



Agenda

Thornbury Business Improvement Area

Meeting Date: Wednesday, May 7, 2025
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Nicole Hilton – BIA General Manager

A. Call to Order

A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis, and Inuit Peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee, and Wendat-Wyandot-Wyandotte peoples.

A.2 Board of Directors Attendance

A.3 Approval of Agenda

Recommended (Move, second)

THAT the Agenda of Wednesday, May 7, 2025 be approved as circulated, including any additions to the Agenda.

A.4 Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* Business Improvement Area Directors must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

A.5 Previous Minutes (Wednesday, April 2, 2025)

Recommended (Move, second)

THAT the Minutes of Wednesday, April 2, 2025 be approved as circulated, including any revisions to be made.

B. Deputations and Public Comment Period

B.1 Deputations, if any

None

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: Ten (10) minutes are allotted at the Meeting to receive public comments regarding Thornbury Business Improvement Area matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation, or potential litigation matters.

NOTE: Comments received from the public that have not been included on the Agenda will be read at the meeting by the BIA Manager.

C. Matters for Discussion

C.1 Council Update – Councillor Shawn McKinlay

C.2 Community Safety – Sgt. Mark Stadig (OPP)

C.3 MAT Committee Update – Joe Halos

C.4 Draft 2025 Budget

C.5 Sub-Committee Updates

1. Budget & Administration Sub-Committee: Doug, Renee, Joe

2. Marketing Sub-Committee: Kelly, Shawn, Andrea

3. Beautification Sub-Committee: Lesley, Renee

4. Events & Cultural Tourism Sub-Committee: Renee, Kelly, Shawn

C.6 Signage Update – Niki Hilton

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

Annual General Meeting

F. Notice of Meeting Dates

Wednesday, June 4, 2025 – BIA Board Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Recommended (Move, second)

THAT this meeting does now adjourn at (time) to meet again on Wednesday, June 4, 2025 at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

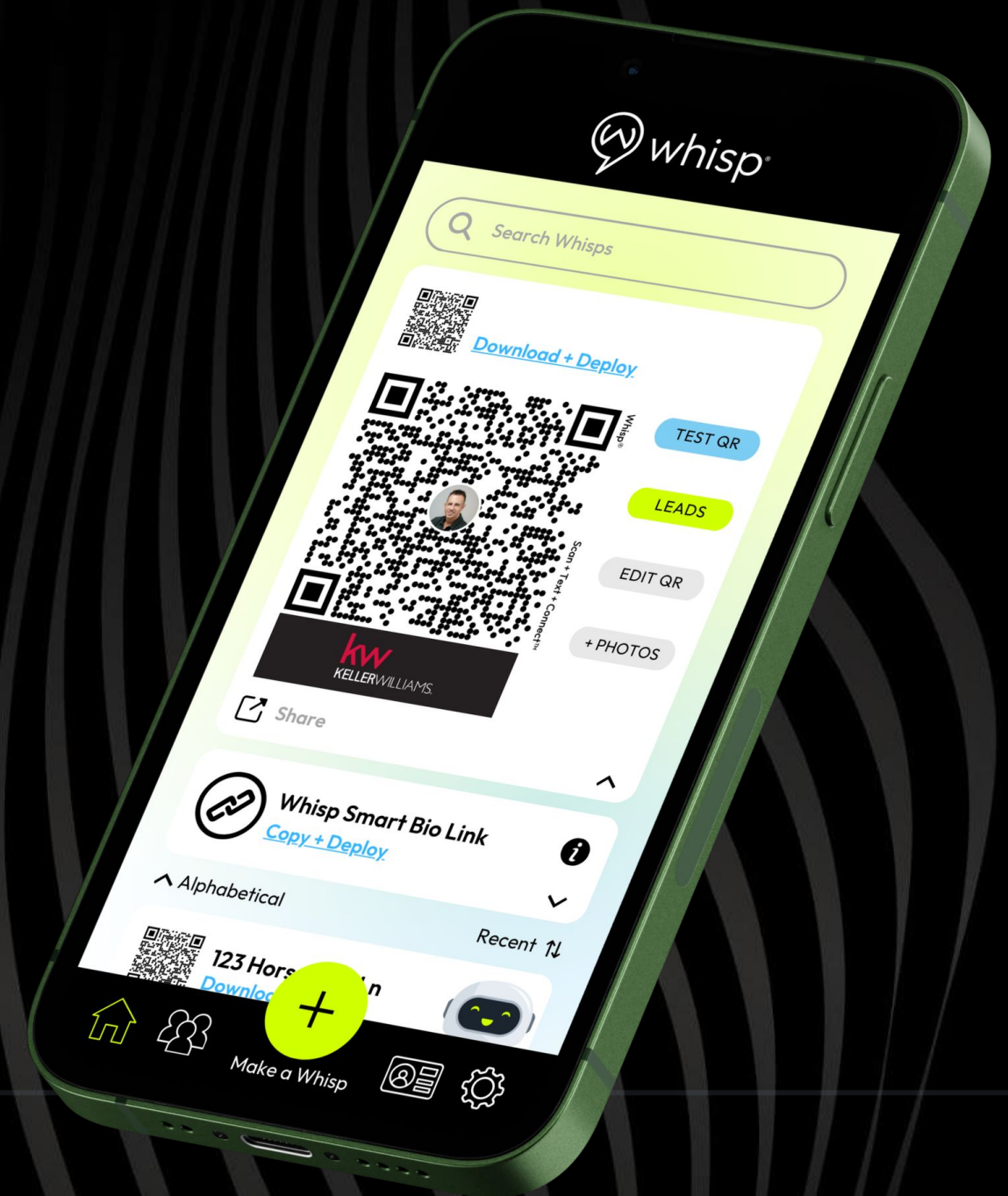
2025 Thornbury Business Improvement Area Budget

GL Program	GL Object	BIA Description	Unaudited		
			2024 Budget	2024 Actual (Up to Dec 2024)	2025 Budget
1000	62000	Banners	\$ 5,000.00	\$ 1,376.07	\$ 3,000.00
		Lights on Lamposts			
		Maintenance of lights	2,000.00	-	2,000.00
8407	63125	Winter Lighting	22,000.00	20,974.44	15,000.00
1000	63125	Bucket truck services	2,500.00	1,602.72	2,500.00
1000	62017	Beautification	12,000.00	8,364.62	10,000.00
1000	62024	Events in the Parkette	2,000.00	908.80	2,500.00
8401	62024	Canada Day	4,000.00	3,424.46	4,000.00
8402	62024	Fall Events	2,500.00	1,994.19	2,000.00
8403	62024	Meet + Greet	2,500.00	609.94	1,000.00
8404	62024	Olde Fashioned Christmas	20,000.00	13,901.65	20,000.00
1000	62125	Advertisements/Partnerships	3,500.00	1,747.73	5,000.00
1000	62205	OBIAA Membership	300.00	281.01	300.00
1000	62225	OBIAA conference	~		2,250.00
1000	62110	Services - Website/Branding	3,000.00	2,185.39	1,500.00
1000	62520	Services - Administrative	30,000.00	12,962.50	36,000.00
1000	63020	Insurance	1,600.00	1,406.15	1,600.00
1000	63110	Audit Fees for Annual F/S	2,500.00	-	4,000.00
1000	63120	Consulting			
1000	63225	Sponsorships & Grants		2,000.00	
		TOTAL EXPENSES	\$ 117,900.00	\$ 69,739.67	\$ 112,650.00
		TRANSFERS			
1000	74030	Transfer to Reserves	\$ -	\$ -	\$ -
1000	54032	Funding from Reserves	- 11,000.00	- 20,000.00	
1000	88200	Grant from Town for Economic Development	- 10,000.00	- 10,300.00	- 10,609.00
1000	81240	Grant from Town for Insurance	- 1,600.00	-	
1000	86110	Flower Watering (Subsidy)		-	
1000	86100	Community Services (Subsidy)		- 25,750.00	
1000	81230	Finance Transfer	5,000.00	5,150.00	5,304.50
8407	86100	Town Grant for winter lighting	- 11,000.00		
		TOTAL TRANSFERS	-\$ 28,600.00	-\$ 50,900.00	-\$ 5,304.50
		TOTAL TRANSFERS & EXPENSES	\$ 89,300.00	\$ 18,839.67	\$ 107,345.50

