

### Loyalty and Rewards Base Programs

#### Discount Program

**How it works:** During this program, whenever a cardholder reaches certain thresholds during a purchase, they automatically receive a pre-determined credit on their transaction

**Example:** Sam needs new golf equipment and chooses to shop at the sporting goods store that offers him a loyalty discount. When he spends \$500, he gets \$150 off, \$250 he gets \$75 off, and \$100 he gets \$25 off. When he decides to purchase a set of clubs for \$400, \$100 of additional equipment to buy to take advantage of the loyalty program and receives \$150 off.

By strategically choosing pricing thresholds to earn discounts, merchants encourage customers to purchase products they typically wouldn't in order to achieve the cost savings. Possibly achieving greater margins on products, they may buy and choose to buy again in the future.

#### Threshold

**How it works:** When a loyalty card member cashes out with an associate, they hand them their loyalty card. The card is swiped and the total dollar amount is added in points to the balance. The balance is printed on the receipt. Once the total points hit the goal, a reward is added to the card, and the balance is returned to zero.

**Example:** When Kathy feels like eating Italian food, she has many choices, but when an Italian restaurant offers a free appetizer for every 200 points accumulated, she chooses to dine there and earn rewards.

When customers are collecting points to win a free prize, merchants are able to increase their sales

because customers will choose to shop there in order to more quickly earn rewards.

#### Punch Card

**How it works:** Rather than carrying a piece of paper that merchants physically stamp or hole-punch, cardholders can accumulate punches on their loyalty cards at the point of sale. The system tracks accumulated punches and when the customer earns their free item or service.

**Example:** Jenny chooses to buy her morning cup of coffee from the same cafe because she knows that after she purchases her tenth cup, her next coffee is free.

Rather than using old methods for punch cards, plastic cards are more durable, are versatile in that they can also be used as a gift card and eliminate counterfeit punches. In addition, these punch cards are a springboard to collect and store a customer database.

#### Cash Back

**How it works:** Cardholders accumulate a percentage of cash back on their card following each purchase.

**Example:** When Michael needs an item from a hardware store, he chooses his local store because he receives 2% cash back. After purchasing a new table saw for \$200, he receives \$4 loaded back on his card.

Offering your customers cash back for shopping guarantees repeat business from customers returning to use their gift cards, and 75% of the time they'll then spend 60% more than the original card value.

### Cardless Loyalty with Branded Enrollment App

#### **Includes Base Loyalty**

Chose 1 or a combination of the base loyalty options laid out on the base program page. These programs can be modified and customized to fit your business's need for a loyalty program.

*There may be slight restrictions based on the POS or Terminal your business is using.*

#### **Cardless**

No need for physical loyalty cards. Customers will be able to use their phone numbers to run loyalty transactions once they have been enrolled through the Enrollment App, [getyourbalance.com](http://getyourbalance.com) or your reporting site.

#### **Custom Branded Enrollment App**

A custom enrollment app will be created for your business. This app will be customized with your business's logo and colors. Your branded enrollment app can be setup on a tablet that you can hand to customers for fast, easy enrollment into your loyalty program. The enrollment app can also be added to your website for remote enrollment for your customers.

#### **Social Distancing Compliance**

Cardless loyalty programs allow you to follow social distancing guidelines while still rewarding your customers. Enrollment into the loyalty program and loyalty transactions can be done with zero contact between customers and employees.

### Loyalty and Rewards PLUS

#### **Base Program & Cardless**

A loyalty and Rewards PLUS program include all of the features from a base program as well as a cardless program.

- Loyalty program specifically designed for your business and your customers
- Cardless loyalty transactions and enrollment
- A custom enrollment app that can be used on a tablet and added to your website
- Full access to reporting for your loyalty program.

#### **Advanced Reporting Tools**

A more in-depth reporting tool that shows how much each customer is spending at your business, how often they are using their loyalty program and what days and time they are visiting your business.

#### **SMS and Email Marketing**

Create custom marketing messages for your customers based on demographics from the advanced reporting tools. Send unlimited SMS and Email marketing messages to your customers.

#### **Birthday and Anniversaries**

Let your customers know you care with automated messages for their Birthday and Anniversary. You can modify these messages with special offers to celebrate your customers special date.

#### **Automated Marketing**

Create and setup reoccurring marketing messages that will automatically be sent out to your customers based on information gathered from the advanced reporting tools. Once these campaigns are setup you can sit back and watch the results for your business.

#### **Message Reporting**

See detailed reporting on who has received, viewed and taken advantage of the marketing messages you have sent them.