



Lucilla for Your Business

Real customers · Real visits · Pay only when they walk in

lucilla.app · Get started: text +1 (314) 237-4046

The idea in 60 seconds

Lucilla is a rewards platform that connects local businesses with nearby customers through an AI agent people can text — or use inside the Lucilla app. Customers tell the agent what they want; the agent finds who nearby has it. When it's you, the customer gets your offer with a code and a QR. They show it at your counter; that's a real visit you can count.

Online ads charge you for clicks from people who may never come. Lucilla's model is the opposite: **everything is measured in redemptions — customers physically in your store.**

Level 1 — No app needed: run your business by text

Text the Lucilla agent at **+1 (314) 237-4046** (SMS or WhatsApp).

Get listed (2 minutes): send one message with your business name, address, website if you have one, and anything you'd offer. Example:

"Hi, I'm Rosa's Tacos at 41 King St E Hamilton, rosastacos.ca — I'd do 2-for-1 tacos on weekday afternoons."

The agent builds your profile, reads your website and menu, and you're discoverable to every customer who asks for what you sell. Send a **photo of your menu** and it reads the items and prices right off it.

Launch a text-to-claim promo (1 message):

"Make a promo: text TACOS for 2-for-1 tacos, first 50, this month."

Customers text TACOS → they get a single-use code + QR. At the counter, any staff phone scans their QR (it opens your phone's own messaging app with the redeem message ready) or you text REDEEM + the code. Done — one proven visit, recorded.

Target exactly who you want (just say it in plain words): - *"...for first-time customers only"* — a welcome offer new people can claim, regulars can't. - *"...for my regulars"* — reward loyalty without discounting for strangers. - *"...for people who haven't been in for a month"* — win-back, usually the highest-return audience a business has. - *"...unlocks after 3 visits this month"* — a visit ladder that turns one-timers into weekly regulars. The agent even tells the customer "you're at 2 of 3" — which brings them back.

These rules are enforced automatically at claim time from real redemption history — they cannot be gamed without actually visiting.

Stay informed by text: text **STATS** for your week (leads, matches, claims). Text **MY REWARDS** for everything you're running and how each is doing. Ask the agent questions like a colleague: "what are people near me asking for this week?"

Pro tips — talk to it like a business partner

The agent matches you from what it knows about you. **The more you tell it, the more searches you win.** Real exchanges:

Tell it everything you offer (this is your search presence):

You: "We're a premium barbershop — fades, hot-towel shaves, beard oil and pomade for sale, walk-ins till 8pm." Agent: "Got it — added to your profile. You'll now match people asking for late haircuts, shaves, and beard products. Send me a photo of your price list and I'll add the details."

(It also tells you what's missing — if it doesn't have your hours or a photo, it asks.)

Tell it your problem — get a strategy:

You: "Tuesdays are dead and students never come in." Agent: "Here's what I'd set up: a Tuesday-only student special — your fade at \$25 Tuesdays 12–5 (normally \$35). Time-boxed so it fills the dead window without cheapening the weekend. Reply REWARD and I'll make it live."

(It builds the plan from your real prices and what people nearby are actually asking for.)

Send product photos — searchers see them: Send photos of your best plates, cuts, or products. When someone nearby searches, your answer can arrive **with pictures** — inline on WhatsApp and in the app, as picture messages on SMS.

Ask what your neighbourhood wants:

You: "What are people near me asking for this week?" Agent: "This week nearby: late-night food, birthday spots, vegetarian options. Want a promo aimed at any of those?"

(This is demand data no ad platform has — real asks, not clicks.)

And you don't even have to ask: every Monday the agent texts you what nearby demand looked like; every Thursday, your match report. Your marketing department now texts YOU.

Level 2 — With the app: your full toolkit

Everything above, plus:

- **A real business card on the map** — logo, photos, menu, reviews from verified customers (people who actually claimed and visited — not anonymous internet reviews).
- **Funded rewards (cashback):** put real money behind visits — e.g. \$2 back per visit, 50 visits, within 100m, this month. The money sits in escrow and is released only on real claims at your location. Customers receive it instantly in their own wallet — a reason to pick you that a coupon can't match. You

can even describe the campaign to the agent in chat; it drafts every detail, and the draft is waiting pre-filled in the creation page — you review, edit, and fund.

