

**masa** 

# Marketing Guide

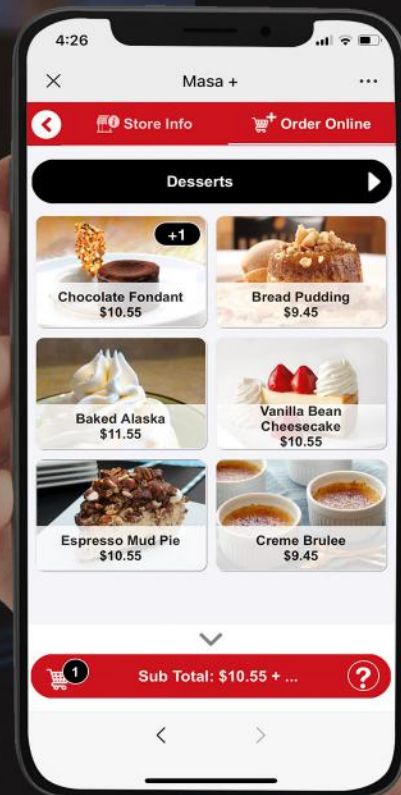


# What's Masa+

Masa+ Online Ordering allows you to order from your Favorite restaurants right from your phone , tablet or PC. Masa+ Online Ordering also showcases your restaurant with detailed information and gallery, helping you with online marketing with ease.



Seamlessly Integrated with Aldelo Express Cloud POS



# Why Join Masa+ as a Merchant

Masa+ Web Store & Online Ordering is a first class solution seamlessly integrated into Aldelo Express Cloud POS platform. Masa+ is an Aldelo product offering complete frictionless experience both in original setup as well as ongoing maintenance (or rather, lack of maintenance required).

Our goal with Masa+ for merchants is to eliminate the need to maintain an online store separate from physical store, so that you can focus on your store operations and maximize productivity.



## It's Really FREE

Masa+ is a free service to merchants as part of our Aldelo Pay benefits. There is no monthly fees, per transaction fees, commissions, marketing fees or any other weird fees. Rather, Aldelo offers Masa+ completely free of charge to merchants. It's our way of saying Thank You for using Aldelo Pay. (And yes, we don't charge your customers any fees neither)



## Setup is Automatic

Masa+ offers innovated setup that literally allows you to setup your Online Store within seconds. Just click a Connect button in our App Market and given it 15~45 seconds and your online store, menu, modifiers, item pictures, prices are all magically ready. All you have left to do is just configure your Online Store Preferences and Theme. You can bring your store online in minutes rather than days.



## No Maintenance Needed

Masa+ is a first class online ordering solution tightly integrated with Aldelo Express platform. This means, anytime you make changes to your menu, pictures, settings, item out of stock and more, data is instantly in-sync always. You never have to worry about it, they just work. Likewise, you no longer have to manually start cashier for online orders, nor having to deal with non-native payment tenders.



## In-App or In-Store Payments

Masa+ supports both In-App and In-Store payments, allowing you to control how you want your customers pay. Support for Masa e-Gift is seamless and simple, offering you the ability to maximize Gift Card sales program to increase cashflow while keeping customers engaged.



## Contactless Table Side Ordering

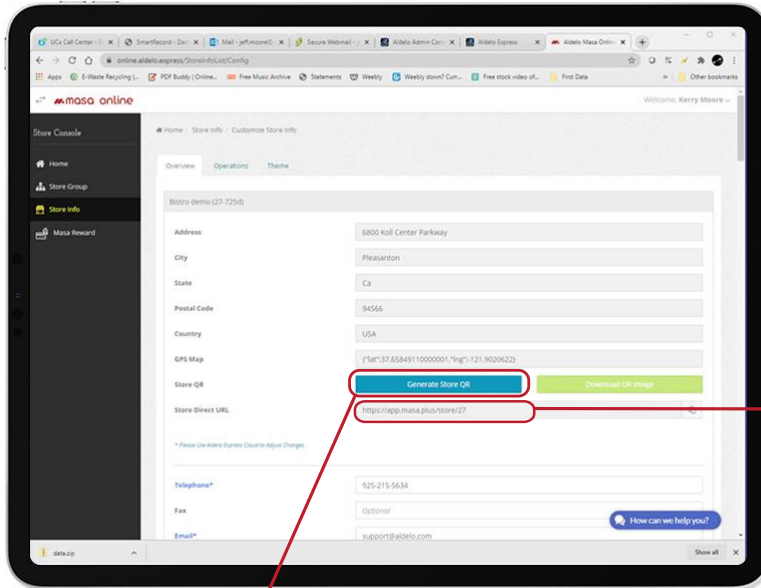
Masa+ offers superior table side ordering with customers' own phones. Our contactless table side ordering knows what table the order came from, and completely replaces the need for paper menu. This enables less staff to serve more customers, allowing for self-ordering with ease.



## Promote Your Store

Masa+ is more than just an online order. It's a restaurant marketplace. You can custom configure your store's theme, gallery, and much more to present your story to customers. Consumers can easily find your restaurant via its nearby search, as well as Direct Store URL and QR are provided for you to self promote as well.