1000	57018	BIA Levy	\$ 89,300.00	\$ 89,300.40	\$ 89,300.40
1000	53005	Canada Day Grant from Canada		-	
1000	57010	Fees & Charges		-	
1000	57017	Sponsors and Partnerships		-	
TOTAL REVENUE			\$ 89,300.00	\$ 89,300.40	\$ 89,300.40
Net Position Surplus/(Deficit)			\$ -	\$ 70,460.73	-\$ 18,045.10
Net Position Surplus/(Deficit) After Reversals noted above posted - then this should be transferred to reserves			\$ -	\$ 35,770.73	

whispTM **Engage**

Optimize With Instant Real-Time Attribution



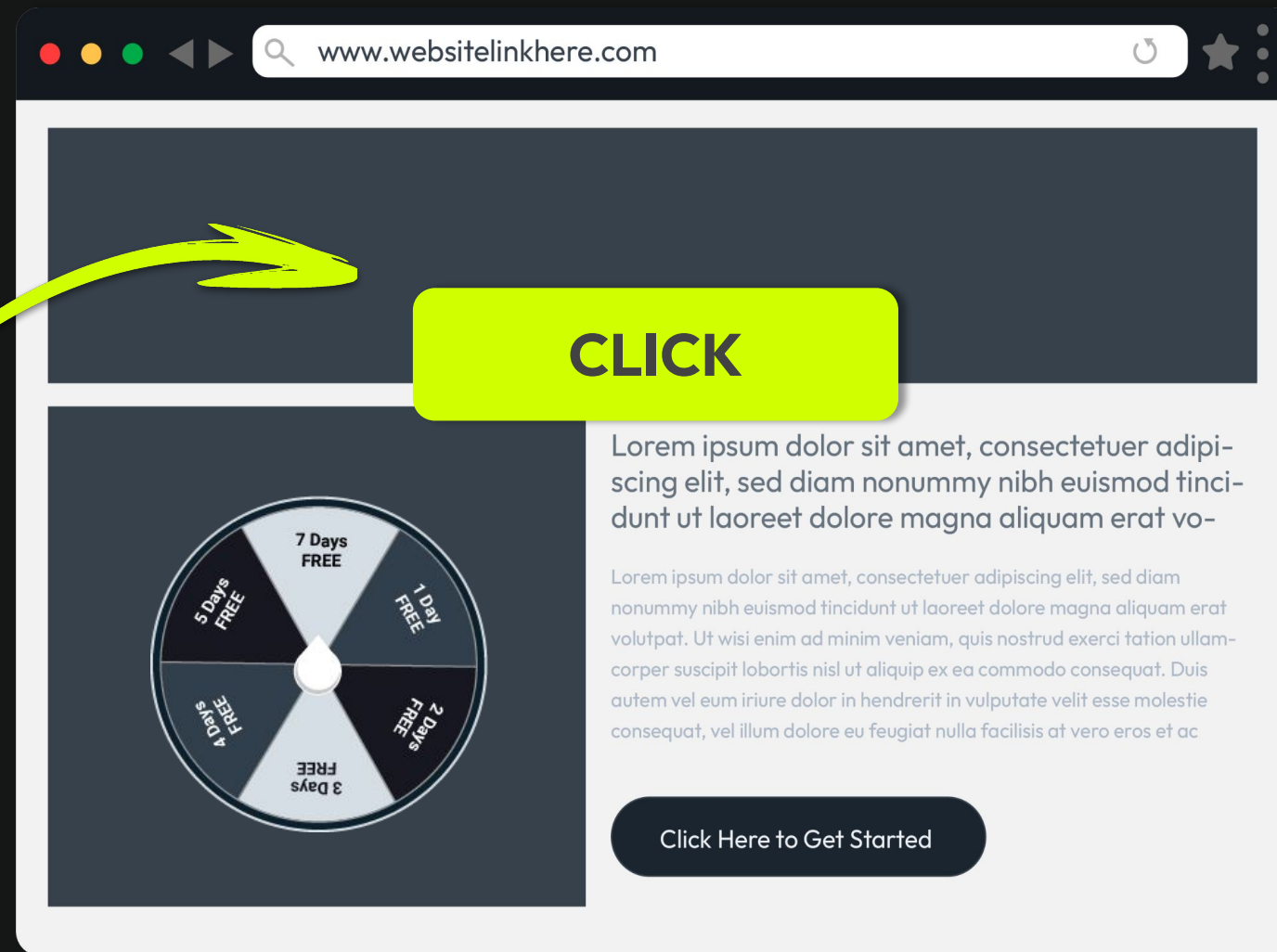
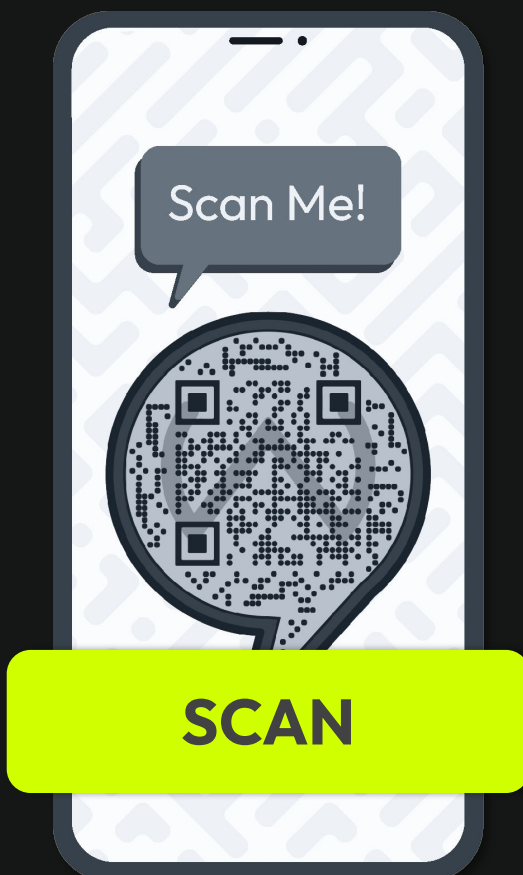
Patented Tech Powering Every Modern CTA

Call-to-Action

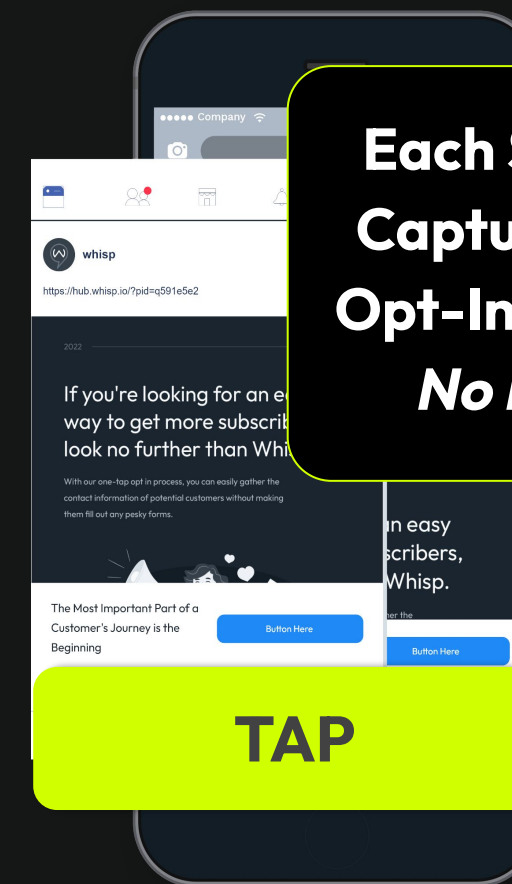
One Engine. Endless Activation Points.

Smart Website Button/ Wheel

Smart QR Code



Smart Social Link



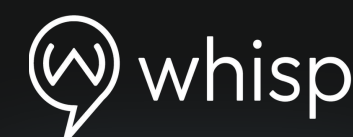
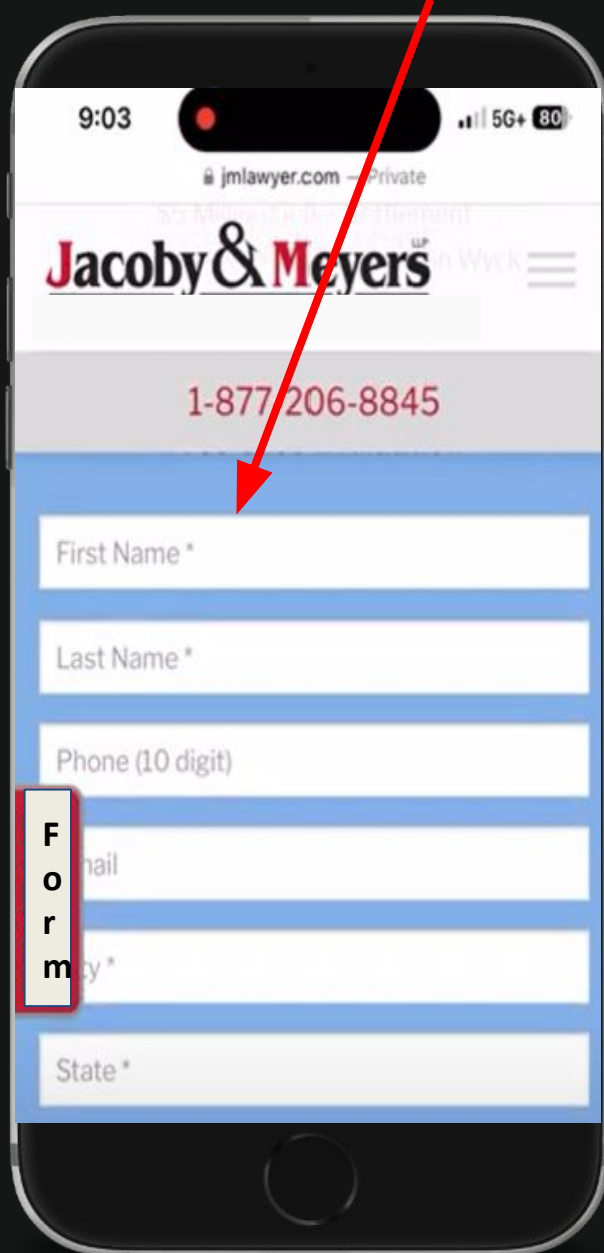
**Each Smart CTA Instantly
Captures TCPA Compliant
Opt-In & First-Party Data—
No Forms, No Friction**

*Whisp transforms every engagement into an actionable opportunity
delivering results across your most valuable channels.*

The **Whisp** Difference

Eliminate Dependence on Form Fills

Current Customer Experience
(Redirects to Lead Form)



