

WHITE
LABEL
LOYALTY

LOYALTY REINVENTED

Achille Traore



75% OF LOYALTY PROGRAMS FAIL

WE KNOW WHY...

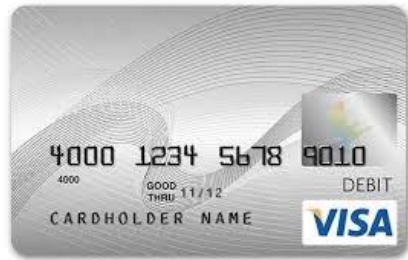


VALUE PROPOSITION

MOBILE FIRST, CLOUD BASED, WHITE LABEL, MODULAR
TURN KEY SOLUTION



SO HOW DOES IT WORK?



Bank Card



(01) 30012345678906

Barcode or Receipt



EPOS

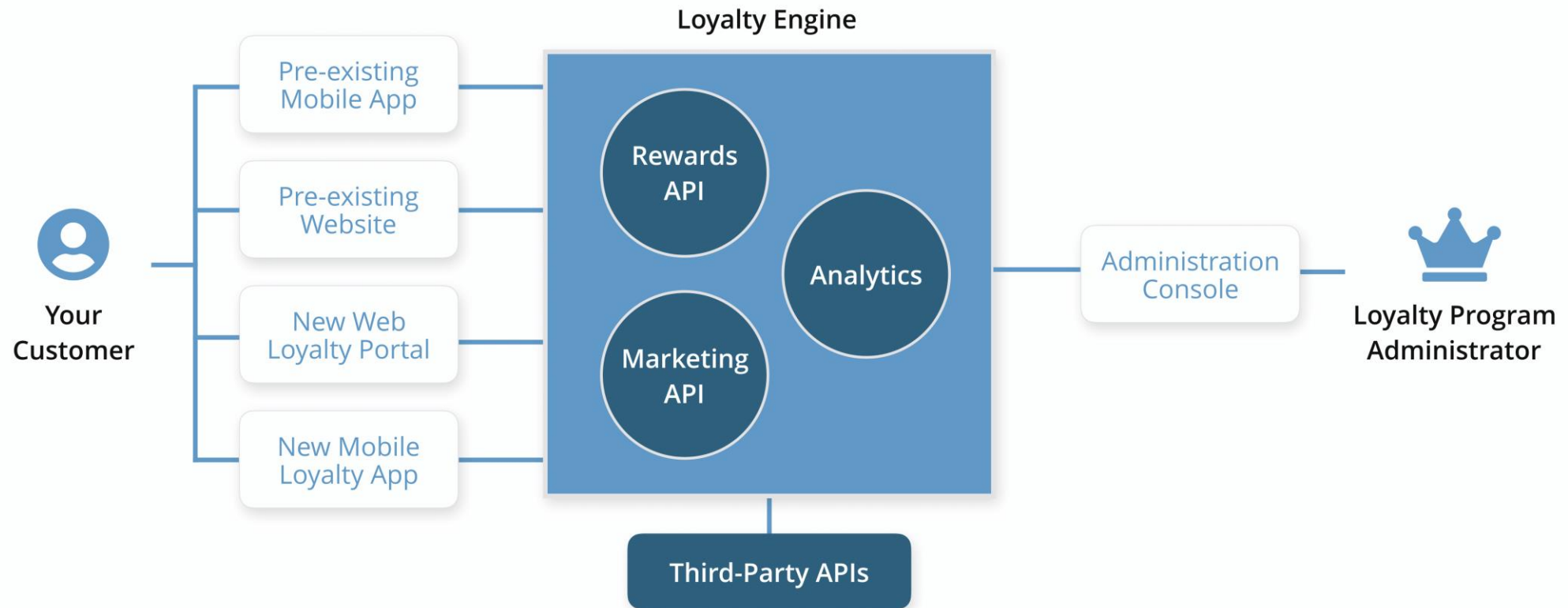


Stand Alone / B2B/ API

API OVERVIEW



Loyalty Engine: At a Glance



EVENT BASED



Combine any customer interaction,

Card-Linked Transaction

data: total spend, date/time, venue

Receipt Scan

data: total spend, date/time, venue, basket data

Facebook Share

data: positivity, number of friends

Promo Code

data: promo code entered, date/time

Third Party API Event

data: whatever the API sends

Enter/Leave Geofence

data: geofence, date/time

+ More



with any rules,

Total Spend

is greater/less than, equals

Basket Items

includes, does not include

Date & Time

is on, before or after

User Status

location, gender, last active, signup date, lifetime spend, tier, DOB + more

Promo Code

code entered

Location

is within/outside geofence



to create a reaction.