# Setup Store Operations and Themes



<https://app.masa.plus>



This URL is your web store and online order direct link

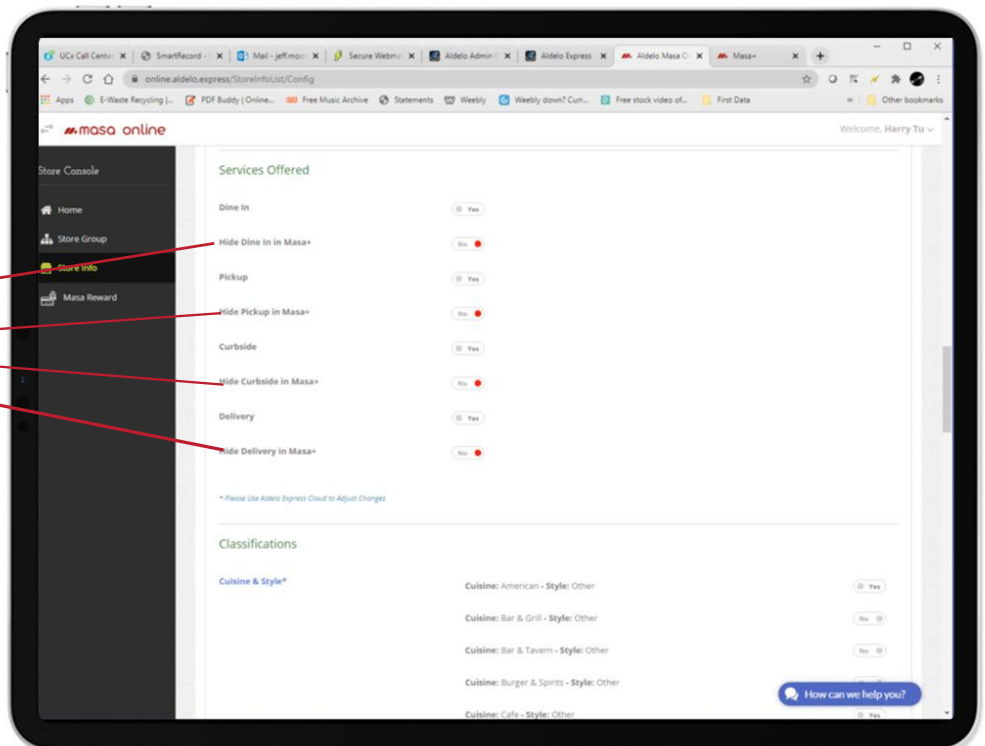
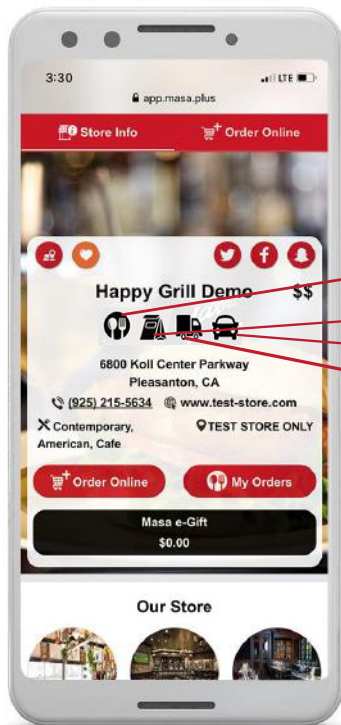
Generate Store QR

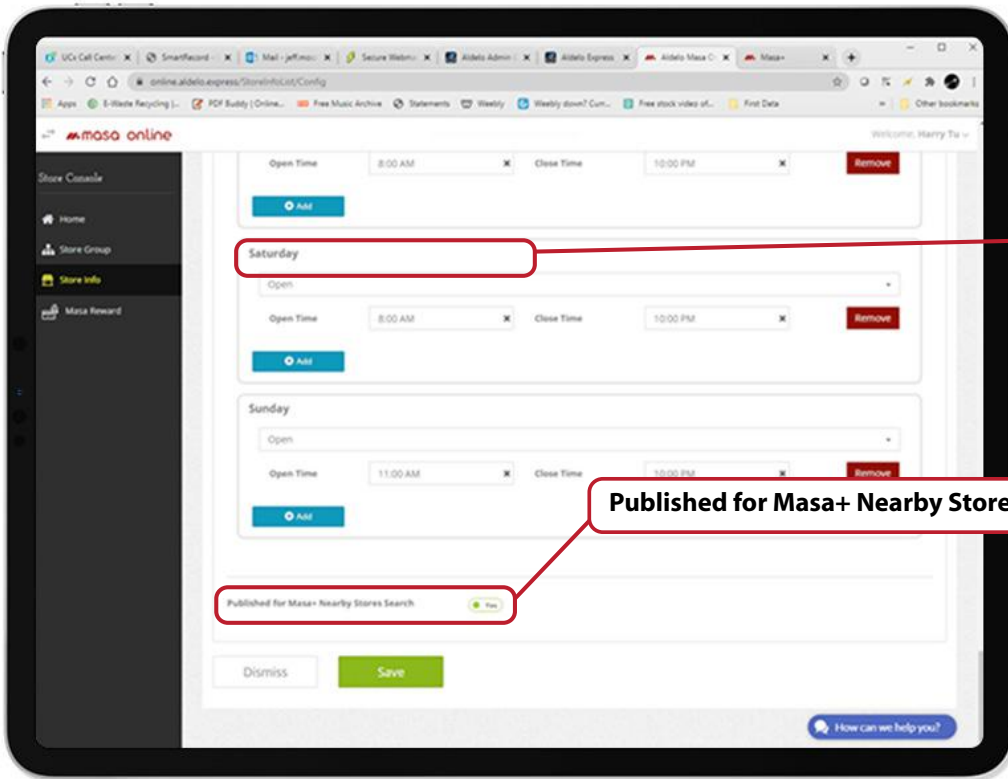


This QR generated allows your customers to scan and redirect to your web store



To optionally hide certain order types that store offers in Masa+, simply toggle the corresponding 'Hide ..' options





