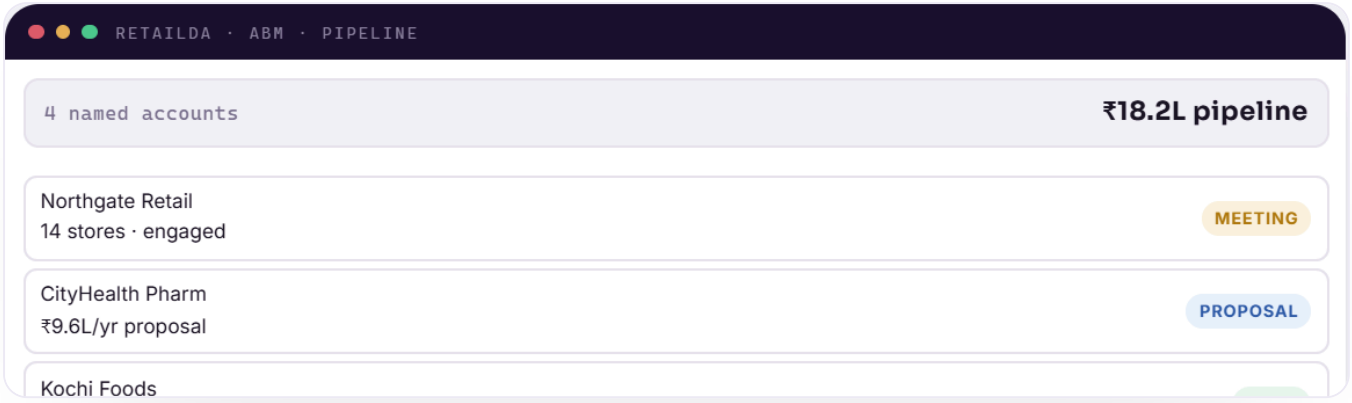
RetailDA

PRODUCT DATASHEET · SOCIAL COMMAND CENTER

A.B.M

Account-based marketing on the ledger.

Account-based marketing wired into the same record as sales — name your target accounts, score their engagement, run campaigns at them, and watch named accounts convert through the pipeline. Marketing that ends in an invoice, not a report.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Named-account targets
Build target-account lists on real ledger data — territory, segment and order value.

RFE engagement scoring
Channel, activity, recency and frequency scored into a capped 0–100 — plus live Monetary, because your named accounts already buy on this ledger.

Score-to-segment routing
Hot accounts route to an owner under an SLA; cold ones park in nurture automatically — a stale score never fills the Hot band.

Per-account campaigns
Campaigns and content land on named accounts — precision over reach.

Stakeholder mapping
Contacts, roles and buying signals tracked per named account.

Closed-loop revenue
Campaign spend meets invoice revenue — ABM ROI you can prove.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

Included on Scale (Manufacturing & B2B Suite)

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 10 FEATURES

- ✓ Named-account lists built on real ledger data
- ✓ Stakeholder & role mapping
- ✓ Closed-loop revenue — spend meets invoice
- ✓ Engagement scoring — channel · activity · recency · frequency
- ✓ Recency decay — stale scores cool nightly
- ✓ Per-account campaigns & content
- ✓ Sales and marketing read the same truth
- ✓ Territory & segment targeting
- ✓ Score bands route owner + SLA (Hot → nurture)
- ✓ Named-account reporting

BUILT FOR

B2B · Wholesale · Enterprise · Distributors

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How A.B.M compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#abm

ALTERNATIVE	WHERE RETAILDA™ WINS
Enterprise ABM platforms	Channel · activity · recency · frequency scoring plus live Monetary — the ledger knows what converted, no CRM sync to approximate it.
CRM lists	Scoring on first-party transaction data — not rented intent feeds. Stakeholder roles and order history on the same record.
Agency ABM	Territory and segment targeting inside the same system that bills them — spend meets invoice.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Social Publisher · Campaign Studio · Content Revival · Forms & Capture · AI CRM Automation

Deployment & rollout

What a A.B.M deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	Included on Scale (Manufacturing & B2B Suite) — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

Included on Scale (Manufacturing & B2B Suite)

Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

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