

PRODUCT GUIDE

IT ALL STARTS WITH A RESTAURANT APP

PRODUCT LIST

**Restaurant
App**

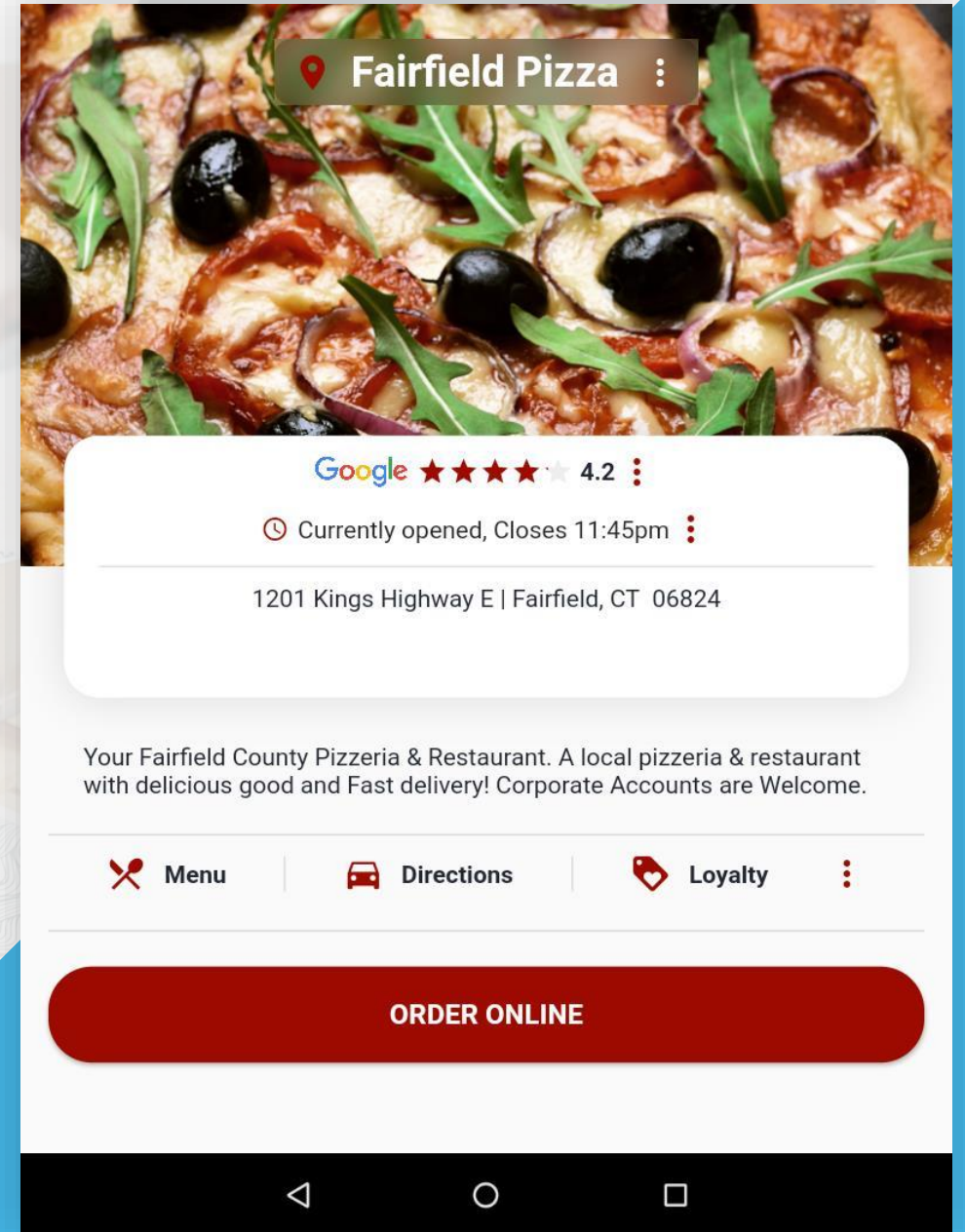
**Online Ordering
(Your Choice)**

**Data Digits
Marketing**

**Social Media
Marketing
(Being
Launched in
May 2020)**

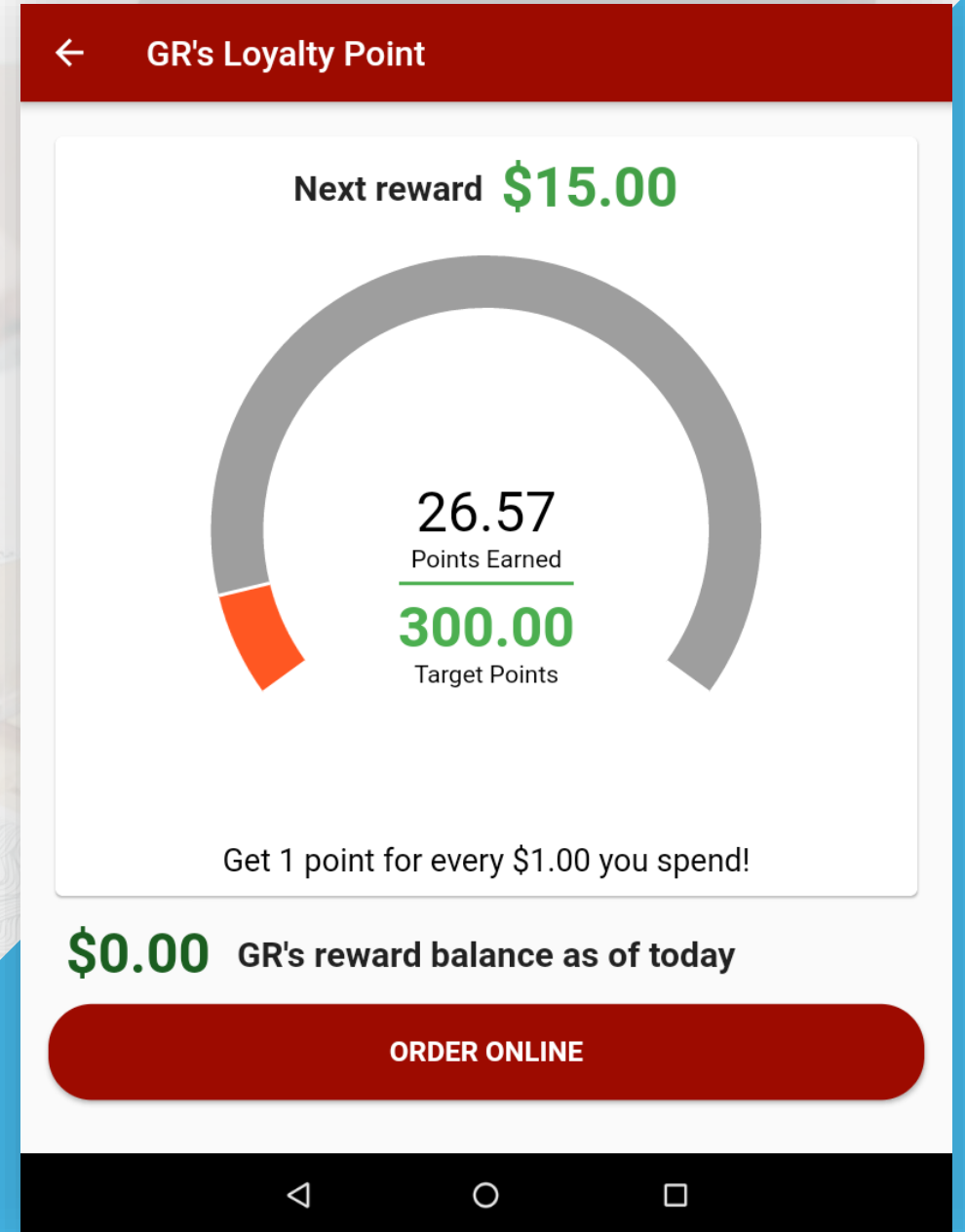
HOME PAGE BURSTING WITH FEATURES

1. Your gallery of food images, location images, scrolling across the top.
2. Google or Yelp ratings that can be opened.
3. Open / Closed status. Click the 3 dots for complete store hours.
4. Restaurant description with as much detail as you wish.
5. All your menus with pictures.
6. Directions using Apple, Google or Waze.
7. Optional Loyalty Program See Slide 2.
8. Clicking the 3 dots opens a page of links to your social media, website, contact page and phone number.
9. Order Online See Slide 3.



OPTIONAL LOYALTY PROGRAM

1. You define the reward amount. In this example it is \$15.00
2. You define the target amount. In this example it is 300 points or \$300 dollars.
3. A graphical meter displays the amount of points earned and the amount still left to go. In this example, GR has earned 26.57 points (or dollars).
4. The reward balance, when earned, can be used towards future online ordering purchases.
5. There is no extra charge for this feature if you want it.