Setup Everyday's Store Hours

Published for Masa+ Nearby Stores Search

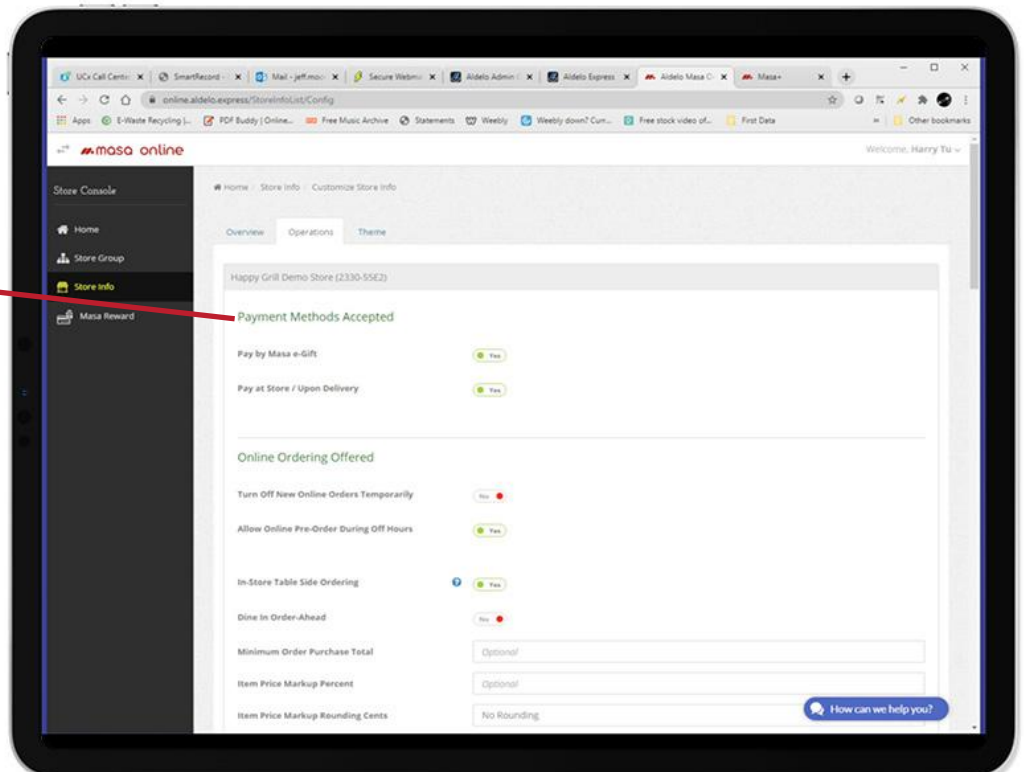
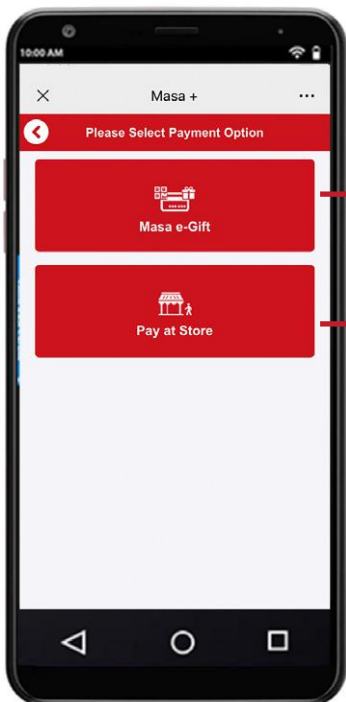
Yes



When Your Store is configured along with theme completed, please toggle to Yes to participate in local area nearby search.

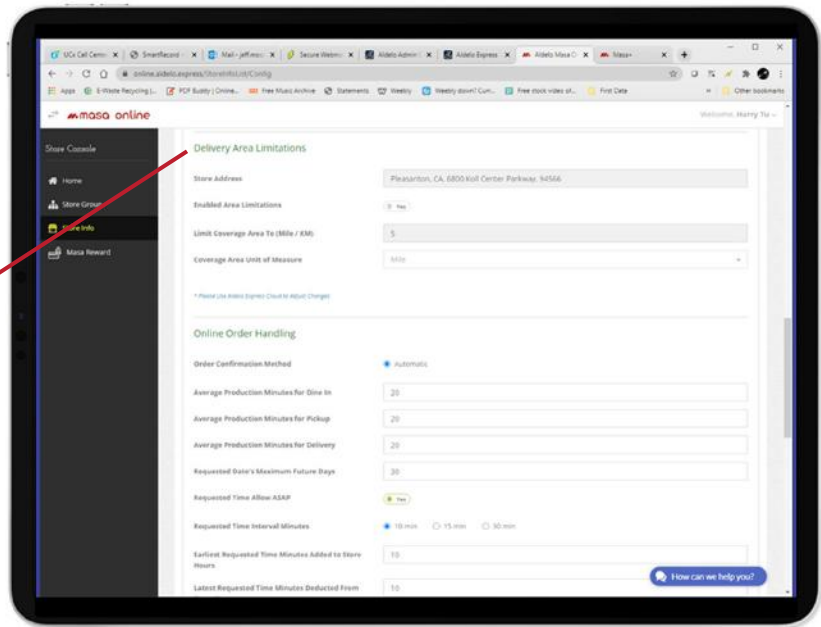
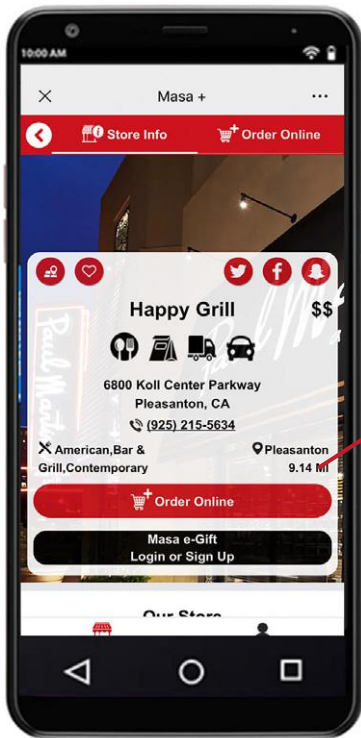


