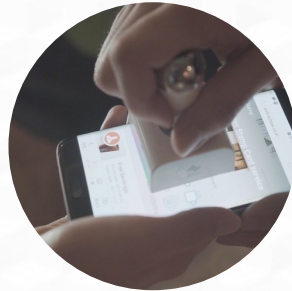






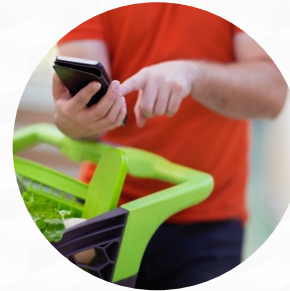
12CM

Founded in 2013
Seoul, South Korea



Technology

Mobile Authentication System
Echoss Smart Stamp
Echoss Platform



Category

Mobile Marketing, Commerce,
Fintech, Big Data, SaaS
Platform



Mission

Deliver creative solutions that
untangle complex challenges
and lead to innovation

Profile

Headquarter	South Korea
Founder	Han, Jeong Gyouun
Founded	2013. 03.
Subsidiary/JV	Japan, Taiwan, China, Singapore, Spain, USA
Website	http://www.12cm.co.kr
Investment	Series D (\$16M USD)
Employees	100+

12CM by the Numbers

22

Countries

53

Partners
Worldwide

500K+

Stamps

9 million

Offline Activity Data

Founded by a team of Technology and Business consulting specialists



Jeong Gyoung HAN

CEO

- TA Networks CEO
- Principle Consultant at HP



Sung Won SHIN

CSO

- Cloud 9 Creative CEO
- Director at A.T Kearney



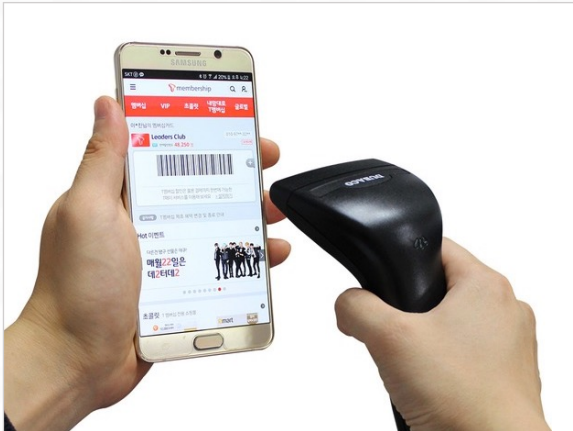
Chi Kwon KIM

CTO

- Chief of Platform Development at NCSoft
- Head of R&D at Inetech

Our Business Started...

the never-ending POS integration needs for a mobile app



Company A

\$150K / Year

per brand integration



Company B

\$30K / Year

per brand integration



Echoss
stamp

To avoid the time-consuming and costly integrations, we invented the Echoss Smart Stamp!

Echoss Smart Stamp



Did you know?

12CM's IP for the Echoss Stamp technology and authentication protocols are supported by a range of patents, both domestically in Korea and internationally through the Patent Cooperation Treat.

215 Patents
3 PCT registrations

User Experience

- Omnichannel experience
- Fun user experience to increase engagement rate
- Easy maintenance and onboarding for employees

Infrastructure

- Cost-saving solutions
- Easy and fast service rollout with Echoss Platform
- Scalability without restrictions
- Cloud platform installed in 7 regions worldwide

Technology

- Multi-touch technology
- 3M+ unique geometric pattern recognition
- Secured transactions (24/7 monitor, GDPR-compliant)
- Compatible with any smart devices and OS

Echoss Paper Stamp



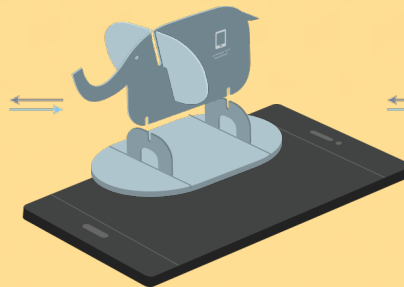
Customized for any situation
from marketing events to collectible figurines
to capture the interest of customers

Brand
Engagement

Marketing
Innovation



Offline



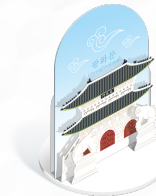
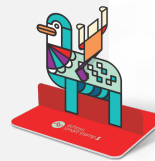
Online