Whisp-Powered
Touchpoints

SCAN

CLICK

TAP

Website CTA Lead
(First-Party Data)

Opted-In Lead
Captured Instantly

Mobile Number
(100% Accurate)

Name

Into CRM

Destination

Form-Fill

Web Page

Sign-Up

Events

Social Media

Register

Smart QR Opt-in Flow

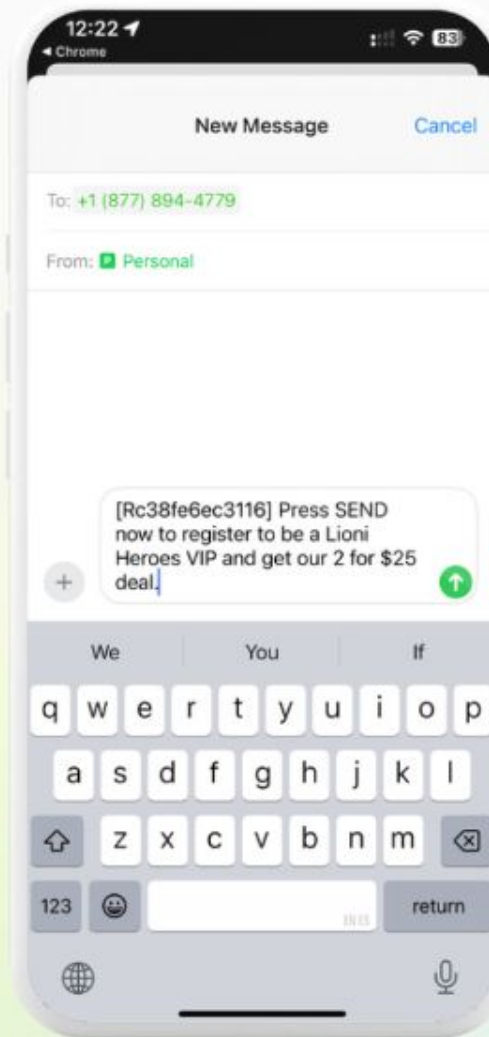


Scan Smart QR Code on 9x6 Direct Mail Piece



Scan Smart QR Code on direct mail piece, in-store signage/menu or on digital application.

Opt In

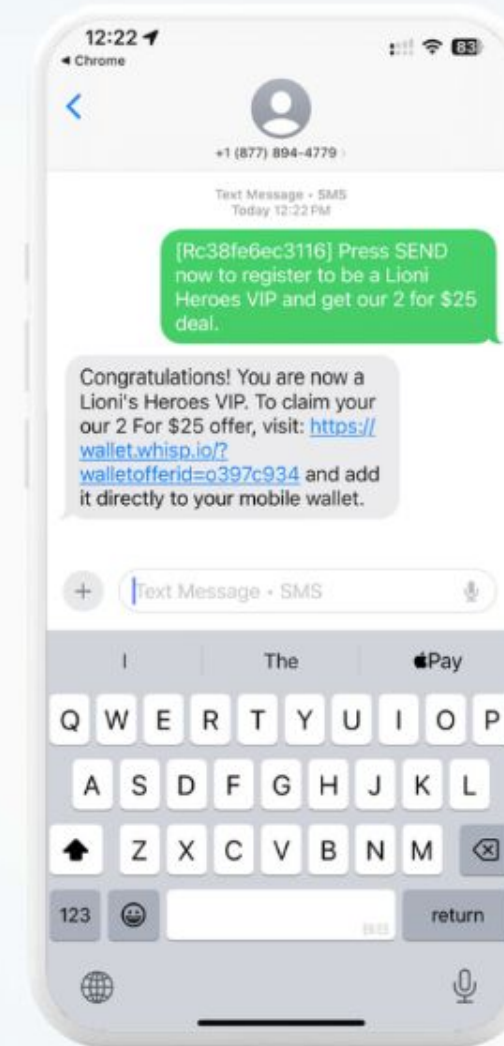


Lead Captured

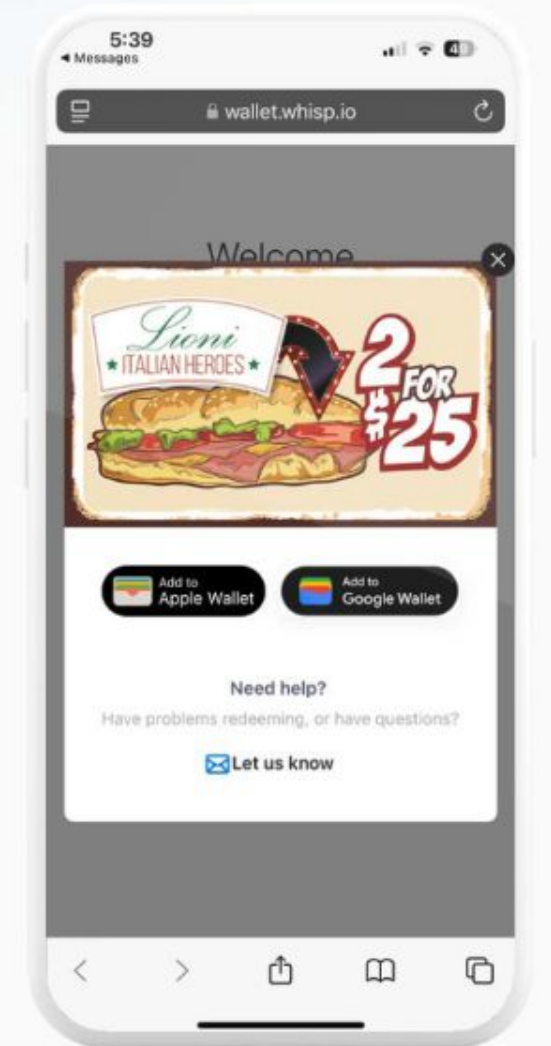


Cell phone number collected and opted in for upcoming promotions.

Reply Message



Added to Wallet



Promotion added to digital wallet to redeem coupon in store.

Dat enhancement...