Select Payment Methods



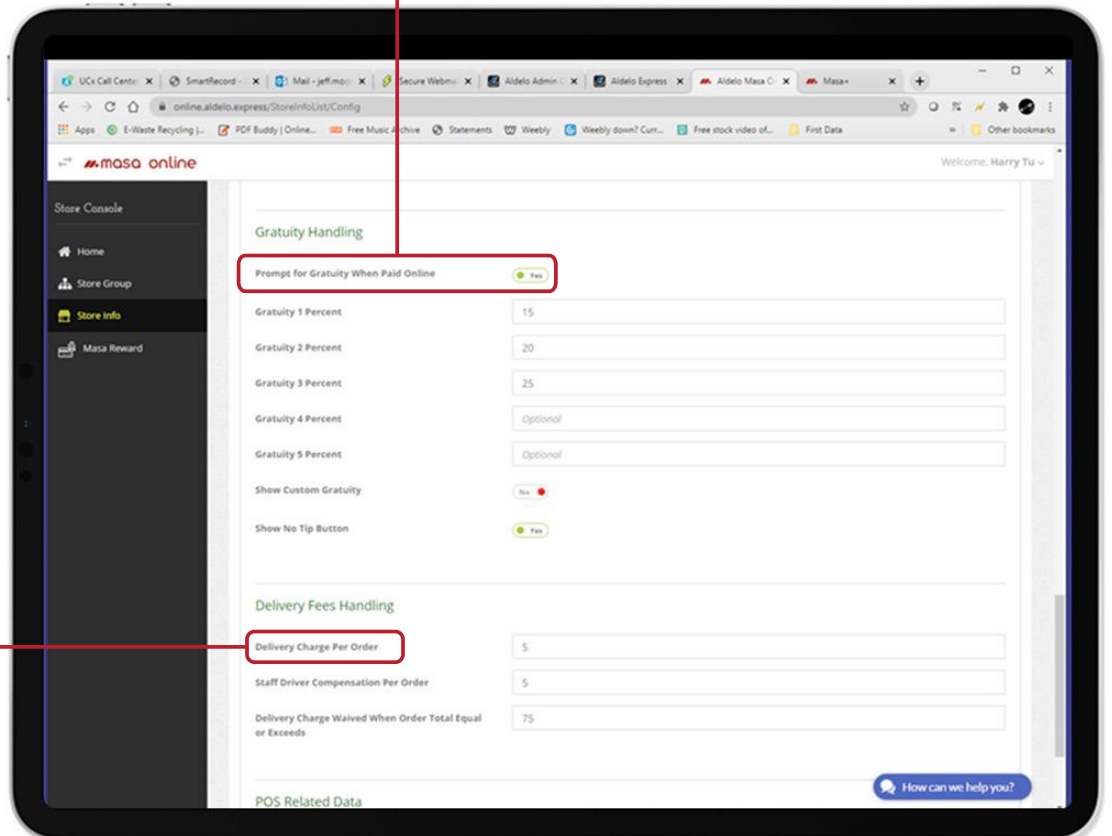


Delivery Area Limitation is set via Aldelo Express Cloud. This allows store to limit the maximum delivery coverage when customers select address.

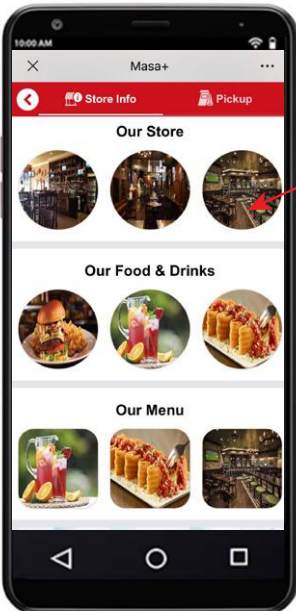
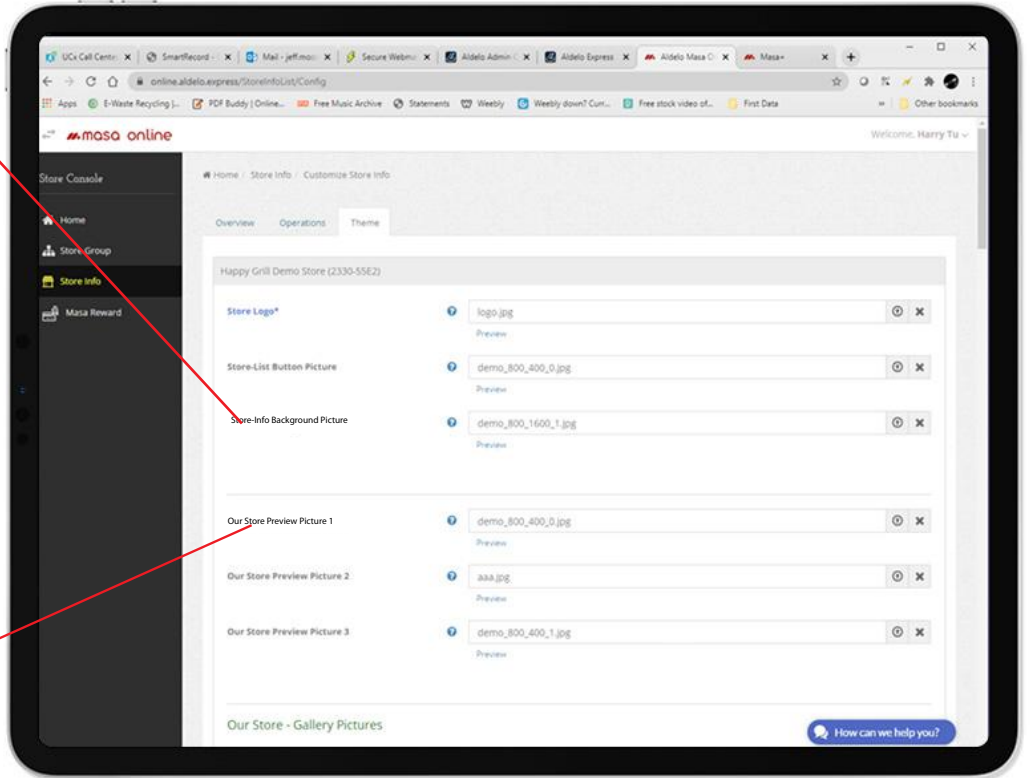


