

Punchh Acquire

Rapidly acquire new customers
to drive revenue growth



Punchh Acquire turns initial consumer visits into the first of many. Whether it starts with a phone number, email address, or offer redemption, Punchh Acquire provides a complete set of in-store and online channels for brands to acquire a customer's digital identity and create a dynamic customer profile. It is then used to generate and deliver real-time marketing offers that drive engagement, in-store and online, to rapidly convert consumers from anonymous to known customers.

Powered by Punchh Marketing Cloud, Punchh Acquire gives brands of any size the tools to understand and predict consumer behavior and execute automated marketing campaigns resulting in customer acquisition and business growth.

The platform captures, stores, and analyzes data across every offline and online touchpoint, making it easy to grow membership lists, manage customer communications, and measure success/ROI. Additionally, there is reduced burden on IT, thanks to the platform's scalability and pre-built integrations with leading eCommerce/online ordering, POS, and payment providers.

Key Features

- **eClub:** Use a single repository to capture, store, and manage all your consumers' contact information (name, address, email address, cell phone)
- **Customer Acquisition Channels:**
 - **List Imports:** Easily import contacts via CSV file uploads or integrations with third party tools
 - **Online Forms:** Capture new consumers through your website using forms that can be customized to capture key information
 - **WiFi Marketing:** Capture new consumers by offering free in-store WiFi service that automates and accelerates customer data collection
 - **Apple Pay:** Prompt consumers automatically if they want to join your marketing database when they purchase via Apple Pay
 - **In-store POS:** Brands can deliver a series of offers that are printed on a customer's receipt at the POS and determine when an offer requires a consumer to provide an email address or cell phone number to redeem the offer
- **Multichannel Marketing Communications:** Target customers in real-time with tailored messages and offers via email, SMS, or printed receipts at the POS
- **Offers:** Multi-use promotions with generic codes can be created and delivered to anonymous consumers via any communication channel to drive engagement
- **Message Throttling:** Set the number and frequency (daily, weekly, monthly) of messages that can be sent to consumers through email or SMS
- **Opt-in/Opt-out:** Enable consumers to opt-in or out from receiving communications delivered via SMS or emails to ensure compliance
- **Banned and Deactivated Users:** Identify and remove suspicious or fraudulent users from program lists
- **Internationalization:** Localize compliant acquisition programs to any region or country with multi-language and currency support

WHY PUNCHH ACQUIRE?

Personalize and accelerate a seamless customer experience from anonymous to known customer

The Punchh Marketing Cloud

The Punchh Marketing Cloud consists of three foundational components working together to help brands capture new customers, grow brand loyalty and increase program participation, visit frequency, and spend. Brands can configure and launch targeted campaigns within minutes, monitor performance in real-time, and flexibly manage them on-the-fly to accelerate outcomes.



Customer Relationship Management

- **Follow the customer journey:** From the time a customer moves from a consumer to a customer, each interaction is captured and associated with each transaction
- **Capture 360° details about each customer:** Every customer's profile in Punchh is enriched with their personal details, transactional data (RFM), and other sociographics to provide a 360° view of their demographic, psychographic, and behavioral characteristics
- **Make sense of customer data:** Profile information including SKU preferences, location preferences, channel preferences, and more is processed and stored at every interaction in the Punchh customer data platform, providing clear visibility into the customer's path to purchase across all channels



Analytics

- **Access program performance:** Measure overall program performance, including eClub sign-ups, offers rewarded, offers redeemed, campaign performance, and average check size
- **Evaluate campaign effectiveness:** Explore real-time and historical campaign KPIs including email open rates and reward redemption rates for pre, during, and post campaign duration
- **Monitor store performance:** Get detailed reports for active store locations with key metrics that include number of transactions/location, revenue generated, redemptions made, number of customers visited and more



Marketing Automation

- **Define campaign segments:** Pre-defined customer segments are available out-of-the-box including segments by acquisition channel, or brands can create custom audiences
- **Create offers:** Promotions can be created and delivered real-time online or in-store without any IT involvement.
- **Manage campaigns:** Extensive library of built-in marketing campaigns, including event-based, sign-up, geo-targeting, and more, can be scheduled to run automatically
- **Deliver local store marketing:** Execute local store marketing campaigns from the corporate office or grant local-store level permissions to run offers for specific locations/franchises

Powerful Omnichannel Integrations Create a Seamless Customer Journey



Offline integrations in-store:

- POS
- Self-service kiosks
- At the table



Online integrations:

- Mobile, Web
- Email, Wifi, SMS/Push
- Chatbots



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About Punchh

Headquartered in San Mateo, CA, Punchh is the world leader in innovative digital marketing products for brick and mortar retailers, combining AI and machine learning technologies, mobile-first expertise, and omnichannel communications designed to dramatically increase lifetime customer value. Leading global chains in the restaurant, convenience store, and retail sectors rely on Punchh to grow revenue by building customer relationships at every stage, from anonymous to loyalists.