

Loyalty Plus Campaigns

Objective: Drive customer loyalty and repeat purchases

Results: Cost effective loyalty program that drives sales.

Frequency: Run daily

Prep & Setup

Setup Time : 10 minutes

What you need

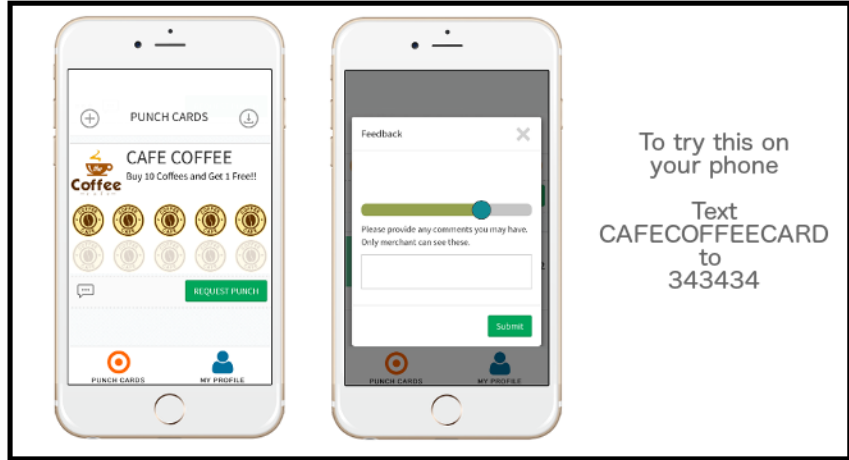
- + Logo
- + Punch icon

Campaign Overview

iValu8's **Loyalty Plus Campaign** is the first mobile loyalty solution in the market that rewards consumers for repeat purchases and gathers consumer feedback. A simple but powerful solution, the Loyalty Plus Campaign replaces paper punch and reward cards with a mobile loyalty card that enables businesses to track customer loyalty and build customer profile data. After participating in a Loyalty Plus Campaign, consumers can save their mobile loyalty card on their device for use the next time they enter the business.

Key Benefits

- Support for all web-enabled phones, no app required.
- Web dashboard for setting up campaign and tracking rewards and comments
- Custom SMS keyword allowing customers to **Text and Get** your loyalty card on their phone.
- Collection of customer data including name, email and photo.



Easy to Use

Loyalty Plus is extremely easy for both consumers and merchants to use. Loyalty Plus Campaigns are initiated through a simple text message command that results in the delivery of the merchant's mobile loyalty card to the consumer. Consumers can immediately request a punch towards their reward. (see the demo above)

Merchants can validate reward requests in real-time through any web device (computer, tablet or phone). Consumers can also self-validate by entering a unique alphanumeric code given to them by the merchant.

Instant Feedback

Loyalty Plus Campaigns have an Instant Feedback capability that merchants can enable. Selecting this feature adds a comment card that consumers can easily access by tapping on a 'comment' icon that appears on the loyalty card. The Instant Comment card can be configured to ask the consumer any number of questions including customer satisfaction, net promoter, ratings from 1-10 and free text comments.

Merchants can reward consumers for providing comments with a free punch.

GeoFencing Capability

Loyalty Plus Campaigns can be mapped to a specific store footprint - National, Regional or store-specific. This is accomplished through the Loyalty Plus Campaign geofencing capability - which is tied to the store's address. While in the store location, the merchant's loyalty card will operate normally. However, moving away from the store location, will prevent consumers from accessing the campaign and loyalty card.

Data and Analytics

iValu8 provides merchants with real-time data and analytics on the progress and effectiveness of their loyalty campaigns.

A web dashboard provides merchants with the number of loyalty plus campaign participants, how close they are to receiving a reward redemption, how many rewards have been redeemed, loyalty effectiveness per store, customer feedback and customer profile information - including Name, email and photo.

iValu8 Loyalty Plus - a powerful and cost effective solution for managing a loyalty program.