Launch Package
What's Included in the Setup

TREC has hardcoded the tools merchant apps may use to assist the merchant promote their business.

Below is an overview of the implementations and how TREC assists with improving the merchant's business. The following features are included in the setup of the merchant's TREC app.

Targeted social media campaigns designed to get traffic directed back to the merchant's own social media pages and website.

FB Tracking Tools & Facebook Analytics

Who is ordering and how? TREC and the merchant will learn from the data that is collected via FB analytics tools by using previous order data. This data is derived orders that FB users place and the merchant receive from the FB users. The analytics will provide the merchant with valuable and accurate customer information, (i.e. age and Male/Female classifications), which can be used to assist the merchant with whom to better promote their business.

'Share' Button

Allows users to easily share the merchant's app directly from the home page of the merchant's app. FB users that receive this shared app invite is provided with a seamless download process. The FB system understands the device type and downloads to that device accordingly.

'Shop Now' Button/Automatic In-App Purchasing

Creates an easy way for FB users to place an order via Facebook user accounts. A tracking feature is also embedded so TREC and the merchant can monitor from where these orders are being placed, (i.e. FB or directly within the app).

FB 'Ad' Marketing

This system directs more users to the merchant's app. TREC creates and generates an Ad that is sent to FB users about the merchants business and online ordering. This message reaches 10k +/- FB users within a set radius (in miles). The ad spans over a seven-day period. This cost is bundled within the initial setup package of the merchant's app.

Note: If the merchant requests further FB push notifications, these additional notifications will be priced accordingly as a separate charge to the merchant.