Give/Deduct Points

Send Push Notification

Give Voucher

Third Party API Trigger

Give Reward

Webhook



Example: Collect Basket Data, Reward User

Interaction

Receipt Scan

total spend: £136.88
date/time: Weds 10/10/2018 20:32
venue: London Carnaby St
basket data: oysters, pasta, martini

Rules

Total Spend
Give 1 point per £1 spent

Basket Items
includes Oysters

Date & Time
is Wednesday

Venue
is within London

Reactions

Give 136 points

Give 100 points bonus

Give 10% off Next Visit Voucher

Make data driven decision

Data is the new **gold**.

Our marketing and analytics suites allow you to understand, engage and retain customers.

Drill down into the loyalty interaction data for a detailed breakdown of user engagement and behaviour.

- Segment users based on a number of variables including age, gender, location, device etc.
- Push notification / marketing campaign engagement
- Most popular vouchers and saved vs redeemed ratio
- User engagement based on demographic
- Basket data & average spend

 FULLY GDPR COMPLIANT



TRACTION...

LOYALTY PROGRAM
ENGAGEMENT & RETENTION
INCREASE BY > 15%



Pernod Ricard



LONDON
DESIGNER
OUTLET
WEMBLEY PARK

emma's
diary



We want to talk to you



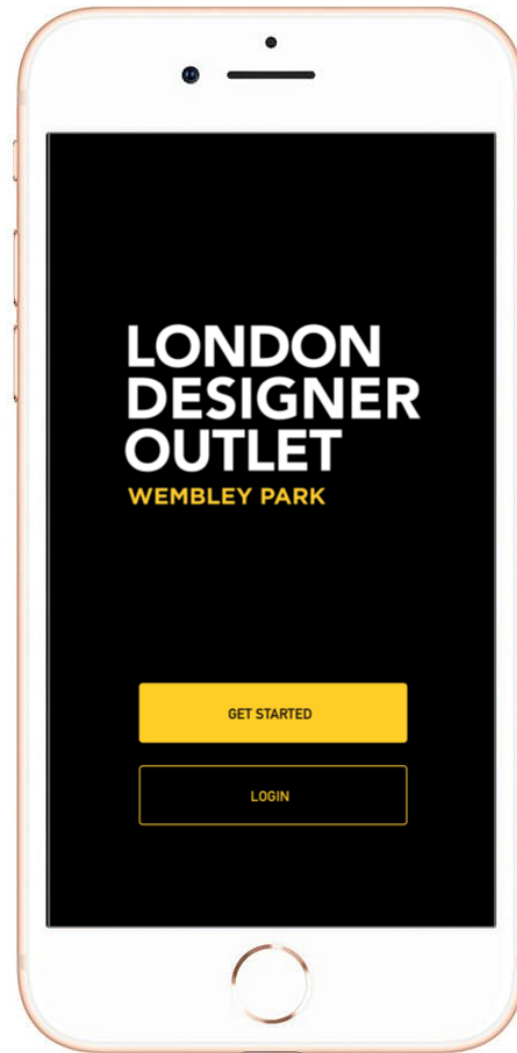
hello@whitelabel-loyalty.com

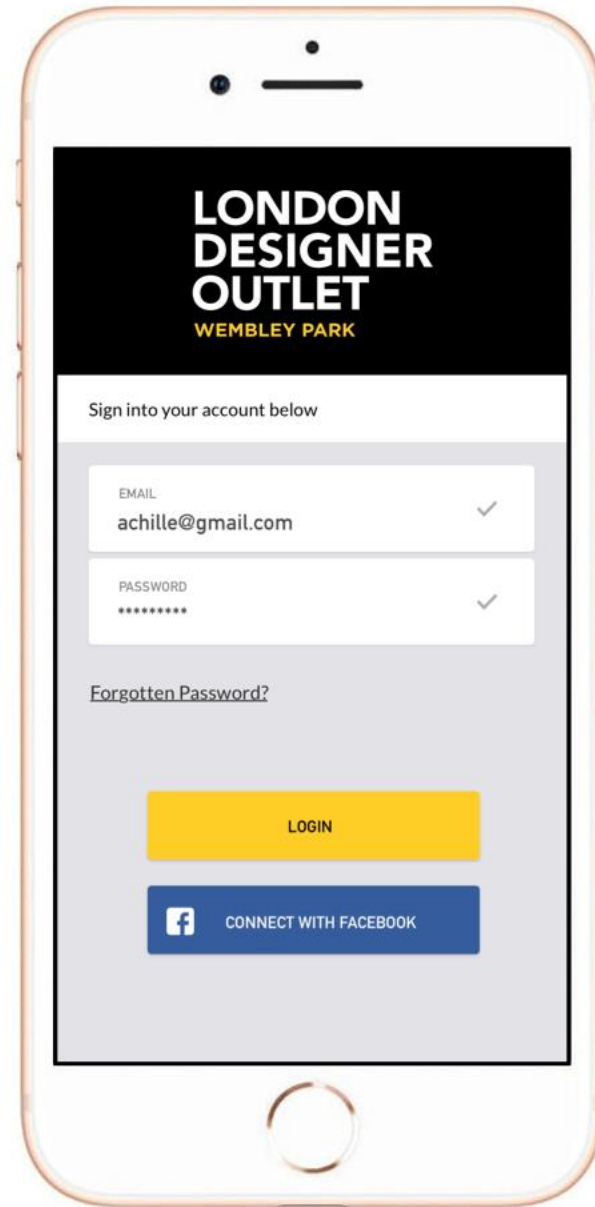
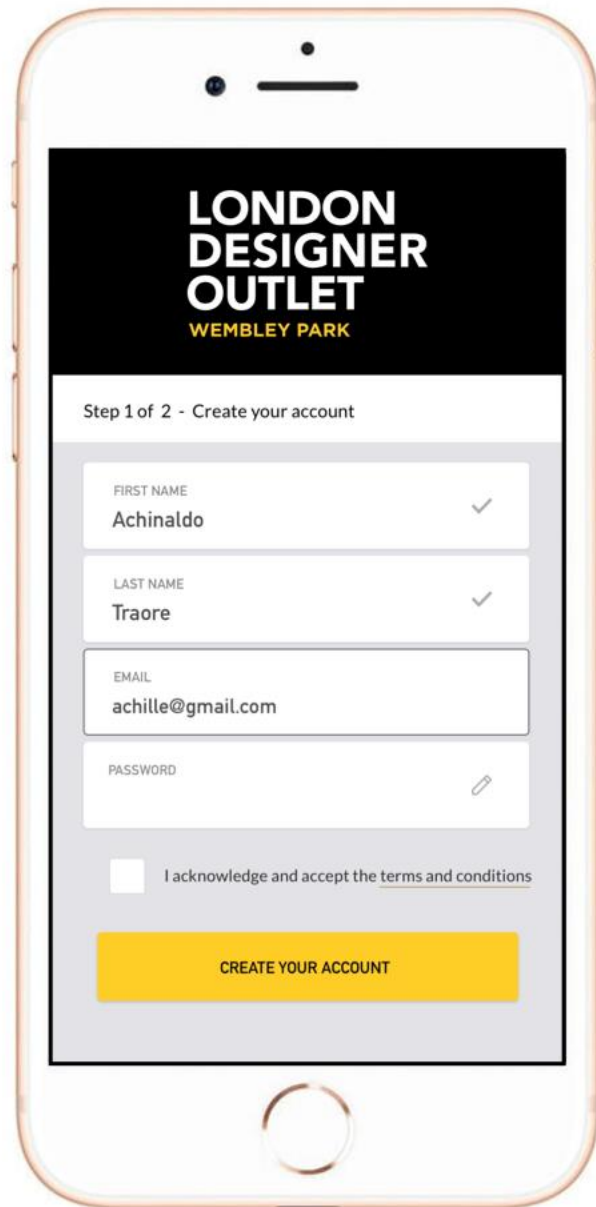