Data-Driven

Content
Marketing

Valuable marketing, your way

Echoss Paper Stamp Lineup

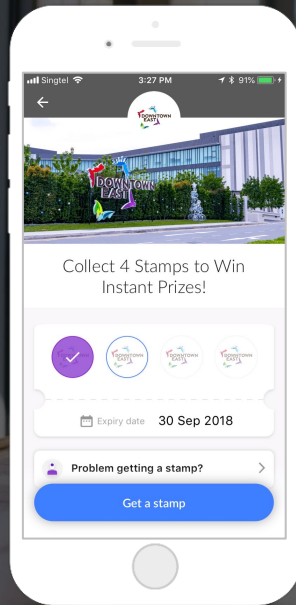




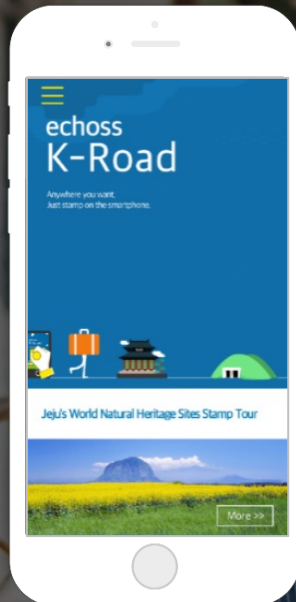
We go beyond loyalty service



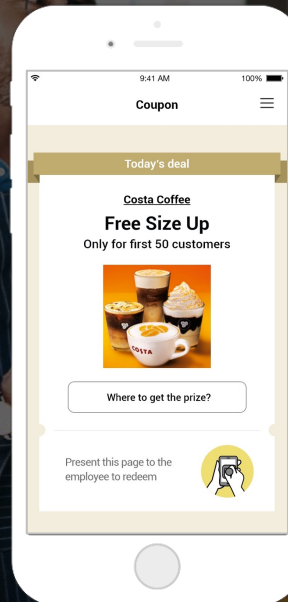
Stamp Card



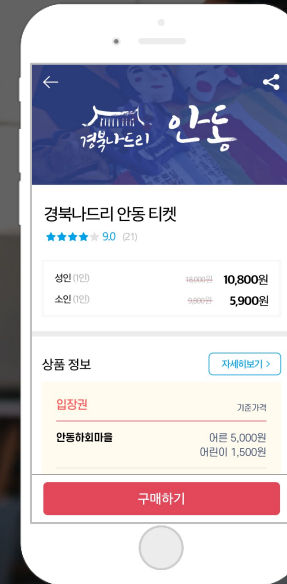
Stamp Tour



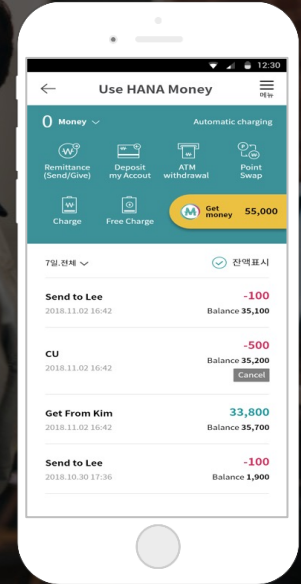
Digital Coupon



Ticket



Point/Gift Card





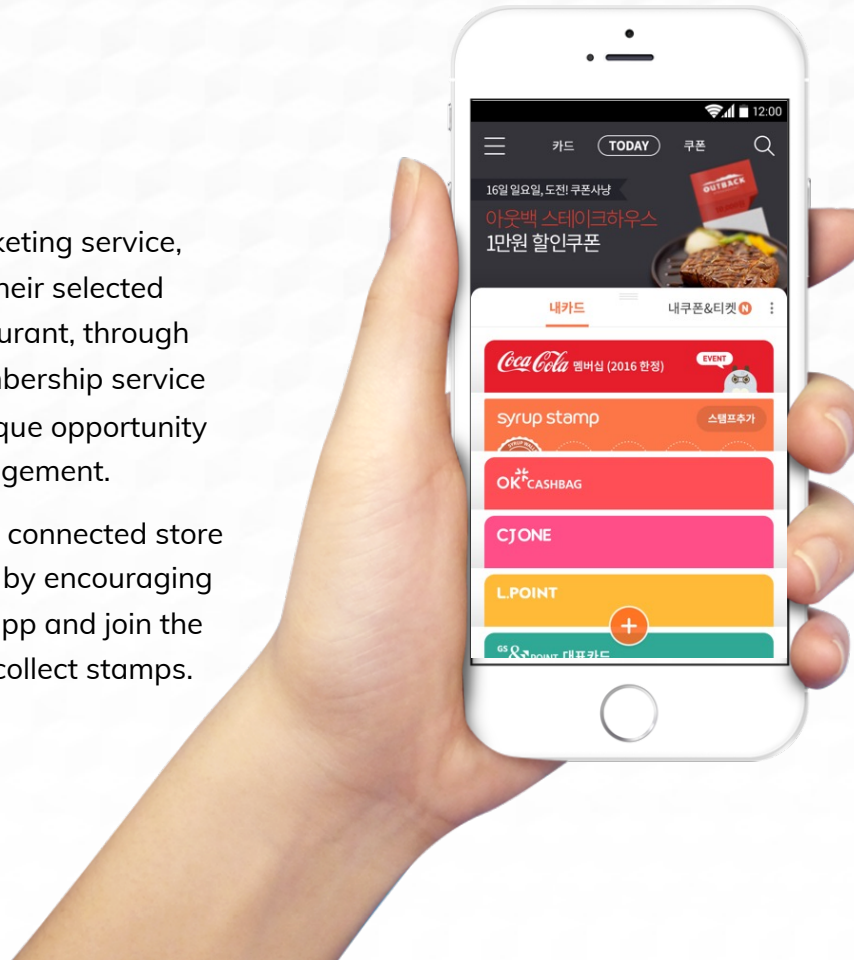
Echoss Platform: Marketing

Reference: Stamp Card – Coke Restaurant Promotion



12CM provided the marketing service, 'Coke Stamp Relay,' at their selected locations, or Coke Restaurant, through mobile app. Such a membership service offered Coca-Cola a unique opportunity for direct customer engagement.