ONLINE ORDERING (YOUR CHOICE)

1. What do we mean by your choice? In this example, we are using BigHoller's Elite Online Ordering, but it does not have to be this way:
 - You can use any online ordering company of your choosing.
 - In fact, You can have as many online ordering links as you need and as many online ordering companies you require. For example, you might have a separate catering link vs your regular menu link. Or, you might use a different online ordering company for your deliveries.
2. As in the two previous screen shots, the Order Online Button is on every page of the restaurant app! Afterall, the most important goal of the app is to make it easy for your customers to order online.

21:01

Pickup or Delivery

Pickup

Order Date

Order Time

ASAP

Start Order

FAIRFIELD PIZZA

1201 King's Hwy. East,
Fairfield, CT 06824 Staples Plaza

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IT ALL STARTS WITH A RESTAURANT APP



Quality. We did our research and spent a lot of time developing this app. No other app comes close to what we offer. The only way you will get a better app is to spend thousands of dollars developing it yourself.



Pricing. Check out our pricing page. We offer affordable monthly, annual and two year options subscriptions.

TM

Branded. For all images whether it's the icons, the splash pages, the store pages, or the app itself, we use your logo, your colors, your brand. We do it all for you. We will only use stock images if you cannot provide suitable images or we cannot get them off of your website and social pages. Alternatively, if you have your own designer, we will provide your designer with the appropriate specifications.



White Label. This applies to POS companies, Online Ordering Companies, Website Developers, Credit Card Companies, and other Third Party VARs. We also offer a great reseller program. Contact us today.

BIGHOLLER'S ELITE ONLINE ORDERING OR (YOUR CHOICE)

These next two slides are about BigHoller's Elite Online Ordering. If you want more information regarding (Your Choice), see the Restaurant App Slide 3 of 4.

About BigHoller's Elite Online Ordering

- **Tried and True.** In existence for more that 15 years.
- **Options.** More than 300 options to accommodate a large variety of needs across a disparate restaurant community
- **Success Guaranty.** We deliver your customer's order to your restaurant, even if you are having local issues. This way your customer has a 100% positive online ordering experience, every single time.
- **Delivery Zones.** As many as needed.