✓ **Mobile Phone Number**
100% accurate

✓ **Name**

✓ **Address**

✓ **Email**

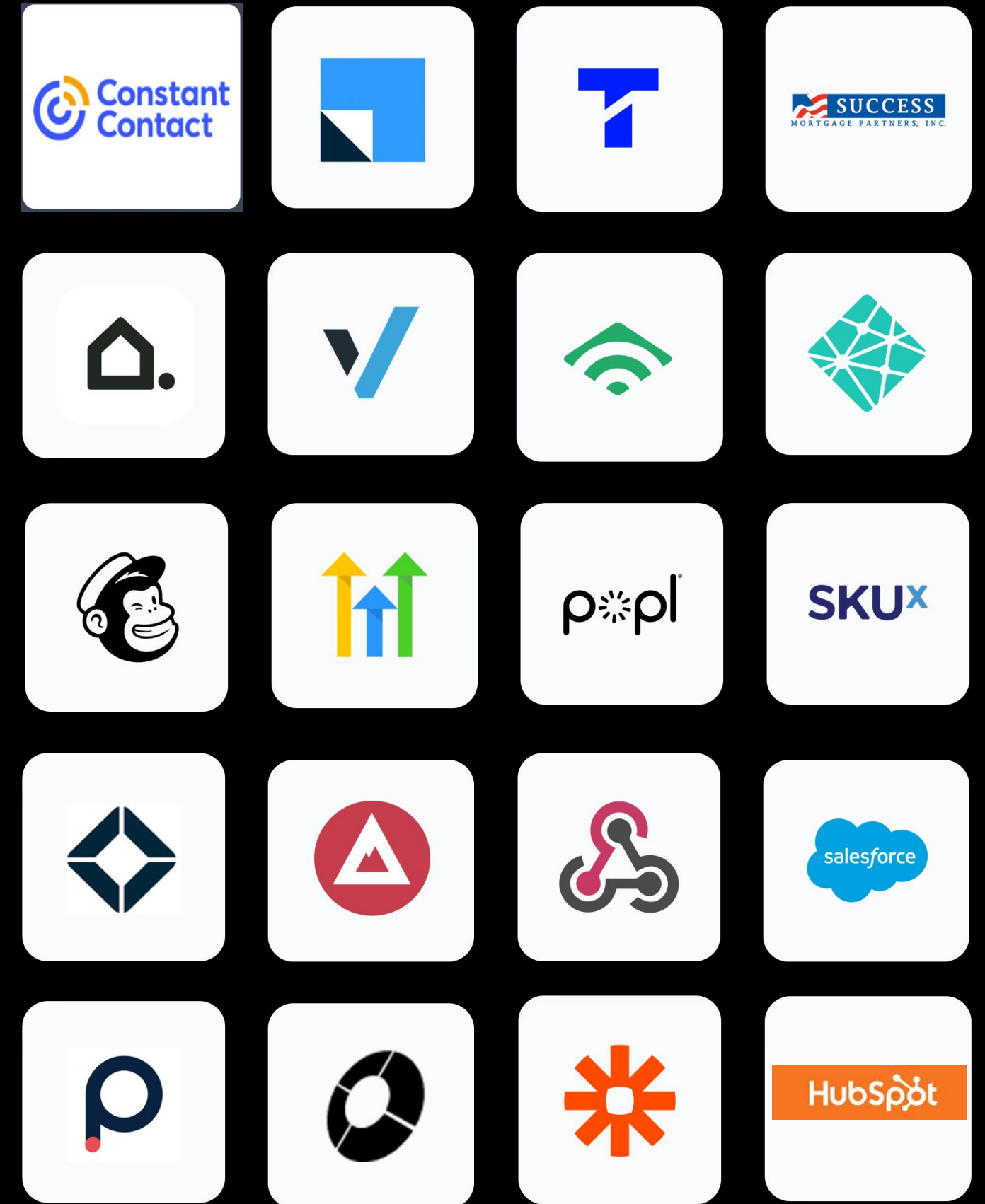
✓ **Validation**

✓ **Additional Data**

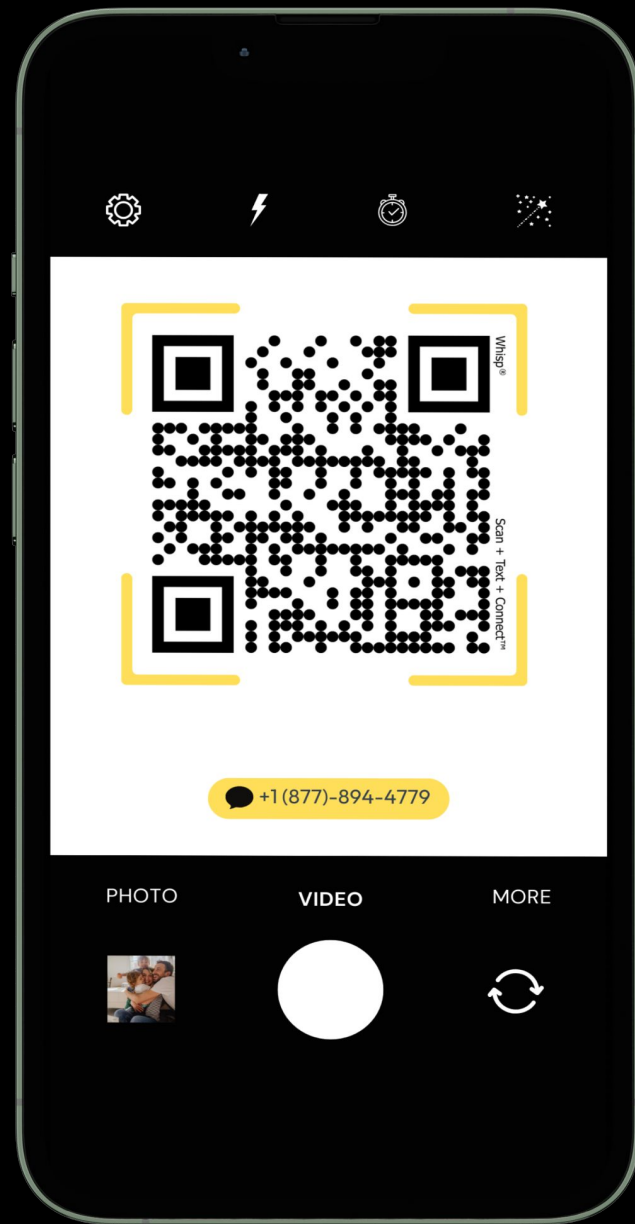
Option to include additional customer profile data, such as creditworthiness.

Integrate Into ANY CRM

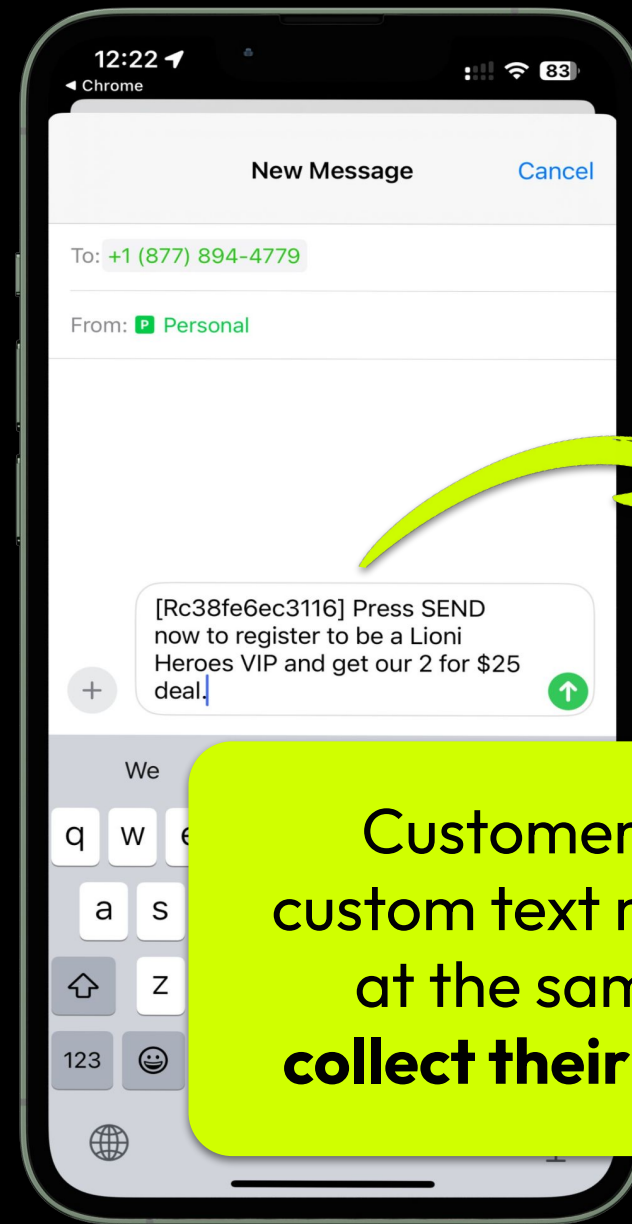
Our software solution is designed to integrate seamlessly with your existing system, streamlining your workflow and increasing efficiency.



How it works...

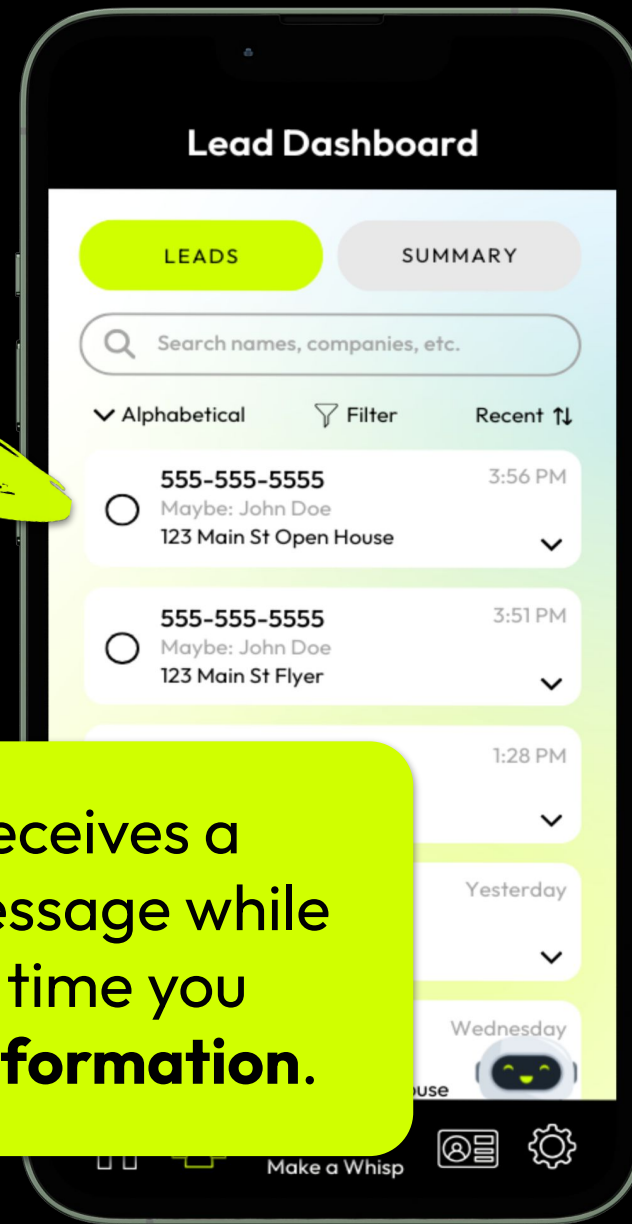


1

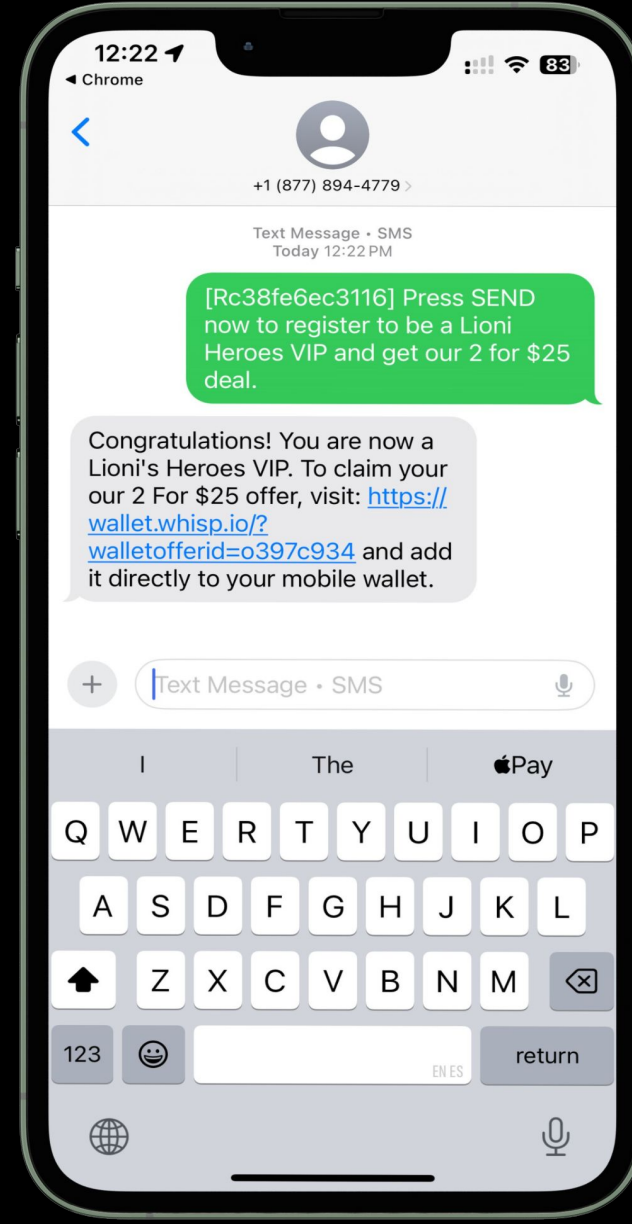


Customer receives a custom text message while at the same time you collect their information.