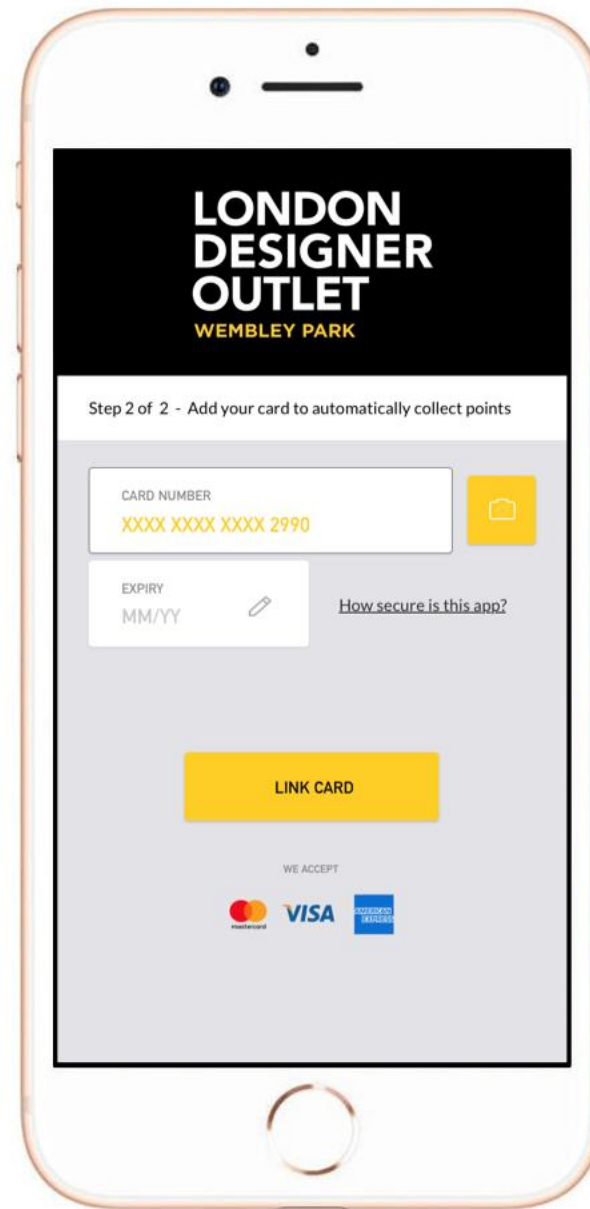
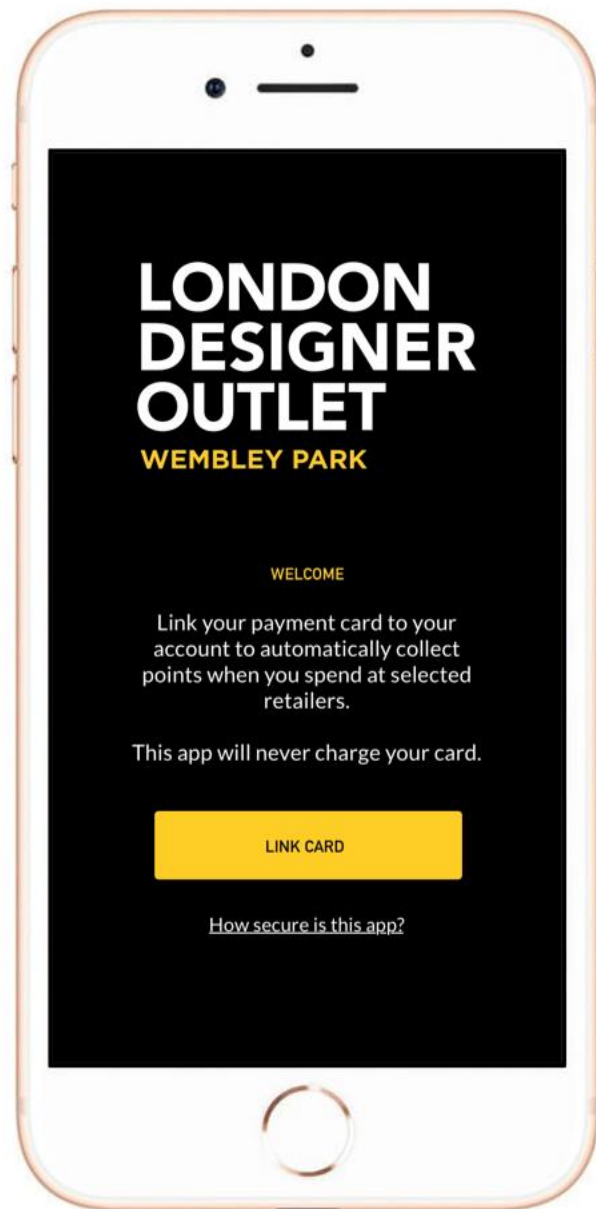