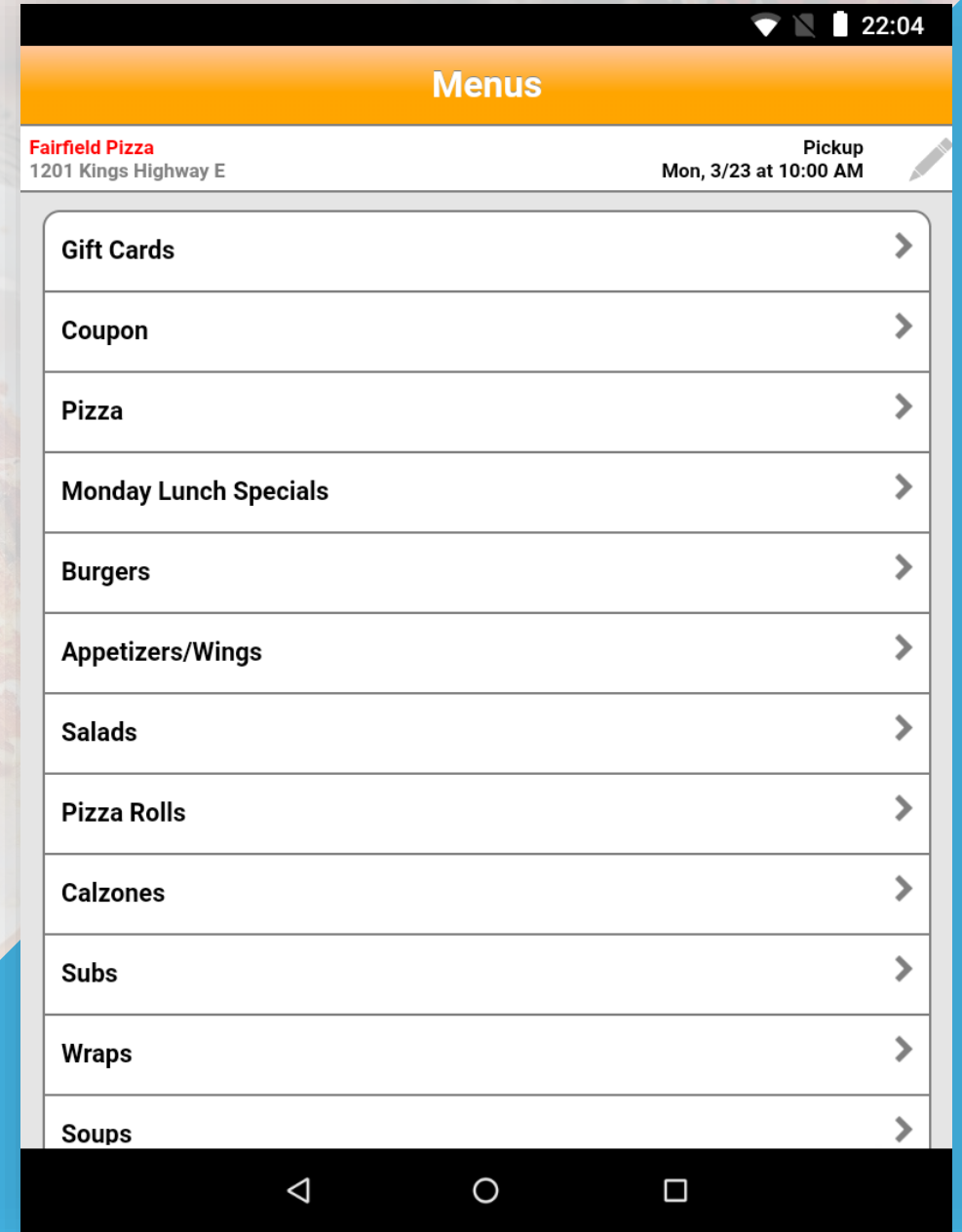


The screenshot displays the 'Item' screen in the BigHoller app. At the top, there's a back arrow and the title 'Item'. Below this, the restaurant name 'Fairfield Pizza' and address '1201 Kings Highway E' are shown on the left, and the pickup time 'Mon, 3/23 at 10:00 AM' is on the right. The main item is '20 Piece Wings' priced at '17.99', with a subtitle '2 Bleu Cheese & Celery'. A 'How Many?' selector is set to '1' with minus and plus buttons. Below this are four expandable sections: 'Wing sauces:', 'Would you like extra dipping sauce:', 'Would you like extra celery:', and 'All Drums or All Wings:'. A 'Special Instructions' section with a text input field follows. At the bottom is a large purple 'Add To Check' button. The app is running on an Android device, as indicated by the navigation bar at the bottom.

BIGHOLLER'S ELITE ONLINE ORDERING CONTINUED:

- **Multiple Delivery Options** . Certain POS companies, Printer (multiple Options), Tablet, Email, Fax, Text, Robo Call.
- **Credit Cards**. We can interface directly or through a gateway to 99% of all credit card and debit companies in the US and Canada.
- **Programmatically Customizable**. In most cases, BigHoller can easily accommodate new feature requests.
- **Pricing**. For a single store, pay no more. Pricing is included with restaurant app

Coming Soon: New Interface. BigHoller is developing a new interface for its online ordering which will start being phased in August of 2020.



DATA DIGITS MARKETING



Proven, scientific method of targeting your customers, both increasing your revenue and cutting your cost. Results in the first month.

- **The Problem.** Third party online ordering companies like UberEats, Grubhub, etc., are taking huge cuts of your revenue and stealing away your customers. You're afraid to get rid of them because you don't want to lose the revenue even though you know it's hurting your business.
- **The Solution.** Data Digits Marketing immediately turns this negative into a positive by doing the following:
 - Database. We go through 6 months of your data to build a profile of all your customers. What they like to eat. When they like to order.
 - New Orders. As new orders comes in, we take that data in real time and add it to our list.
 - Targeted. Using the restaurant app notification plus texting, we target your customers with offers and deals that make them want to order directly with you, instead of using a third party online ordering company. This not only saves you money, but it also increases your number of orders. Watch your bottom line skyrocket!
- **Pricing.** Check out our pricing page. We offer affordable subscriptions based upon the amount of your data.

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a blue and white checkered shirt. The laptop screen is visible on the left, showing a blurred interface. A semi-transparent blue rectangular overlay covers the middle portion of the image, containing white text. The background is a blurred office or home workspace with a wooden desk and a warm light source in the distance.

SOCIAL MEDIA MARKETING

Will be launched in June 2020. Come back then for information on our Social Media Marketing package.