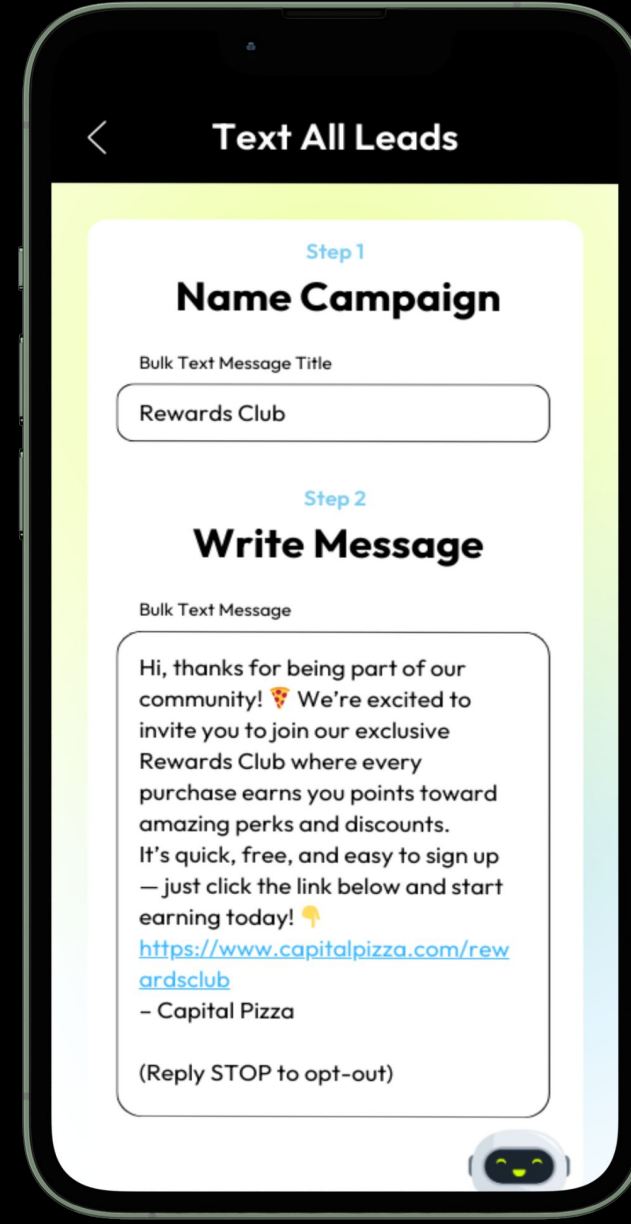
2



3



4



5

Supporting small businesses. Empowering growth.

Small businesses are the heart of our communities, but retaining customers can be a challenge. Whisp makes it easy with our Small Business Success marketing materials and tips.

TELL US HOW WE CAN SERVE YOU BETTER

WE'RE HUNGRY FOR FEEDBACK.



Please scan to leave us a review.



SCAN TO JOIN

SIGN UP FOR OUR REWARDS PROGRAM

GET A FREE APPETIZER

LOYALTY GETS REWARDED!


WE APPRECIATE YOUR BUSINESS

LEAVE US A REVIEW

GET A FREE DESSERT

WE'RE HUNGRY FOR YOUR FEEDBACK

WE APPRECIATE YOUR BUSINESS



PLEASE SCAN

Join our Rewards Club for exclusive offers.



SCAN TO SIGN UP

MORE



coffee

MORE

perks 

JOIN OUR REWARDS CLUB TO GET THE LATEST PROMOS



← SCAN TO SIGN UP

DID YOU HAVE A LATTE FUN?


GET A FREE COFFEE WHEN YOU LEAVE US A REVIEW



PLEASE SCAN



Get exclusive offers sent straight to your phone.



SCAN TO JOIN

We have **free wi-fi**



SCAN TO JOIN



The Platform That's Redefining Performance Marketing Success

Whisp: The Future of Instant Engagement

Whisp is the **“only” patented real-time customer engagement platform** redefining how brands connect—**transforming** QR scans, digital button taps, and social link clicks into **instant, two-way** SMS engagement. Powered by proprietary Engagement Point-to-SMS technology, Whisp captures first-party data, builds opted-in customer lists, and accelerates conversions in seconds.

- ✓ Patented Technology—Only Whisp Delivers
- ✓ Frictionless, Instant Engagement- No Delays, Just Action
- ✓ Capture First-Party Data Instantly (no form-fills)
- ✓ 100% Accurate Mobile Numbers-Guaranteed
- ✓ TCPA/FCC Compliant- Engage with Confidence
- ✓ Instant Data Sync for Faster Conversions
- ✓ Enhanced Attribution and ROI Tracking
- ✓ Unlock Real-Time Actionable Data
- ✓ Unlock a Brand-New Conversion Channel
- ✓ Seamless Omnichannel Activation



We're better



Seamless Opt-In Capture

- Acquiring 100% accurate mobile phone number
- Capturing contact information



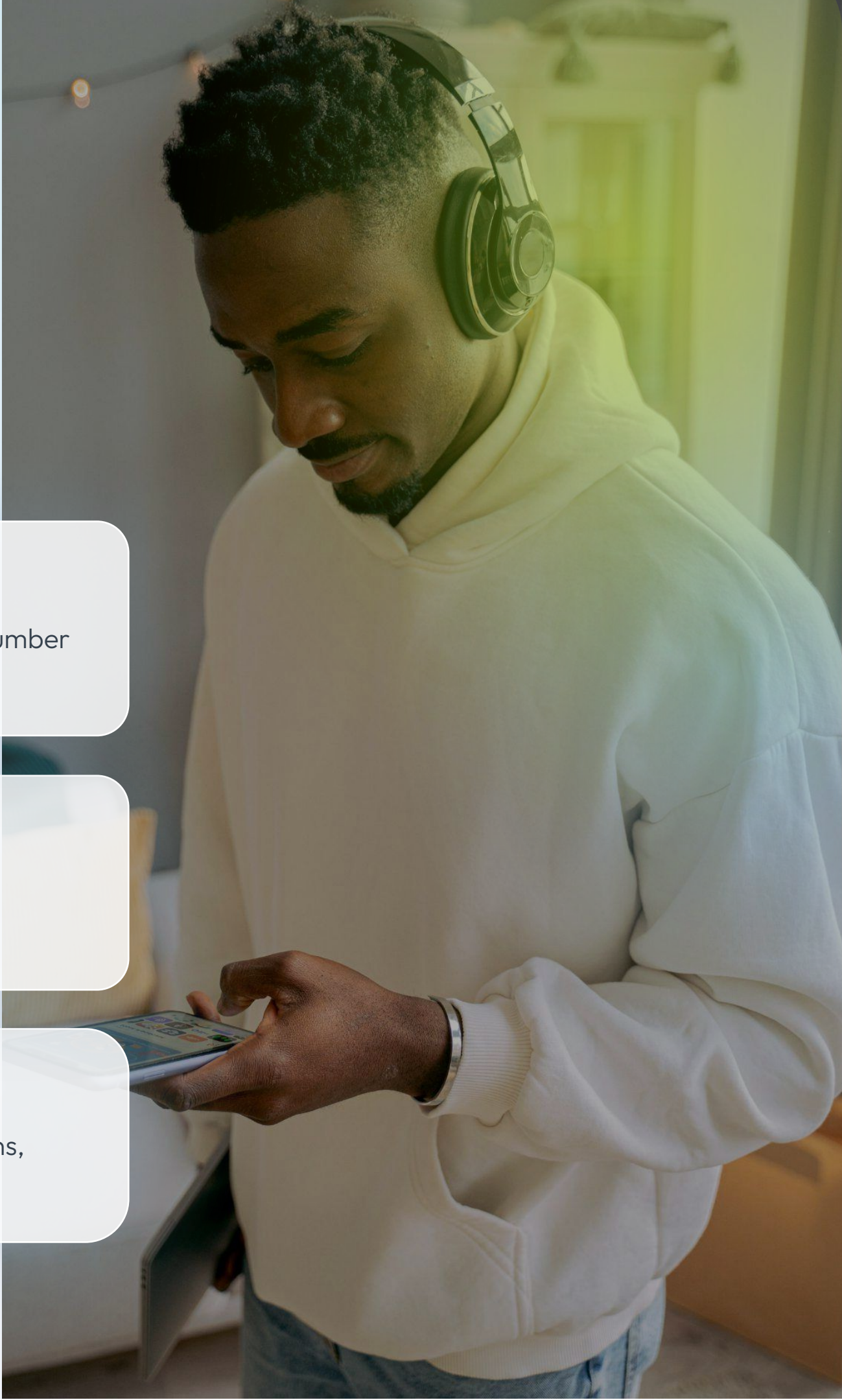
Eliminate Friction

- No more need to fill out forms
- Reduce excessive marketing spend




Instantly Connect

- In-real time you can connect with your fans, prospects and customers



Patented technology




 US011270354B2

(12) **United States Patent**
Doumar

(10) **Patent No.:** US 11,270,354 B2
 (45) **Date of Patent:** Mar. 8, 2022

(54) **SYSTEM AND METHODS FOR ADVERTISEMENT CAMPAIGN TRACKING AND MANAGEMENT USING A MULTI-PLATFORM ADAPTIVE AD CAMPAIGN MANAGER**