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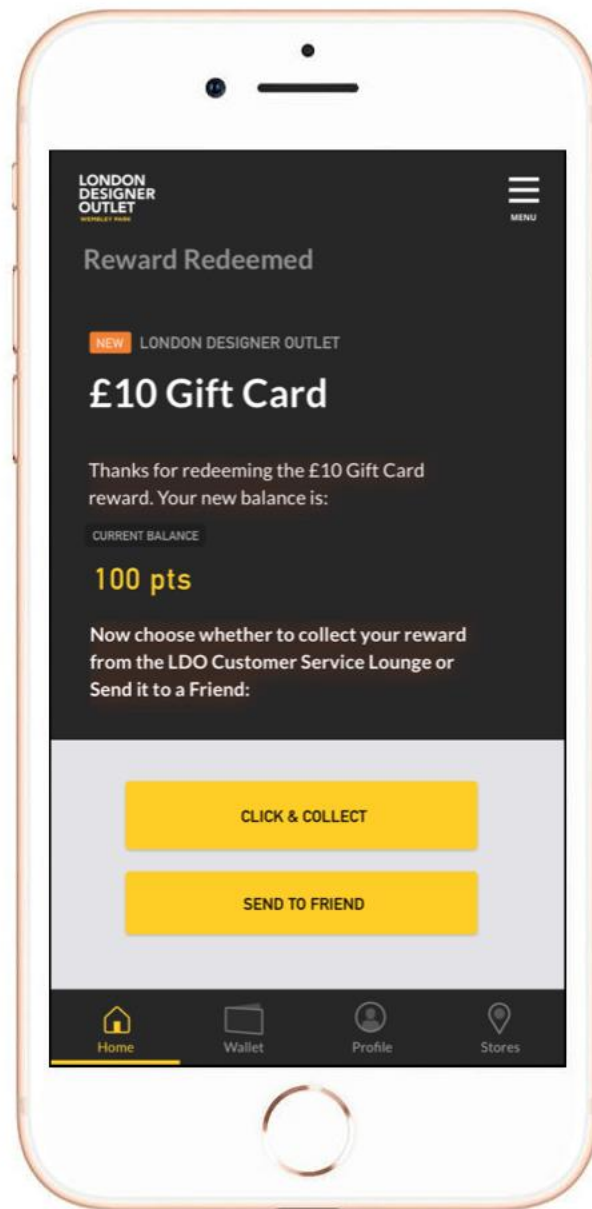