Setup gratuity percentage.

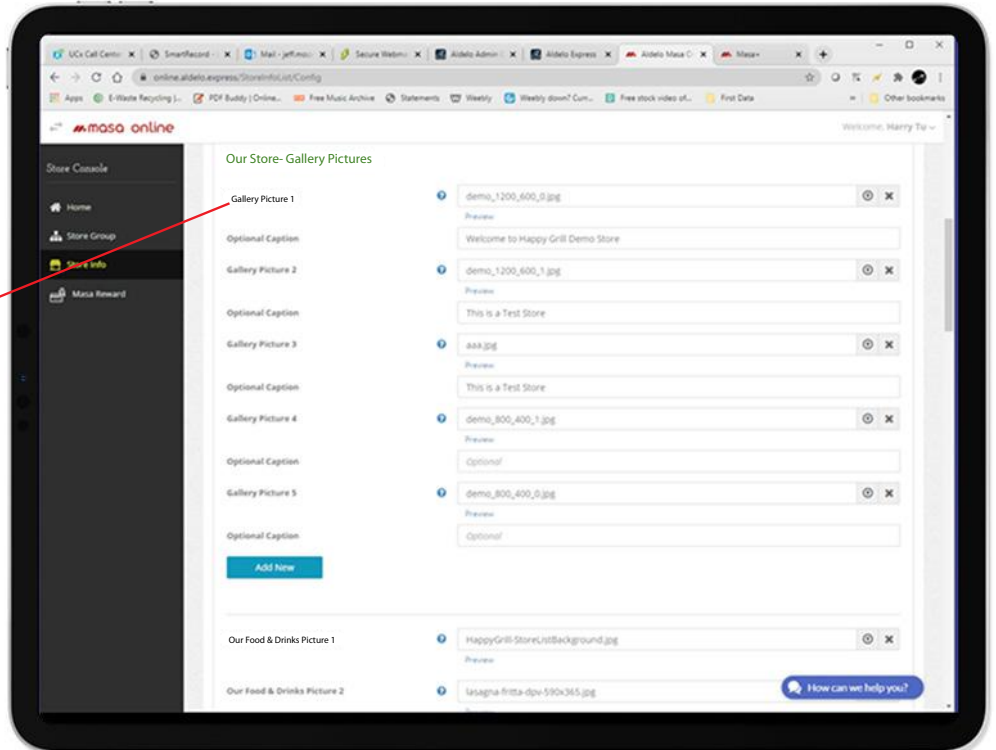
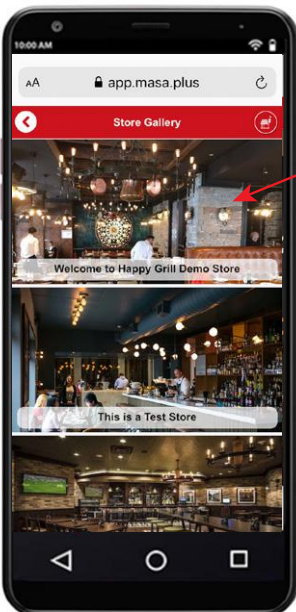
Prompt for Gratuity When Paid Online  Yes