(71) Applicant: **TapText llc**, Coral Springs, FL (US)
 (72) Inventor: **Steve Doumar**, Fort Lauderdale, FL (US)
 (73) Assignee: **TAPTEXT LLC**, Coral Springs, FL (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **16/693,275**
 (22) Filed: **Nov. 23, 2019**

(65) **Prior Publication Data**
 US 2021/0035166 A1 Feb. 4, 2021

Related U.S. Application Data

(60) Provisional application No. 62/904,568, filed on Sep. 23, 2019, provisional application No. 62/883,360, (Continued)

(51) **Int. Cl.**
G06Q 30/02 (2012.01)
G06Q 30/06 (2012.01)
G06Q 50/00 (2012.01)

(58) **Field of Classification Search**
 CPC *H04N 21/812* (2013.01); *H04W 4/08* (2013.01); *H04W 4/14* (2013.01); *H04W 4/23* (2018.02)
G06Q 30/02; *G06Q 30/0277*; *G06Q 30/0269*; *G06Q 30/0641*; *G06Q 50/01*; *H04W 4/23*; *H04W 4/08*; *H04W 4/14*; *H04L 67/02*; *H04N 21/812*
 See application file for complete search history.

(56) **References Cited**
 U.S. PATENT DOCUMENTS
 8,140,392 B2 * 3/2012 Altberg H04M 15/06 705/14.69
 8,380,230 B2 * 2/2013 Christianson G06Q 30/0267 455/466
 (Continued)

FOREIGN PATENT DOCUMENTS
 JP 2015501029 A * 1/2015
Primary Examiner — Thuy N Nguyen
 (74) *Attorney, Agent, or Firm* — Galvin Patent Law LLC; Brian R. Galvin; Brian S. Boon

(57) **ABSTRACT**
 A system and method for advertisement campaign tracking and management using a multi-platform adaptive ad campaign manager, a plurality of network connections including a PSTN, the Internet, and a TV network, a cellphone, and dynamic advertisements which a user may tap on, scan, or call with their cellular phone in order to receive an auto-



**Protected
Intellectual Property**



Thank
You



Experience Thornbury

Tour. Explore. Discover



driftscape[™]
Tour. Explore. Discover.



INTRODUCTIONS



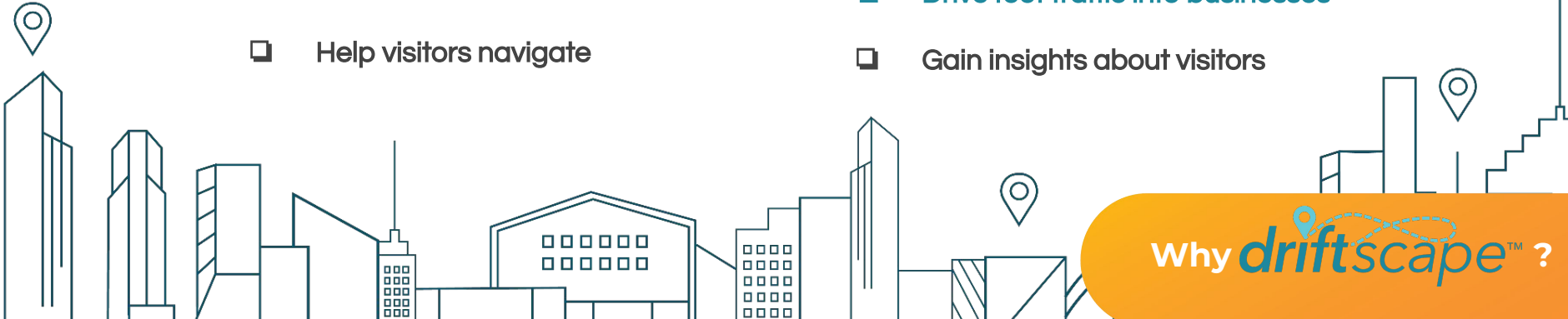
A Tour of Today's Conversation

- Understanding your organization, goals, and initiatives
- Introduction to Driftscape
 - Product Demonstration
- Creative Engagement Capabilities
- Frequently Asked Questions / Your Questions
- Review next steps



Check All That Apply:

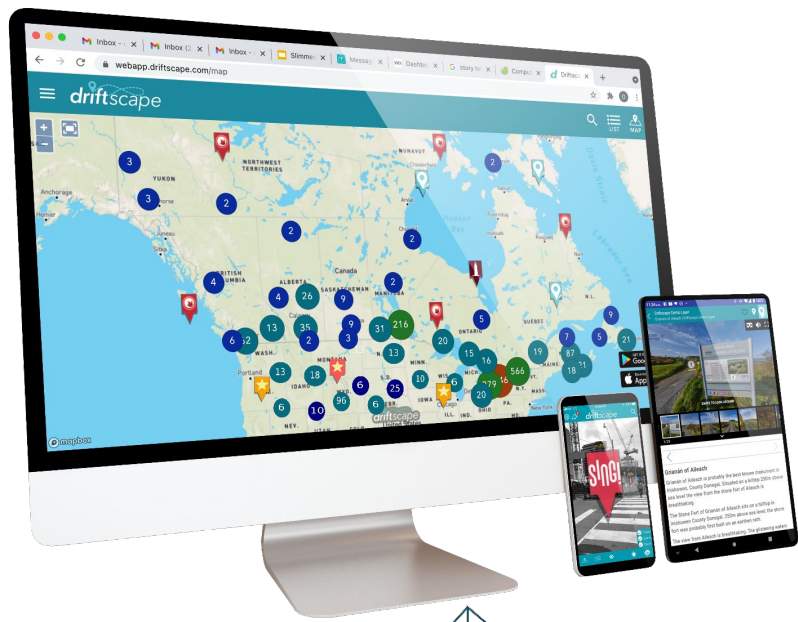
- “What is there to do here?”
- Instant Updates
- Incentivize local shopping
- Automate business directory
- Encourage exploring through gamified experiences
- Help visitors navigate
- Tell stories of local history and sites
- Engage Visitors
- Promote events & festivals
- Reduce printed materials
- Drive foot traffic into businesses
- Gain insights about visitors





+7,000
POINTS
ON
THE MAP

100+
HAPPY
CUSTOMERS
ON PLATFORM





Some happy customers...

Interactive Exploration

- Self-Guided Tours
- Collectible Points and Rewards
- 3D Scavenger Hunts (Quests)
- Contests and Trivia
- 3D Experiences
- Coupons
- Augmented Reality

Your Content, Your Way

- Secure & Hidden Content
- Onsite-Only Content
- Interactive Web Map (Driftscape for Web)
- *UNLIMITED* media
- 360 Images and Virtual Tours
- Customized Menu

The Driftscape Difference

- Shared and Branded Apps
- Personalized Customer Success
- Content Creation
- Automated Business Listings
- Advanced Analytics
- Real Time Updates
- Ad Free Platform
- Marketing Support

For feature descriptions, visit our website:
<https://www.driftscape.com/features>

Build Awareness

- Smart Notifications (location aware)
- Opt-In Push Notifications
- Custom Tags
- Internal Links
- Deeplinks (QR Codes & URLs)
- Social Media Sharing
- Custom Branding

Tools for Visitors

- User Preferences / Categories
- Get Directions
- Offline Mode
- Trip Planning
- Multilingual Interface with auto translation





You've found a quest stop! Tap on the map marker.

Creative Engagement

Keep visitors longer

Immersive self-guided tours are a perfect way to entertain visitors and encourage longer stays!

Cabbagetown, BIA chose to create self-guided audio tours to draw visitors into their destination, and keep them entertained for hours.



FUN
FACT

With Driftscape Tour AutoPlay, visitors can enjoy the hands-free mode, and take in their surroundings.



Incentivize Local Shopping

Create a unique points and rewards system for your BIA to keep visitors exploring and shopping.

Crescent Heights Village BIA, Alberta created a series of Asian Food Tours for Asian Heritage Month that included points and rewards to encourage visitors and locals to support local restaurants.

A cloud-shaped graphic with an orange-to-yellow gradient, containing the text "FUN FACT" in white, bold, uppercase letters.

**FUN
FACT**

Participants who collected enough points received a \$50 gift certificate for restaurants within Crescent Heights Village!



