



BUILT FOR REGULATED OPERATORS FIRST



**The future of
customer engagement
for firearms retailers.**

The market is changing.

Growth now belongs to operators
with the right systems in place.



All-in-One Customer Engagement for Regulated Industries



For years, firearms operators have had limited access to modern marketing, loyalty, and customer intelligence tools. Most platforms weren't designed for the compliance risks you face, and using the wrong tools can put your business at risk.

AIQ WAS BUILT TO CHANGE THAT.

We help firearms retailers, ranges, and distributors grow responsibly with compliant messaging, controlled loyalty, secure data, and intelligent automation.



Messaging built for regulated delivery

AIQ enables compliant MMS/SMS and email messaging that actually reaches customers.

Messages are carrier-registered and built for 10DLC compliance, reducing the risk of blocks or delivery failures.

Operators can build and own their customer lists, trigger messaging based on behavior, and maintain full visibility into engagement, all while keeping compliance and auditability intact.

Campaign Channel

- Email
- Text
- Voice
- Native Push
- Browser Push
- Direct Mail

Today @ GARRISON 7

Hi, {{firstName}}!

You're one of our most valued customers. As a token of our appreciation, we're giving you 13% off your next purchase using the code LOYALTY! Don't miss out on this special offer - it won't last long!

GARRISON 7 Now
Weekend sale alert! We're handing out exclusive bonus discounts for all loyalty members starting this Friday.

MESSAGES 5 min ago
Garrison 7
Hey James, you have a new message from GARRISON 7. <https://compliantlink>

New voicemail 0:12 -0:39
Transcription
Hi James, thank you for being a long standing loyalty member at GARRISON 7! We're giving back to customers like you this weekend - with member only discounts!

Shotgun \$720 Buy Now
Rifle \$389 Buy Now
Ammunition \$29 Buy Now

Thank you for your support!

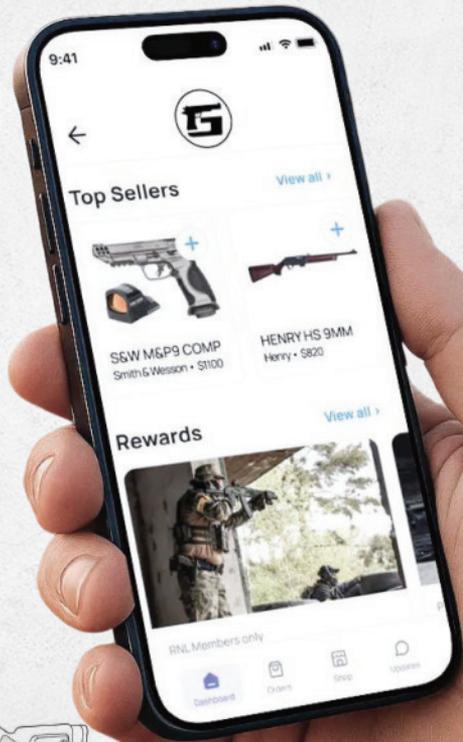
Loyalty programs designed for firearms operators

AIQ loyalty tools help turn first-time buyers into repeat customers within regulatory boundaries.

Operators can reward customers for visits, purchases, or engagement in ways that align with local rules and business models.

Loyalty works across in-store, ecommerce, events, and range activity, all connected to a single customer profile.

The result is stronger retention without operational complexity.



AIQ signup forms

AIQ signup forms are designed to capture customer data cleanly while maintaining compliance.

Forms are fully configurable and built to reduce friction at the point of signup.

Immediately after form submission, AIQ signup forms automatically redirect customers to your waiver, creating one connected experience to obtain consent to market and agreement to your operational terms.

✕


Join Our Marksman's Club

Receive exclusive deals on firearms, ammo, and gear, plus range event invitations

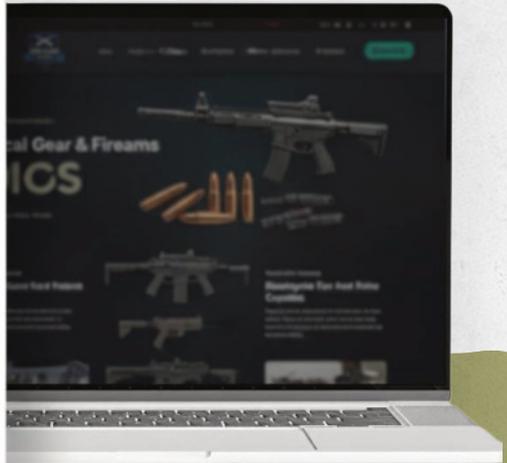
Email Address

Join Now

No Thanks

By signing up, you agree to our terms and privacy policy.

Powered by

This approach simplifies compliance, improves data quality, and creates a more seamless customer journey.



Customer data, unified

AIQ centralizes customer and transaction data into one secure platform.