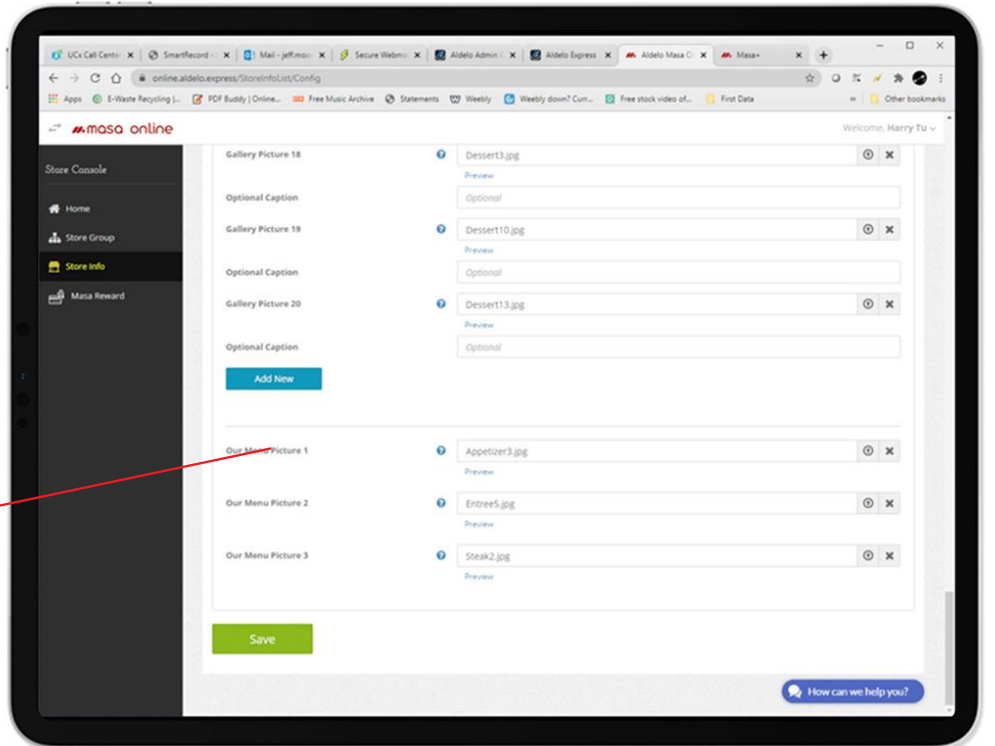
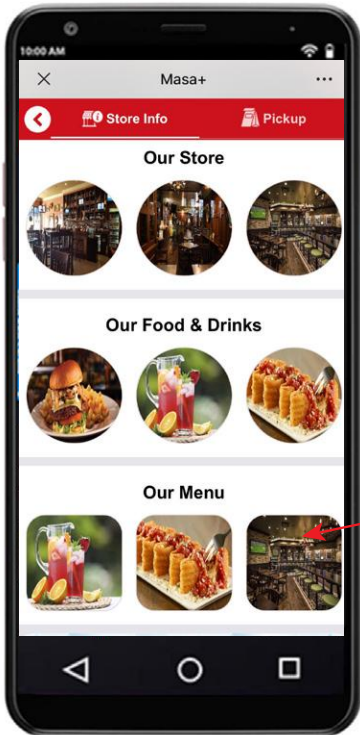
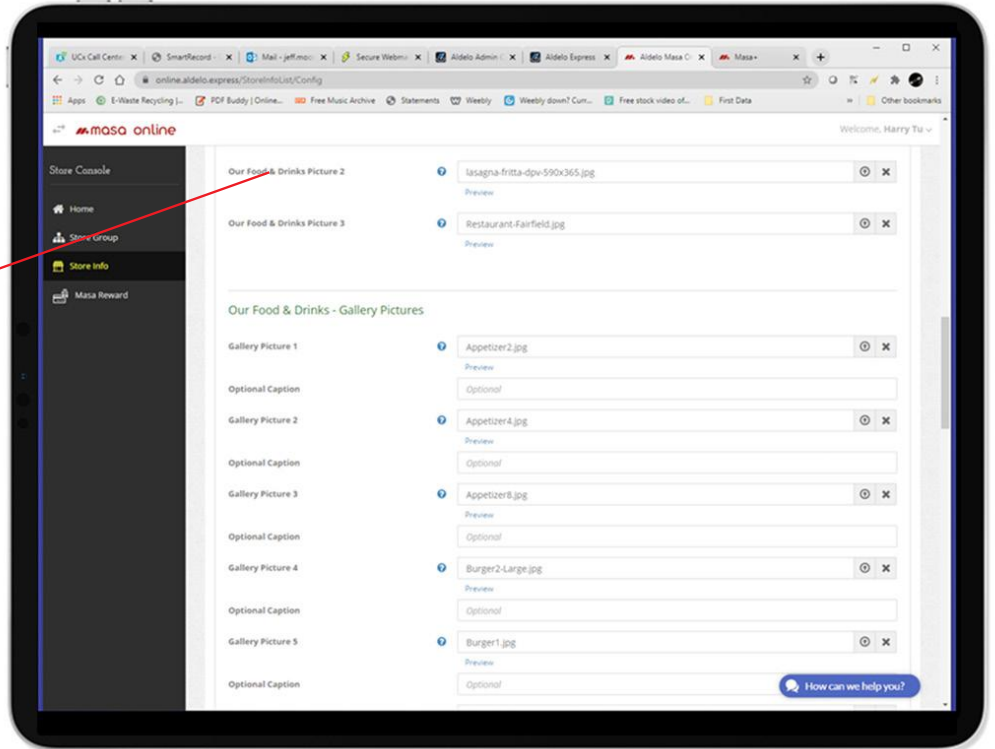
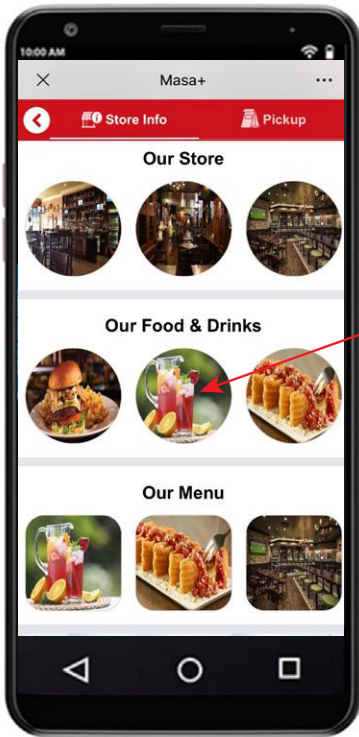
Delivery Charge Per Order



Tip: Although Menu Group, Menu Items, and Modifier Item pictures are auto retrieved from Express Cloud, we suggest that you optimize the pictures under Express Cloud so that they are 800 x 400 with 50KB or less in size.