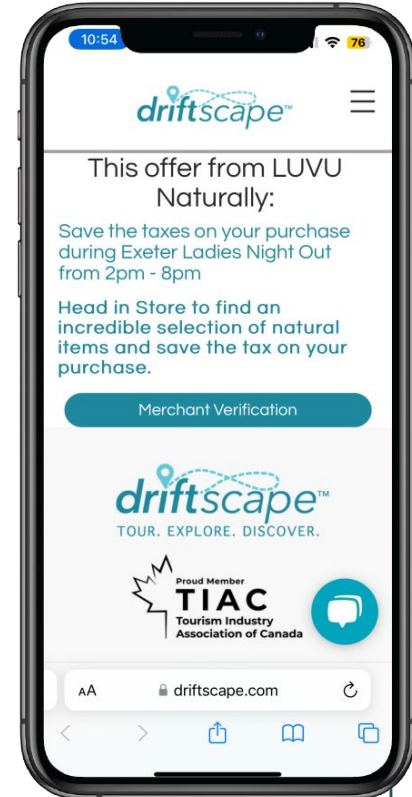
Provide exclusive deals

Encourage shopping in local businesses with unique coupons

Exeter BIA, Ontario created a “Ladies Night” Tour that showcased local businesses, as an added bonus for tour takers, they added unique coupons in participating businesses to encourage local spending.

**FUN
FACT**

Coupons are fully reportable. You know how many redemptions were made - and when!



Engage all ages

Create immersive adventures with augmented reality scavenger hunts

Exeter BIA, Ontario created a “White Squirrel Hunt” to encourage visitors to find all of the white squirrels in town.

**HOT
TIP**

Add 3D objects to the experience and encourage visitors to interact with them!

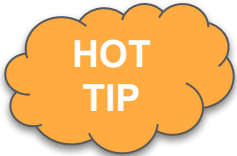




Drive foot traffic into local businesses

Treasure hunts and gamified experiences draw a crowd.

For Mother's Day, **Uptown Yonge BIA, Ontario** created a Treasure Hunt to drive foot traffic into local businesses by using color coded hearts within participating stores that unlocked the next clue.



Offer attractive prizes to encourage high participation in your hunt!



Drive community engagement

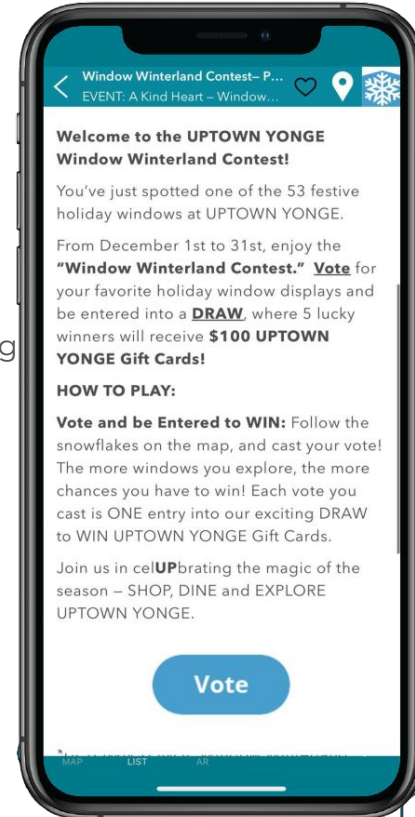
Use in-app voting to increase community engagement.

Uptown Yonge, Toronto transformed their traditional Window Decorating Contest into a dynamic digital experience, using Driftscape for a digital voting platform for the event.



HOT TIP

Add forms into your contest to strengthen future communication and promotional reach



Promote Local Businesses

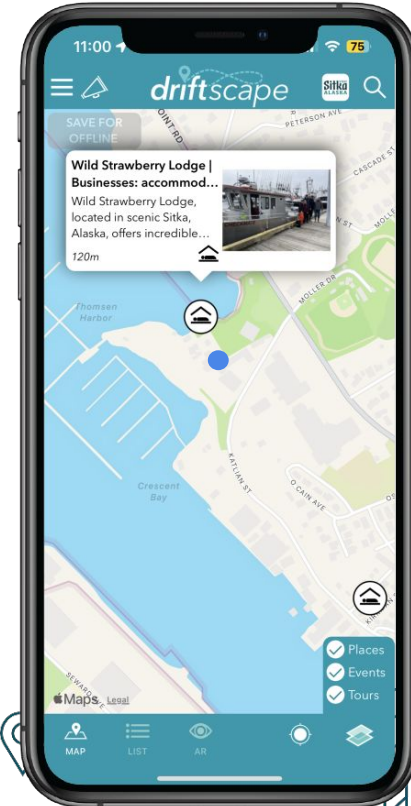
Easily promote member businesses automatically!

Visit Sitka, Alaska transformed their outdated paper based member directory using Driftscape's Automated Business Listings to provide visitors and locals with the most up to date, and accurate information on their businesses.

A stylized orange cloud shape with a white outline, containing the text "FUN FACT" in white, bold, uppercase letters.

FUN FACT

These listings are created through an automated process that's as easy as 1, 2, 3!



Keep visitors informed

Empower visitors to stay up to date the way they want with **Opt-In Notifications (text, email in app).**

Oakville, Ontario helps to keep their visitor informed by encouraging their explorers to subscribe to their notification channel!



**HOT
TIP**

Remind visitors about upcoming events and special offers at local businesses.





Tours & Itineraries



Create awareness
of events



Share stories



Incentivize
exploration



Driftscape
partnership



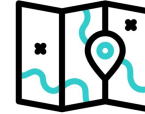
Promote local
businesses



Gamify experiences



Exclusive content

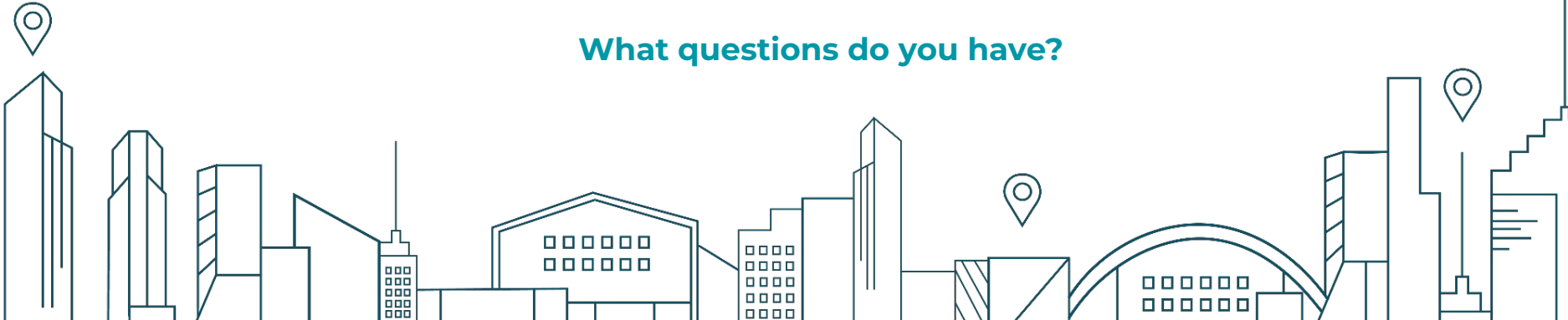


Interactive maps

What opportunities do you see?

- **Does adding multilingual content cost more?**
 - No! Multilingual is included as part of the platform
- **How does information get into Driftscape?**
 - Many options: Import, Manual Entry, Content Team
- **What does it take to get started? How long does it take to go live?**
 - We'll complete a discovery call, put together a plan and introduce you to our Customer Success team.
 - Takes on average 1 - 2 months to go live.
- **How much does Driftscape cost?**
 - Next slide!

What questions do you have?



How much does driftscape™ cost?

Always included:

- Interactive map (Driftscape for web)
- Augmented reality
- Tour Autoplay
- Location aware notifications
- Visitor Analytics
- Offline Mode
- *Unlimited* deeplinks
- Trip Itineraries & Favourites
- Password protected content Contests and Trivia
- Onboarding services + Co-marketing collaterals



How much does *driftscape*[™] cost?

Out of the Box


Custom

**MOST
POPULAR**



What is Content Buddy?



	BIA \$2,448/year	Starter \$2,983/year	Plus \$4,778/year
	Setup Fee: \$390	Setup Fee: N/A	Setup Fee: \$200
Content Buddy (Optional)	\$2,500	\$2,500	\$2,500
Custom Layers	-	-	2
Points on the Map	10	30	65
In App Content Promotion	-	-	-
Coupons	-	-	-
Quest	-	-	1
Contests	-	-	1
Custom Menu	Included	Included	Included
Business Listings (web)	75	-	-

Looking for something "outside" of the box?

All plans can be customized to meet your needs!

Custom EXAMPLE

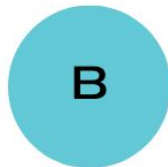


Implementation Specifics:

- **1-Year Plan**
- Shared Platform
- 165 POIs
- Interactive map
- Unlimited Coupons
- All content created by customer

Price: \$4,988.64 CAD

Custom EXAMPLE

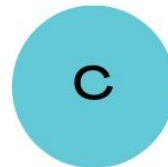


Implementation Specifics:

- **1-Year Plan**
- Shared Platform
- 225 POIs
- Interactive map
- All content created by customer

Price: \$5,873 CAD

Custom EXAMPLE



Implementation Specifics:

- **1-Year Plan**
- Shared Platform
- 125 POIs
- 2 Quests
- 6 Sublayers
- Interactive map
- Some content created by Driftscape

Price: \$9,988 CAD



What are your next steps?