- **Requirement-gated rewards:** ask for something in return for a claim — a review on your profile, a photo, a social follow, a quick poll answer, or visiting multiple locations in order.
- **Sponsored step challenges:** put your brand on walking competitions — customers literally walk to you.
- **Your leads, with consent:** every customer who opted in when claiming appears in your Leads page — by their app username, with flags showing how you can reach them. Your broadcasts get delivered without their contact details ever being exposed; contact information stays private by design. They can unsubscribe any time, which keeps your list clean and legal.
- **Analytics and reports:** claims, redemptions, repeat rates, visit patterns by hour, emailed intelligence reports.
- **Community events:** host events ("ladies night", run club) that appear to nearby users.

Playbooks by business type

Same machine, different winning move. Tell the agent your type — it already knows these plays.

Restaurant / café — fill dead hours, build regulars:

"Make a promo: text LUNCH for a \$12 lunch combo, weekdays only, this month" · "text LOYAL, third visit this month gets a free dessert"

Pool hall / bar — weeknights are the product:

"Make a promo: text RACK for a free hour of pool with any pitcher, Monday–Wednesday, first 40" — and host a league night as a community event in the app so nearby players discover it. Win-back is gold here: "text MISSYOU for a free appetizer, for people who haven't been in for a month."

Bowling alley — groups, birthdays, repeat nights:

"Make a promo: text STRIKE for shoe rental free with any lane, this week" · birthday/league nights as hosted events; the visit ladder ("3rd visit this month = a free game") turns casual bowlers into league regulars.

Car dealership — low frequency up front, HIGH frequency out back:

Showroom: "Make a promo: text TESTDRIVE for a \$25 gas card with any test drive, first 20" — every redemption is a verified showroom visit, and consented claimers become your follow-up list (no bought leads). **Service bay is the real play:** "text OILCHANGE for 20% off your first service" for new customers, and win-back for lapsed service customers — the highest-value lapsed audience in any dealership.

Gym / studio — trials in, streaks kept:

"Make a promo: text TRIAL for a free first class, first-time only" · the visit ladder IS a gym habit ("4 visits this month = a free smoothie") — and in the app you can sponsor step challenges, putting your brand on the competitions people already walk for.

Salon / boutique / services — appointments and seasons:

"text NEWYOU for \$10 off a first visit" · seasonal drops ("text FALL for 15% off this week") · win-back at 60 days for lapse-prone services.

Time-boxed offers ("weekdays only", "Monday–Wednesday") print on the offer the customer shows — your staff sees the terms right on the redemption. Funded in-app rewards can enforce time windows automatically.

What it costs

Starting is free — get listed, run text-to-claim promos, appear in agent recommendations. Funded rewards cost exactly what you put behind them (that's the point: budget = real visits, not impressions). Paid tiers raise monthly claim volumes and unlock the full analytics suite. No contracts.

Why businesses use it (the honest version)

1. **You pay for visits, not clicks.** A \$100 cashback pool = ~50 proven walk-ins. Ask what \$100 of online ads got you last month.
2. **It's the marketing you didn't have time for.** Win-back campaigns, loyalty ladders, welcome offers — set up in one sentence to an agent, enforced automatically.
3. **Reviews you can stand behind.** Only real claimers can review — your profile is built from provable visits.
4. **Your customer list is consented and clean.** Every contact opted in at claim time and can leave in one tap — no bought lists, no spam complaints.
5. **The agent works both sides.** The same assistant your customers talk to is your employee too: it recommends you when demand matches what you sell.

Quick-start checklist

☐ Text +1 (314) 237-4046: name, address, website, one offer ☐ Send a photo of your menu or product list ☐ Launch one promo: "text WELCOME for [your offer], first-time customers, this month" ☐ Put "Text WELCOME to +1 (314) 237-4046" on your counter/window ☐ Download the Lucilla app when you're ready for cashback rewards, the map card, and leads

Questions? Just ask the agent — it answers those too.

— lucilla.app