This service successfully connected store events to mobile service by encouraging customers to install an app and join the membership in order to collect stamps.



Echoss Platform: Marketing

Reference: Stamp Promotion – Smartphone Stamp Rally with Minions by Uniqlo



Gamified Stamp Rally for cross-marketing between shops using the Echoss Stamp. This avoided the need to integrate/connect all 3 participating brand systems.

The event attracted thousands of participants (2,200) over the 2-week event period, with a total completion rate of the rally of 76.7%.



Echoss Platform: Marketing

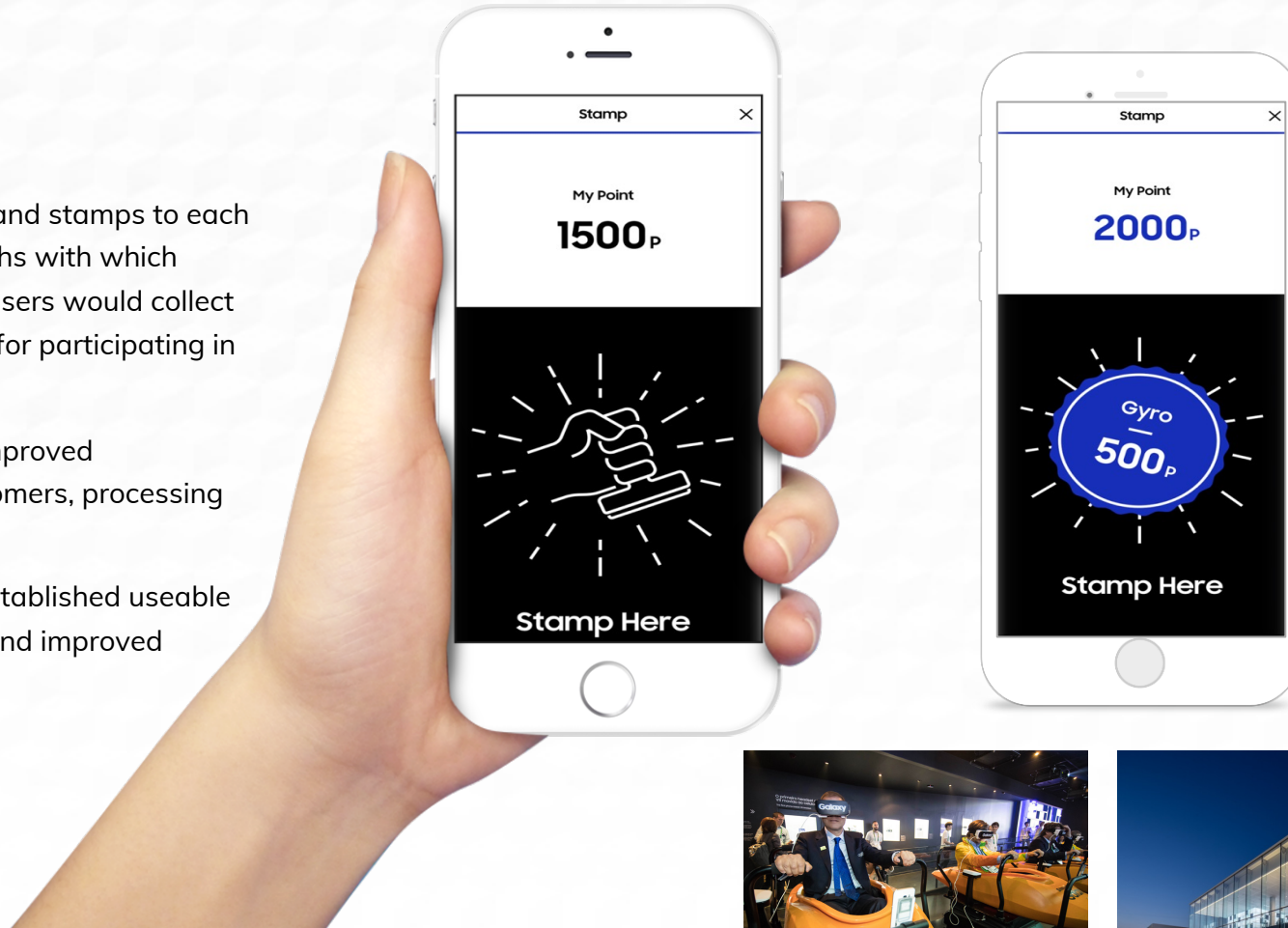
Reference: Stamp Promotion – Samsung Galaxy Popup Showcase