What is your procurement process like?

Who needs to be involved in the next conversation?

When should I follow up?

Next Steps?



Content Services

Content writing/editing

- Professional writers will transform your existing stories or write new and engaging content that keeps your destination top of mind and your visitors entertained.

Audio production/editing

- Expert voice actors and audio production specialists (ACTRA trained) will create immersive audio experiences to go with your written text.

Content upload

- Have your content ready and just need help adding it in our app? Let us do the heavy lifting for you!





Thank you for joining!

We want to create a
unique, interactive app experience for
Thornbury BIA
to showcase
your amazing stories and sites!





*driftscape*TM

TOUR. EXPLORE. DISCOVER.

Quotation



Custom Plan

Features	Custom Plan	Quantity
parent organization	- branded layer (eg. Thornbury BIA) -	1
places on the map	- places of interest - tours count as 5 -	10
admin users	- create - edit - manage content -	1
deep links	- direct users to specific content via QR codes or URLs -	Unlimited
Driftscape for web	- embeddable interactive map for your website -	Included
Tour Autoplay	- auto advance tour stops -	Included
multilingual interface	- English and French interface on mobile and web -	Included
secure content	- password protected content feature - gamify exploration -	Included
offline mode	- offline storage -	Included
automated business directory	- web only automated business directory -	125
custom menu	- customized menu for your Thornbury BIA -	Included
multimedia	- audio, video & images including 360 image & virtual tours -	Included
contests	- in-app voting contests to encourage shopping and exploring -	1
analytics	- advanced usage reporting -	Included
onboarding services	- 6 hours -	Included
Pricing		
term (months)	12 months	
set up fee	- one-time setup fee -	\$650.00
annual fee - Custom Plan		\$2,810.50
Subtotal (MSRP)		\$3,460.50
HST:		\$449.87
Total due:		\$3,910.37

Quote Valid for 90 days from April 8, 2025



Build your list.
Own your list.™

Experience the Power of Smarter Opt-in Lead Capture



Ready to gain a competitive advantage?

Whisp offers your business a smooth method for capturing leads via 2-way SMS opt-ins, removing the hassle of form fills.

Smart Whisp QR Codes



Promote your brand and share content with Smart QR codes



Increase engagement and cross promote channels



Access analytics from captured data in real time

Smart Whisp Website Buttons



Add links and buttons to your website



Include buttons on videos and live streams



Drive more action and 2-way conversations without forms

Smart Whisp Social Links



Include in social bios or Linktree to eliminate DM's



Capture phone numbers for SMS retargeting



TCPA compliant with protected opt-in features

How Whisp Opt-in Works

1 User scans Smart Whisp QR Code or clicks on the Social Media Smart Whisp Link.

2 User receives a prefilled text with your custom message and CTA.

3 User taps SEND. (TCPA counts the SEND as consent to be contacted)

4 User's 100% accurate mobile phone number is directly imported into your contact list.

5 You now have ability to contact user via text, call, email or direct mail.



Scan to try Whisp for yourself.



Build your list.
Own your list.™

Unify Your Offline and Online Channels to Drive Conversions

Revolutionize out-of-home marketing with Whisp® Smart Solutions. Our suite of omnichannel tools provide real-time first-party data reporting, so you can implement instantly shoppable advertising, achieve over 35% conversion rates and attain 1:1 media attribution — all within one easy-to-use platform.



How Businesses Use Whisp



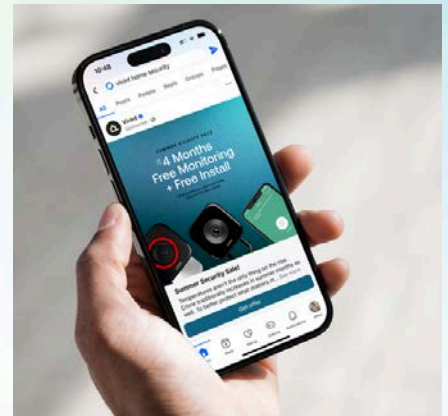
Enhance TV Advertising

Whisp Smart QR Codes effortlessly integrate into TV ads, converting commercials into better performing interactive and measurable marketing pieces that collect valuable consumer data. Whisp Smart QR Codes are also an effective method to enhance engagement, redirect traffic to websites and gauge offline-to-online conversions.



Improve Conversion

Using Whisp Smart QR Codes maximize revenue by converting every offline ad into high-conversion engagements with scan-to-purchase functionality and scan-to-win promotions. And it's super simple to track the effectiveness of a Whisp ad campaign with our easy-to-use, innovative analytic tools. Even offline applications become trackable with a Whisp mobile CTA.



Capture & Retarget

With Whisp Smart QR Codes, Links and Buttons, capture the precise phone number of the customer instantly. This valuable lead enables follow-up as desired. Augment that number with additional data such as name, address and email — all which seamlessly integrate into your CRM. Whisps offer a powerful way to establish enduring connections with customers beyond digital media.

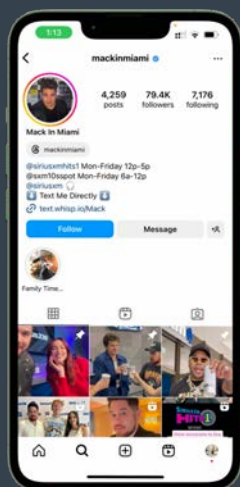
A Smart Business Tool That Converts



Online forms are time-consuming and often see significant drop-off rates, with few customers providing accurate information for opt-ins. Whisp offers smart solutions to overcome these obstacles.



Smart QR Codes



Social Bio Links



Gamified Promos



Digital Buttons



Text Alerts

Using Whisp Business Can:

Shorten Customer Journey

With Whisp, customers are able to more quickly and efficiently get to the content they desire after scanning our smart QR code without the need for form fills.

Reduce Marketing Spend

Whisp generates so many opt-ins that businesses can optimize their marketing budgets to focus on the best converting channels.

Efficiently Manage Contacts

A customer's phone number automatically populates into the CRM of the business when they scan, click or tap our smart QR codes, links or buttons.



Build your list.
Own your list.™

Enterprise Pricing

\$2500/mo

Includes 2,500 opt-ins per month

Dedicated Client Success Manager, API integration to CRM systems, platform coaching and training for client team, suggested Whisp integrations for client marketing and collateral to drive more leads

Smart Whisp Social Media Bio Link

Unlimited Smart Whisp QR Codes

Includes Personalized and Business Contact card(s)

Smart Whisp Spin the Wheel, Get the Deal®

Smart Whisp Button for website

10DLC Registered Phone Numbers

\$.50 per additional lead billed automatically past 2,500 leads

Custom Data — Reverse Phone Number Lookup Lead Append included and option to validate



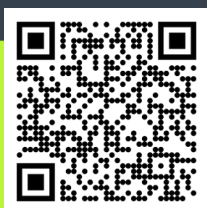
Add-Ons

Soft Credit Pull option for an additional \$1 per lead

Wallet offer available for an additional \$1 per lead

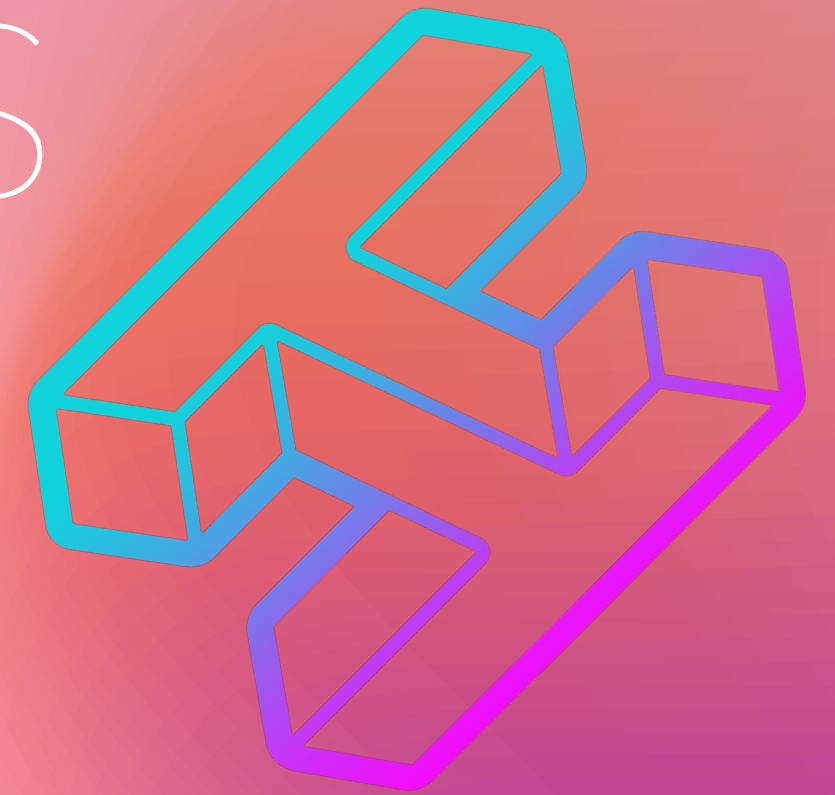
Pricing Scale

2,501-10,000	\$0.50
10,001 - 50,000	\$0.40
50,001 - 100,000	\$0.30
100,001 - 500,000	\$0.25
500,001 and up	\$0.20



Contact us
with any
questions.

HELPING BRANDS
GROW, EVOLVE
AND ADAPT.



 **Thornbury BIA**



Thank you!

