of
eCoupons available
for downloads since
June 2017

REVISED REDEMPTION FLOW



Whether it's shopping, dining, or relaxing, there is always an eCoupon for everyone

GoSpree is Singapore Retailers Association (SRA)'s mobile app which brings retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide all 'under one App'.



GoSpree member view list of eCoupons on gospreesg & click on the selected eCoupon to view more details



Receive Takashimaya Tourist Privileges booklet and indulge in shopping at Takashimaya Singapore!

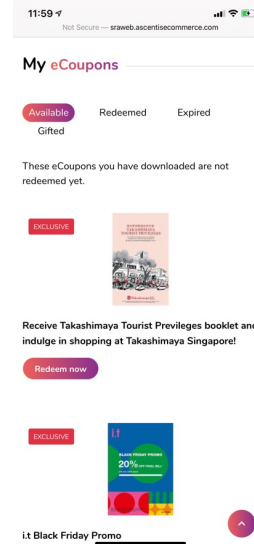
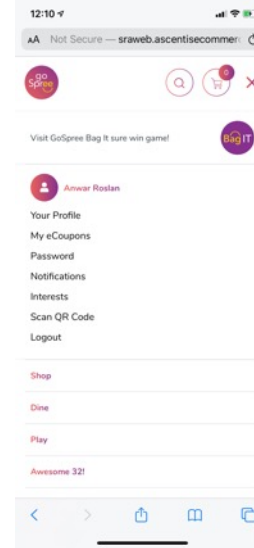
ALDO

Takashimaya Tourist Privileges is a booklet exclusively for overseas visitors – it is your official passport to a world of privileges at Takashimaya Department Store and specialty shops, branded boutiques and restaurants at Takashimaya Shopping Centre.

Through Takashimaya Tourist Privileges, you get:



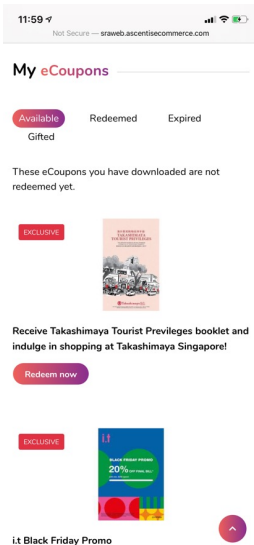
GoSpree member click on Download eCoupon



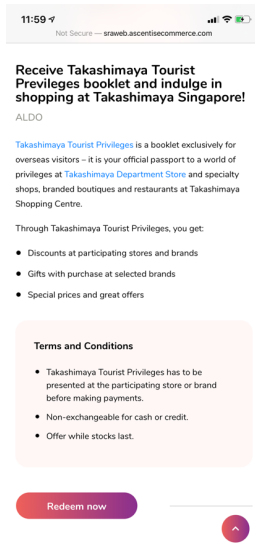
GoSpree member can view downloaded eCoupon at My Account – My eCoupon – Available

REVISED REDEMPTION FLOW

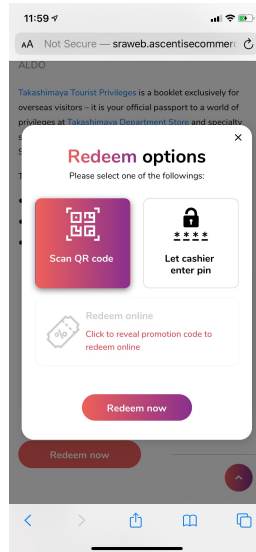
1) Redemption by outlet PIN



GoSpree member go to My Account – My eCoupons, to see all downloaded eCoupons

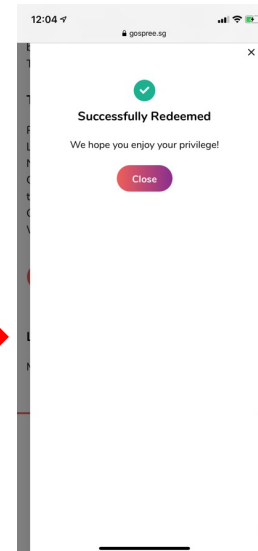
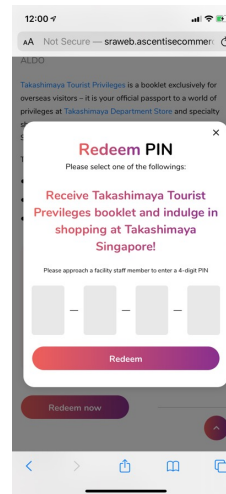


Select any of the eCoupons for redemption, On the eCoupon details page, click on Redeem eCoupon



Merchant can fulfil the redemption either by 1) entering the outlet PIN or 2) Cashier can present the outlet QRCode to GoSpree members to scan

2) Redemption by scanning outlet QRCode (Obtain the QR Code and Pin From your Outlet List for Redemption)



Shows successful redemption

WHY JOIN GOSPREE?



BEST PART: IT'S FREE!



**LEVERAGE ON GOSPREE TO
EXPAND YOUR CUSTOMERS
BASE AND GAIN EXPOSURE BY
POSTING YOUR DEALS**



**PERSONALISE QR CODE
WHICH YOU CAN PLACE IN-
STORE THAT SHOWCASES
ALL YOUR DEALS ON
GOSPREE**



**GET ACCESS TO TRACKING
REPORT ON DOWNLOAD AND
REDEMPTION OF ECOUPONS**



**HAVE MERCHANT
BACKEND ACCESS TO
GOSPREE**



**GENERATE
ECOUPONS FOR
ONLINE AND/OR IN-
STORE REDEMPTION**

HOW TO JOIN GOSPREE

BE A MERCHANT TODAY!

JUST FOLLOW 4 SIMPLE STEPS!



**1. FILL UP THE
REGISTRATION
FORM**



**2. ONCE YOU RECEIVE YOUR
USER ID AND DEFAULT
PASSWORD, YOU CAN HEAD
OVER TO "ECOUPONS" UNDER
"CATALOG".**

ADD PRODUCT



**3. CLICK ON "ADD
PRODUCT" AT THE TOP
RIGHT-HAND CORNER OF
THE "ECOUPON" PAGE**



**4. FILL IN ALL THE
DETAILS AND YOU
ARE GOOD TO GO!**

**WE'RE EXCITED TO
HAVE YOU WITH US**

Join the GoSpree community today! Onboard with us by filling this form:

<https://www.sra.org.sg/gospree/gospree-merchants/>

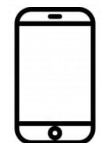


**Be the first to
register!**



Contact Persons:

anwar@sra.org.sg



91699254

Click [here](#) to submit your deals now!