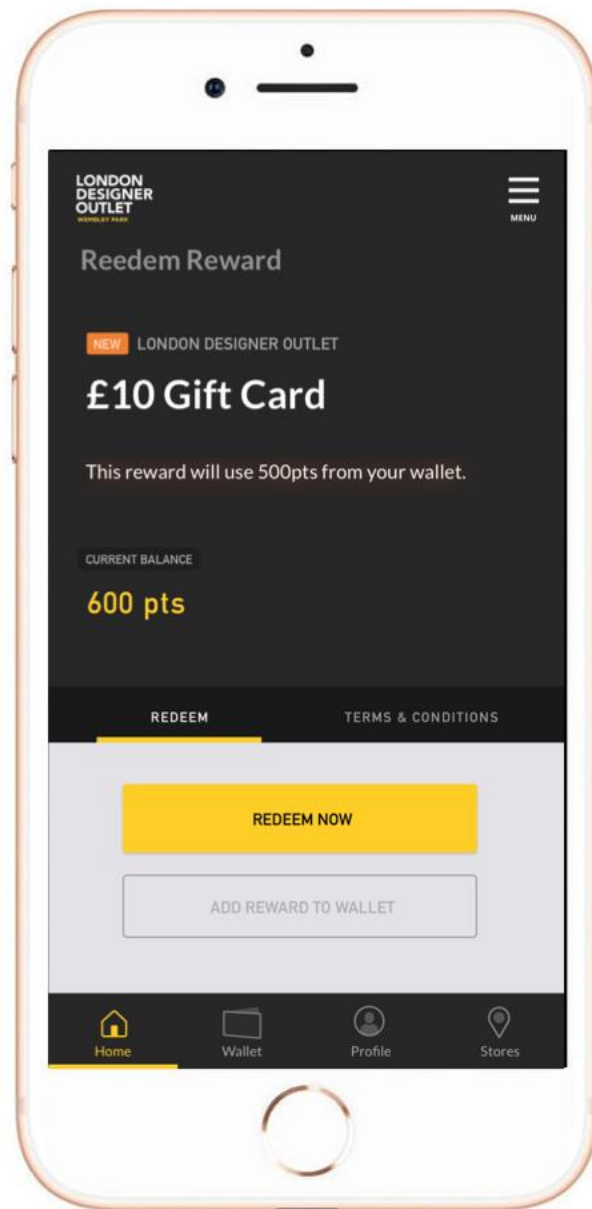
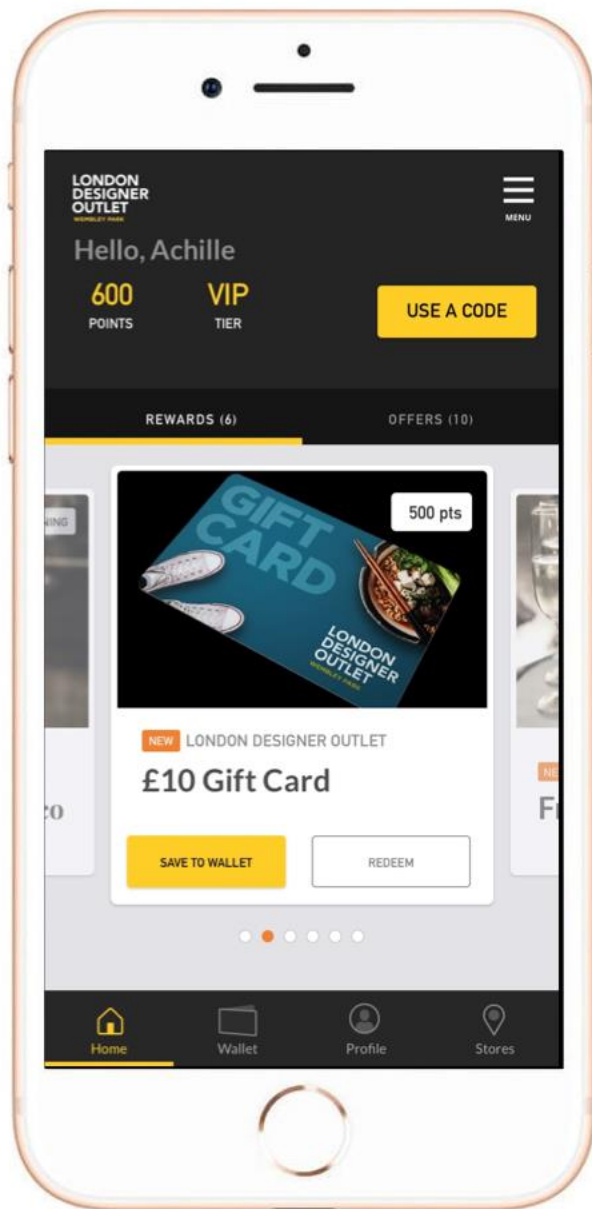