SAMSUNG

A simple point system and stamps to each of the experiential booths with which visitors collect points. Users would collect a set number of points for participating in each experience zone.

The Echoss Platform improved engagement with customers, processing 61,800 transactions.

The Echoss Platform established useable data for building new and improved marketing scenarios.





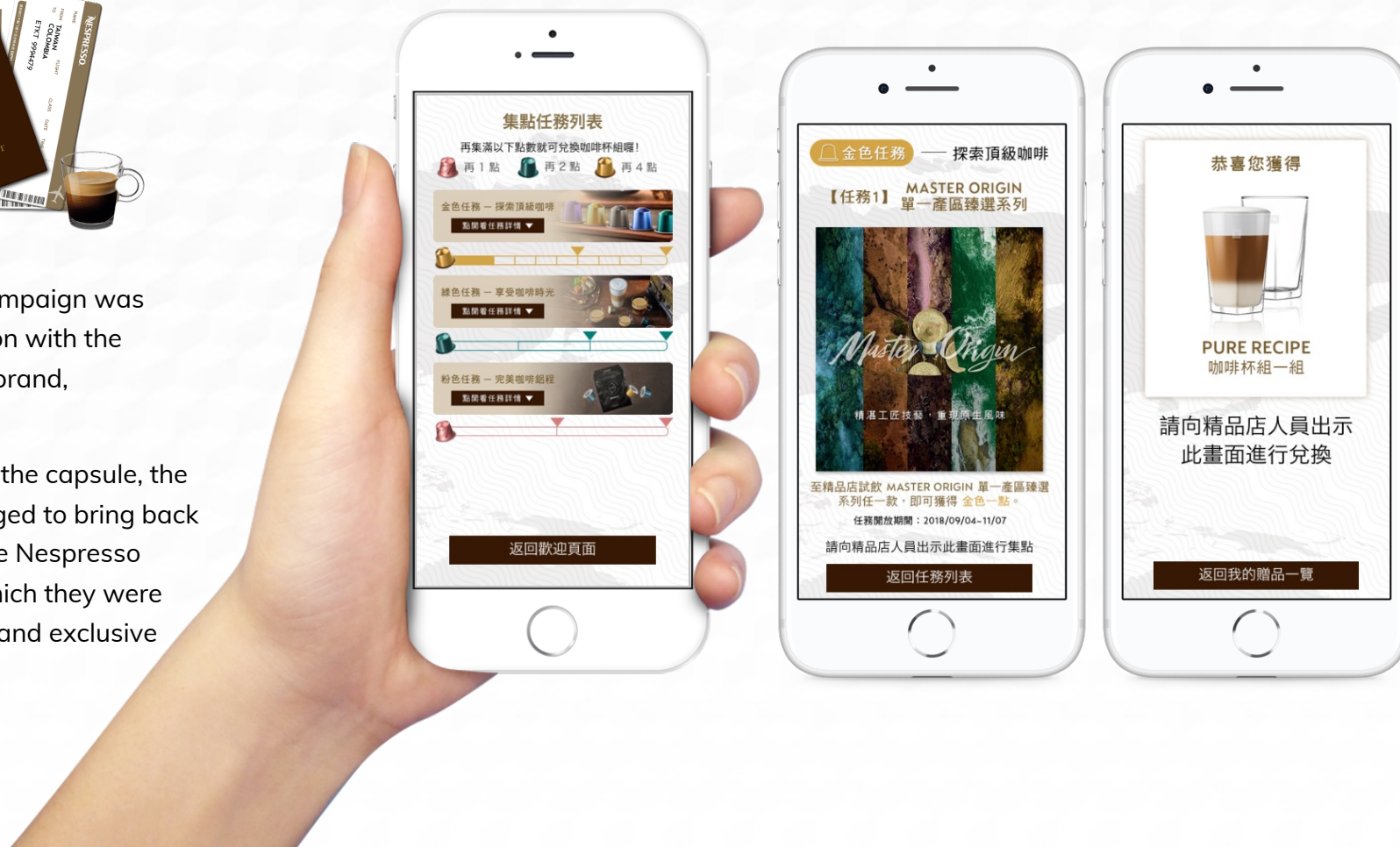
Echoss Platform: Marketing

Reference: Stamp Promotion – Nespresso Digital Passport



The Digital Passport campaign was launched in collaboration with the global premium coffee brand, Nespresso.

On a mission to recycle the capsule, the customers are encouraged to bring back the used capsules to the Nespresso boutiques, based on which they were rewarded with stamps and exclusive coupons.