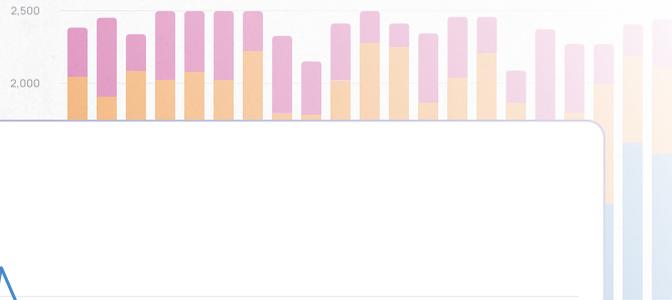
Operators gain visibility into who their customers are, how often they return, and what drives long-term value.

Track visit frequency, spend behavior, engagement history, and loyalty participation – all without juggling disconnected systems.

Better data leads to better decisions.

Leaky Bucket

Daily comparison of total new, repeat, and gone customers



Customers Won Back

Gone customers who returned to Active



Jun 15

Jun 22

Jun 29



Actionable insights, not just reports

AIQ provides performance dashboards that show what's working and where to improve.

Understand customer lifecycle trends, repeat visit rates, and engagement patterns at the store or customer level.

AI analytics will expand these insights further by surfacing trends, anomalies, and opportunities automatically, helping operators act faster and prioritize more effectively.

Locality Market

Sep 6, 2024

 New Customers	703
 Repeat Customers	699
 Gone Customers	519



Customer

New

Repeat

Gone

Count

1,921

1,921

1,921

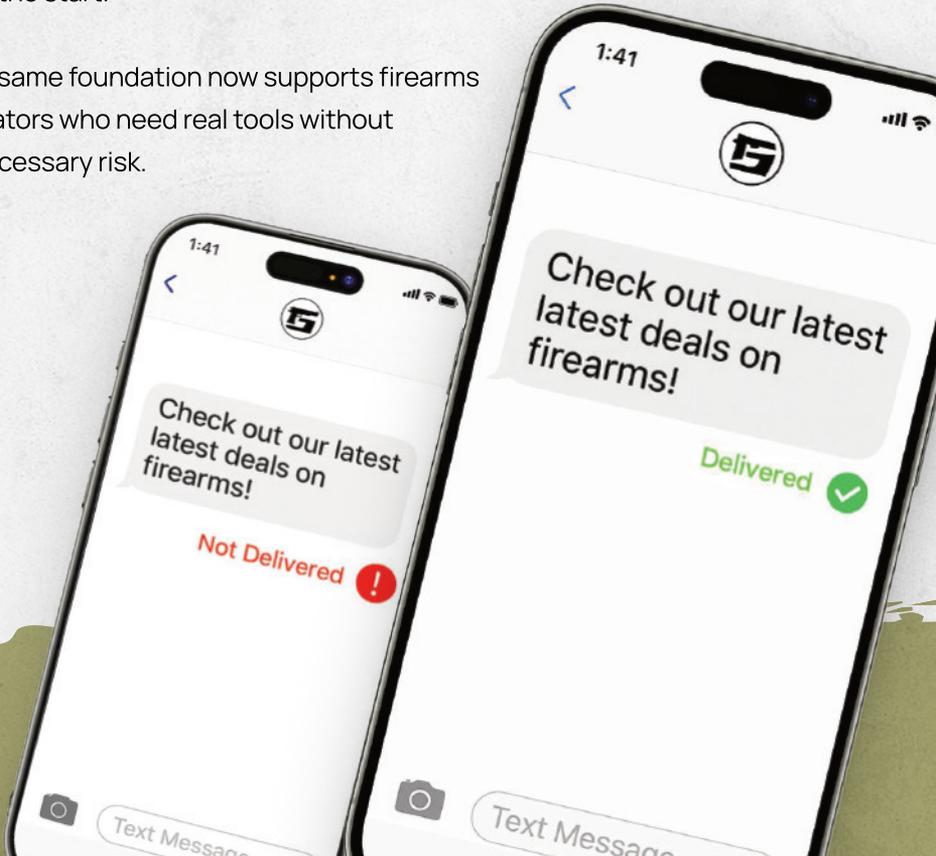
Built for regulated operators. Backed by experience.

AIQ was built inside industries where messaging is restricted, loyalty is controlled, and compliance rules are constantly evolving.

Security, privacy, and auditability are built into every layer of the platform.

We didn't retrofit compliance, we built for it from the start.

That same foundation now supports firearms operators who need real tools without unnecessary risk.



Introducing the AIQ INTELLIGENCE LAYER

AIQ threads intelligence into every action operators take, from capturing customer data, to engaging buyers, to analyzing performance.

These tools are designed to remove guesswork, accelerate execution, and improve outcomes without increasing operational risk.