Tip: If there are items that you do not wish to appear on Masa+, please set Item Visibility in Express Cloud





# Nearby Restaurants Promotion

Masa+ will help customers discover nearby restaurants, explore your menus, see what services you offer, and how the restaurant and food looks like from far away. Easily place orders, and redeem Masa e-Gift with ease!



4.86 Miles



# Store Based Promotion

Masa+ is more than just an online order. It's a restaurant marketplace. You can custom configure your store's theme, gallery, and much more to present your story to customers. Consumers can easily find your restaurant via its nearby search, as well as Direct Store URL and QR are provided for you to self promote as well.



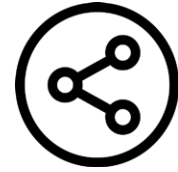
## Share QR Code

Share your store QR code to customers, they can simply scan and order.



## Share Direct URL

Share your Masa+ Store URL to customers, they can also directly order on the web store.



## Share on Social Media

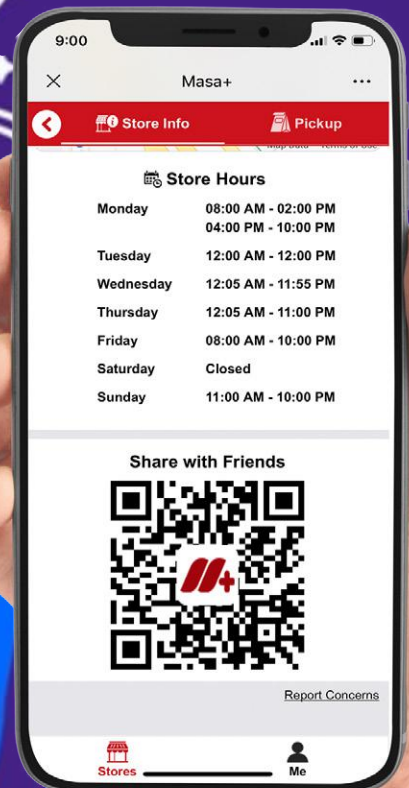
Promote your restaurants on social media by sharing QR code and your online store URL.



# Social Media Marketing

Customers want to know nearby restaurants service and information. Promote your restaurants on social media by sharing your store QR code and URL. The web store shows your store gallery, food menu, etc. that encouraging more customers to order. Masa+ also allows customers order food from anywhere and anytime.

Share with Friends



# Table Side Ordering

Masa+ Online Ordering system allows your staff or guest to order directly from a QR code you can place at your tables. Simply print the barcode and place at your table. Guest or staff can then simply scan the barcode from your iPhone or Android Phone using the phone camera or QR scan app. Just like taking a picture. They can then order from your online digital menu, and best of all the order is automatically printed to the kitchen, and order is linked to the table so your staff knows exactly where to bring the food and drinks to when ready!

- ✔ No App to Install
- ✔ No Expensive Website to Maintain
- ✔ No Setup Required, Menu Automatically Synchronized
- ✔ Simple to Use
- ✔ Eliminates Paper Menu, Keeps Ordering Sanitary
- ✔ Fully Integrated to the Aldelo Express



# Incorporating e-Gift in All Marketing

With Masa e-Gift built right into the web ordering app, Customers can purchase gift cards and load them onto their profile where they can redeem them from any device at any time and with advance security built in, your customers gift purchases are safe, secure and reliable. Best of all Masa e-gift is **FREE**, so no per transaction fee, monthly fee or statement fee of any kind. You and your customer can enjoy a truly stress free experience!



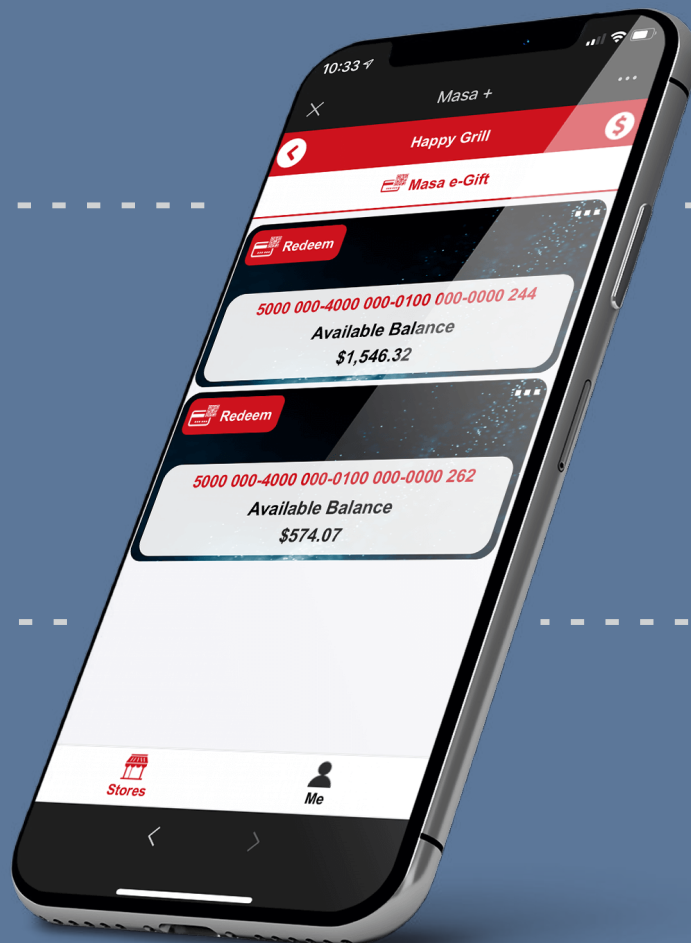
Masa e-Gift is completely security, Simple to use and redeemable in store or on the merchants website!