Echoss Platform: Marketing

Reference: Stamp Promotion – Etude House Sugar Touch Roulette Event



Launched a Stamp Roulette service at the store, where people had to visit the store to spin the roulette page by stamping and unlock exclusive coupons.

The service pages, developed by 12cm, were integrated into their existing Etude House mobile app.

Echoss Stamps were covered with cute cat paws, specially designed to attract Etude House's main target audience.





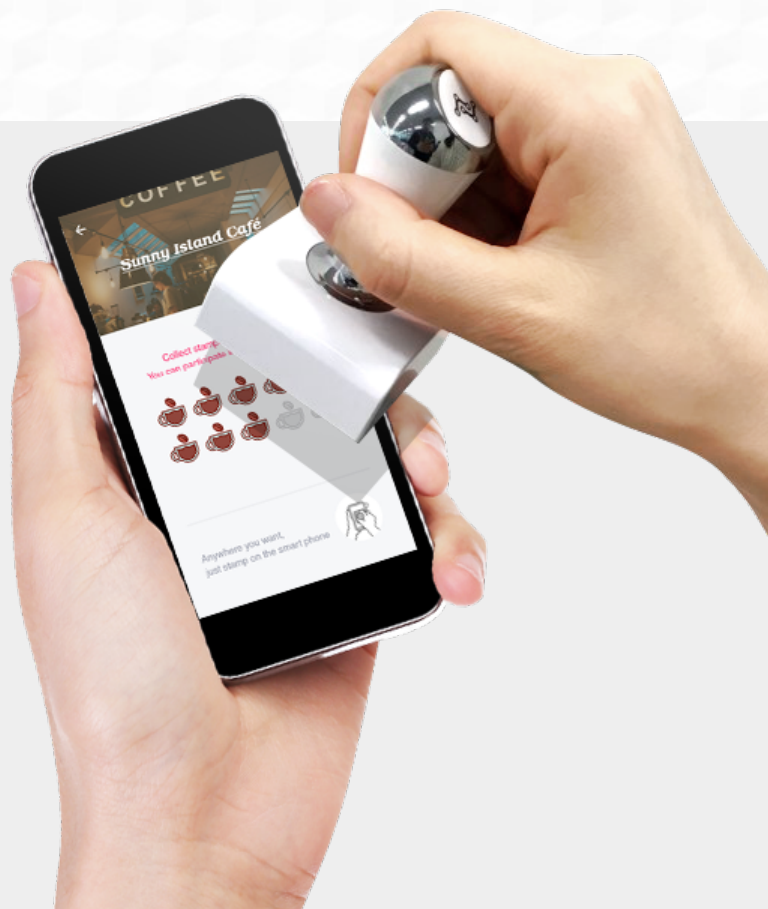
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WEBSITE

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Our Trusted Partners