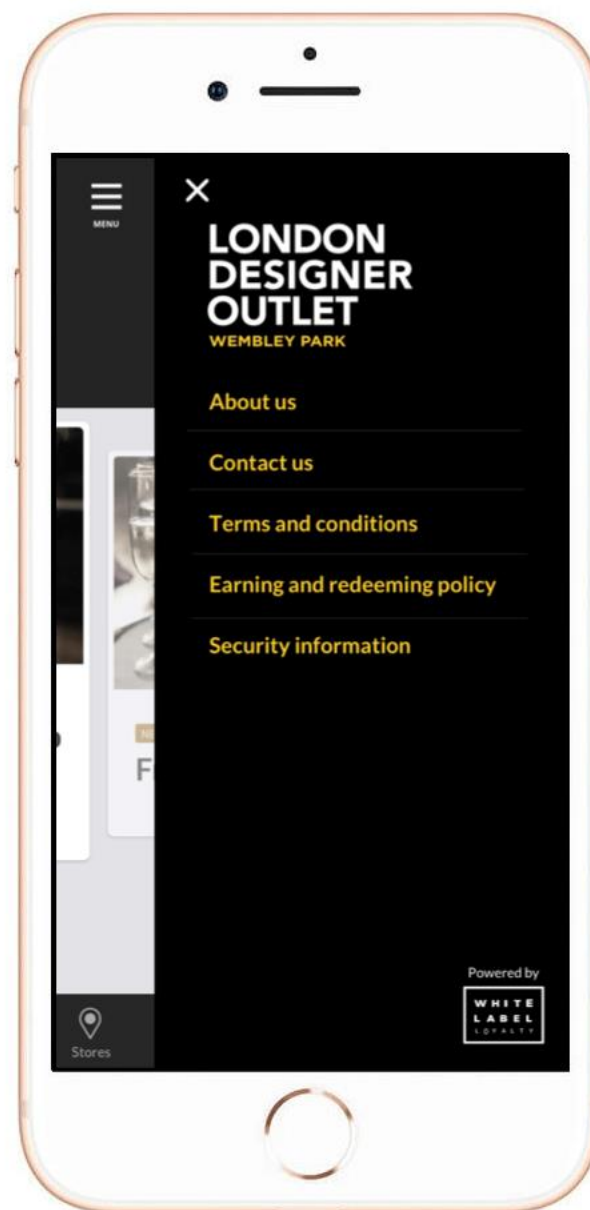
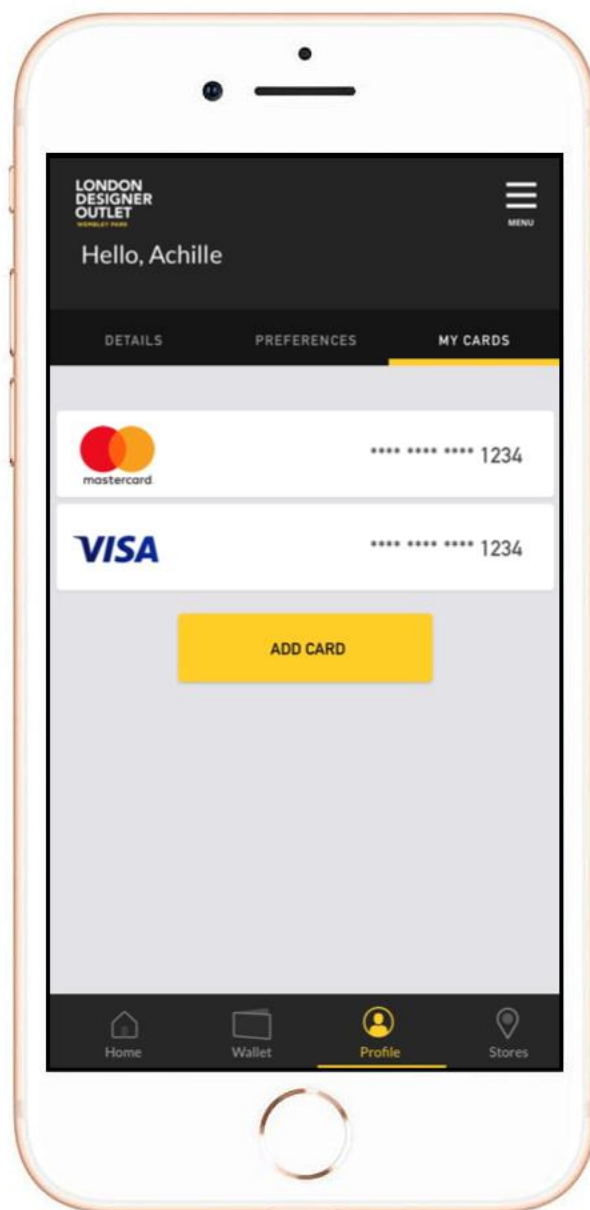
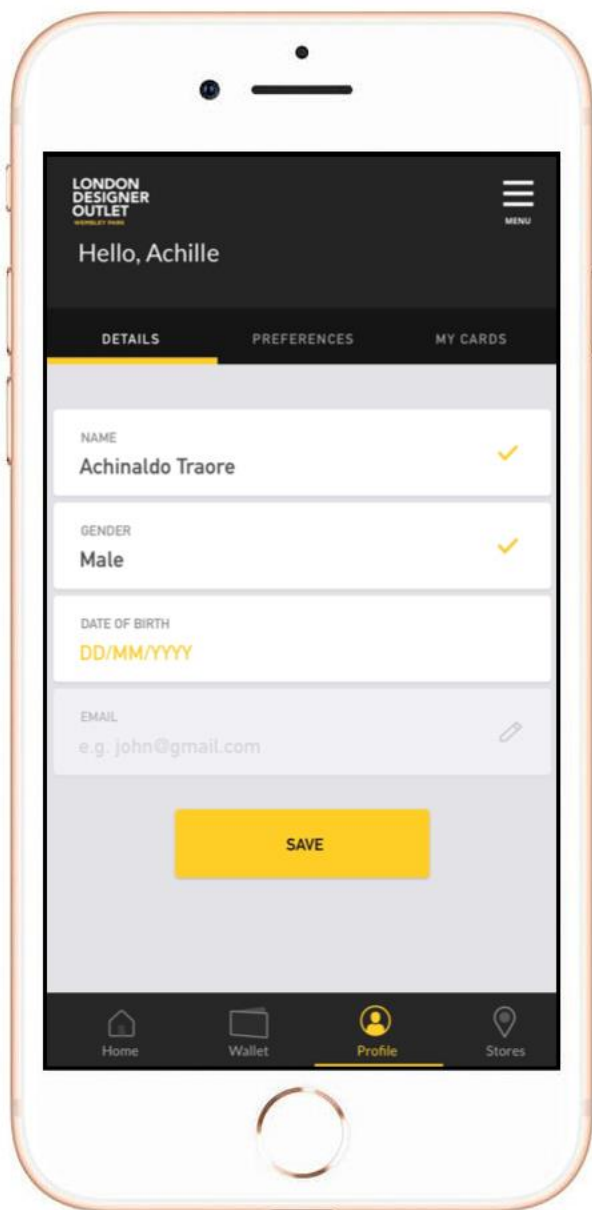
Visual Overview











Marketing Suite - Actionable data



Segment Users by Demographic, Loyalty Data, Historic Actions & Much More

Segment users based on a range of demographic data such as age, gender, location as well as more detailed info like places they've visited, items they've purchased, rewards they've redeemed, the number of points they have etc.



Repeat Schedules

Marketing Campaigns can be set to push to users again after a specified period based on whether they previously engaged with the notification.



Contextual Messages

Make push notifications more relevant and personal with data like the the user's name or points balance.



Intelligently Deliver Push Notifications

Our intelligent software can predict when each user is most likely to be receptive to and engage with a push notification.



Screen Linked Notifications

Ensure maximum engagement by defining what happens when a user taps a notification – open a URL or go to a specific screen or reward on your app.



Language Support

Deliver notifications to users in a language to match their device settings.

('A')

+ much more

Key Benefits

- ✓ Centrally managed by shopping centre
- ✓ Simple structure with ability to expand
- ✓ Frictionless - no additional hardware required
- ✓ Turnkey solution
- ✓ Tipi Residents – VIP tier
- ✓ Comprehensive analytics
- ✓ Tailor to other centres for a fraction of the cost
- ✓ Campaign management
- ✓ Contextual analytics (optional)

Live demo & Questions