Core AIQ products include



AI ANALYTICS



AIQ FLOWS



MESSAGING



LOYALTY



SIGNUP FORMS



**CUSTOMER
DATA
MANAGEMENT**



AI analytics

COMING SOON

AI analytics is designed to let operators talk directly to their data.

Instead of digging through dashboards or exporting spreadsheets, operators can ask simple questions and receive clear, actionable answers.

AI analytics unifies POS, customer, loyalty, and messaging data into a single intelligence layer, making it easier to understand performance and identify opportunities faster.

Search Use AI

Give me a report on Firearms & Ammunition sales from the last 3 weeks

User wants a report on Firearms & Ammunition sales from the last 21 days

1. Filtered all sales transactions for Products
2. Limited the date range to the last 21 days
3. Summarized units sold and total revenue
4. Compared results with the previous 21-day period

Based on the data I have: Firearms & Ammunition sold 1,265 units generating \$38,750, up 12% vs. prior 3 weeks. Top stores are Store #3 (310 units), Store #7 (268 units)

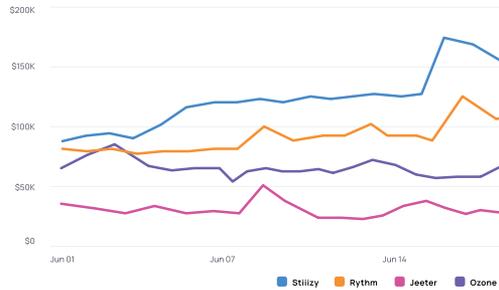
[Download CSV](#)

9:08 AM

Give me a report on Product X sales from the last 3 weeks

[History](#) [Suggestions](#) [+ New Chat](#)

Revenue by Brand



With AI analytics, operators gain clearer visibility into customer behavior, campaign effectiveness, and business trends – without manual reporting.



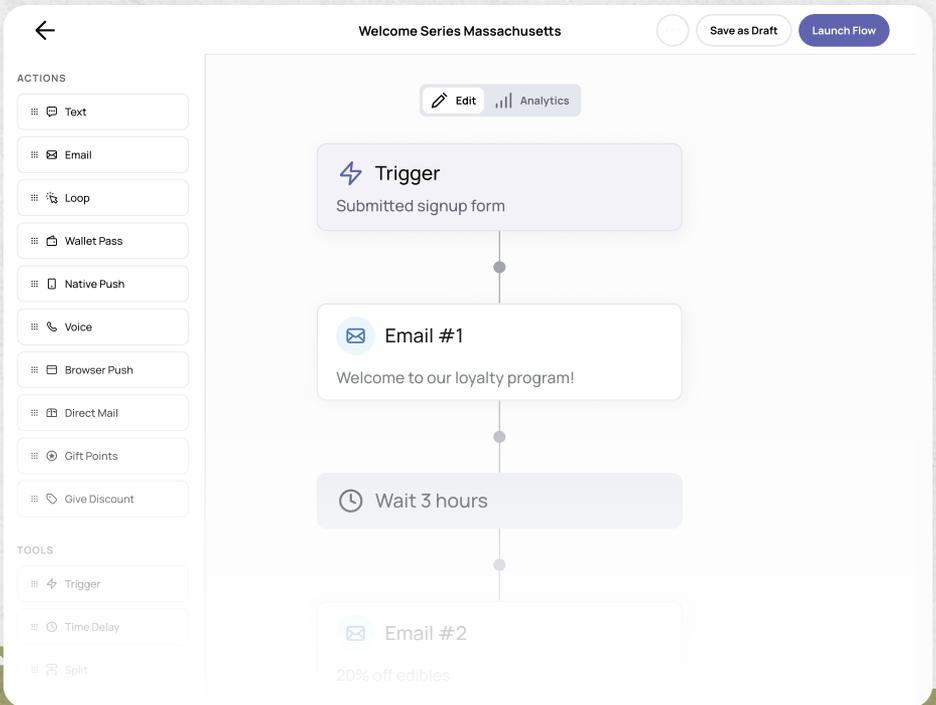
AIQ Flows

COMING SOON

Flows introduces intelligent automation into customer engagement.

Traditional campaigns require teams to plan, schedule, and repeat. Flows reacts in real time, triggering communication and actions the moment a customer engages.

Customer journeys adapt automatically based on behavior, allowing operators to deliver timely, relevant experiences without additional manual work.



Flows represents the next evolution of automation inside AIQ, helping teams scale engagement while reducing effort.





IT'S TIME TO TAKE CONTROL OF YOUR GROWTH

BUILT FOR FIREARMS
OPERATORS. POWERED BY
PEOPLE WHO UNDERSTAND
REGULATED MARKETS.



LEARN MORE AT [AIQ.COM](https://aiq.com)



REQUEST A PLATFORM WALKTHROUGH



TALK WITH OUR TEAM ABOUT YOUR OPERATION

AIQ. BUILT FOR COMPLIANT CUSTOMER ENGAGEMENT