To redeem your e-Gift, Simply allow the staff to scan your QR code on your phone or redeem it at the merchants Masa+ web store!



Purchase Masa e-Gift from your favorite restaurants while your dining or picking up your order.



# Advertising with Store QR

QR code share your restaurant info with a simple graphic. Create a intriguing ordering experience for your customers from knowing your store hours, menus, distance and much more. Improving in-store customer experience through scanning a QR code must be a priority.

It does not require downloading an additional app, people can scan your QR code from your store, Email or other marketing to attract more potential customers.



## Contact Us:



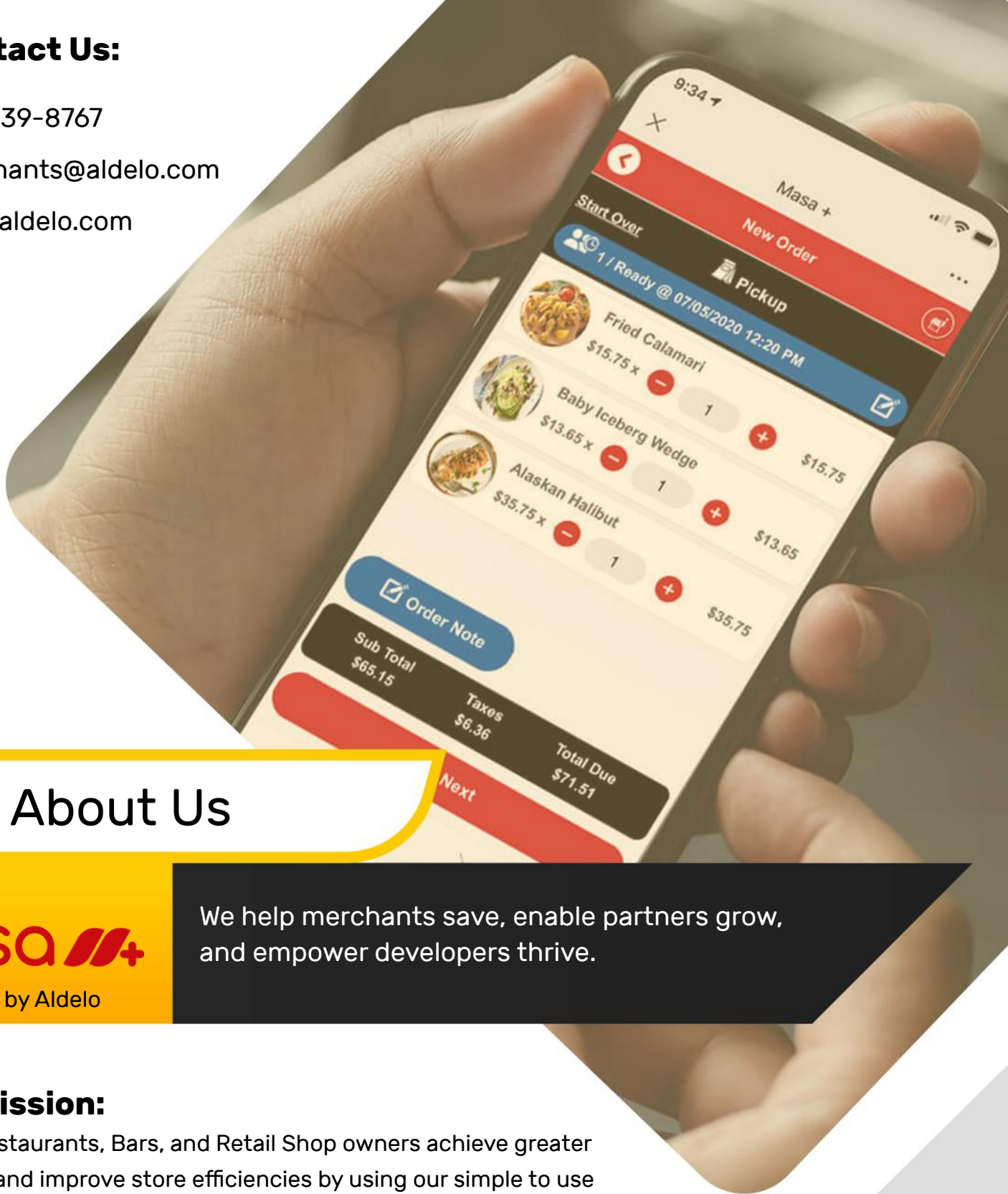
877-639-8767



merchants@aldelo.com



www.aldelo.com



## About Us

**masa** 

Powered by Aldelo

We help merchants save, enable partners grow,  
and empower developers thrive.

## Our Mission:

"Help Restaurants, Bars, and Retail Shop owners achieve greater savings and improve store efficiencies by using our simple to use Point of Sale apps & Low Cost Merchant Services solutions".

We believe so much in our mission and the importance of it that we offer FREE point of sale software, FREE 24/7 support services and much more all without hidden surprise fees.