Punchh Loyalty

Driving customer lifetime value across a brand's entire customer base

punchh®

Punchh Loyalty helps physical retailers convert customers to brand advocates by creating consistent and powerful experiences both in-store and online. Powered by Punchh Marketing Cloud, Punchh Loyalty enables brands of any size to engage consumers with the right offers at the right time over the right channels—making it easy for users to earn and redeem rewards and share their experiences.

The platform captures, stores, and analyzes data across every offline and online touchpoint, giving brands the tools to understand and predict consumer behavior and execute automated campaigns that deliver results.

With omnichannel integrations leveraging an extensive partner ecosystem of leading eCommerce, POS, and payment providers, Punchh Loyalty ensures each user interaction is tracked and optimized for increasing customer lifetime value.

Key Features

- **Customizable Loyalty Program Structures:**
  - Spend- & Visit- Based: Incent customers with points for every dollar they spend, reward them for completing a defined number of visits, or offer bonus points for certain interactions or events
  - Spend Unlocks Redeemables: Convert customer spend into points and set-up offers with customizable rewards and membership levels, for progressive redemption
  - Tiered Membership: Encourage customers to earn more attractive rewards and achieve higher membership levels with each visit and dollar spent, resulting in increased check size
  - Surprise & Delight: Delight customers with unexpected rewards for every purchase they make through offers and gamification
- **Branded Mobile App:** Foster greater loyalty with a user-friendly mobile app that customers can use as a hub for all program engagement
- **Ordering:** Enable customers to earn and redeem rewards at the time of purchase, online or at the POS
- **Payments:** Make it easy for customers to pay using their preferred method—at the counter, within the mobile app, or through the brand's website—and earn and use loyalty rewards at the same time
- **Gift Cards:** Allow customers to purchase and use digital gift cards within the mobile app, whether or not they can earn rewards on the transactions

- **Referrals:** Empower customers to invite friends to join the loyalty program via their social media networks using their mobile app or the Web
- **Ratings & Reviews:** Encourage customers to check-in, provide experience ratings, and submit feedback the brand can proactively address
- **Social Sharing:** Make it simple for customers to share their ratings and reviews by posting them to their social media accounts
- **Social Publishing:** Post pre-authorized customer reviews on the brand's corporate or local store's social media pages to increase brand awareness.
- **Beacons:** Deliver personalized campaigns to consumers when they enter or are near a store using location and micro-location-based targeting
- **Gamification:** Entertain customers with pre-built games designed to motivate them to earn rewards and redeem offers
- **Liability & Fraud Management:** Reduce risk through fund pool and cross settlement liability reporting, diagnostic assessments, and fraud monitoring that alert brands of suspicious activity
- **Single Sign-On (SSO):** Provide a seamless experience to customers by enabling them to sign-on once to access all of the brand's channels
- **Internationalization:** Localize compliant loyalty programs to any region or country with multi-language and multi-currency support

WHY PUNCHH LOYALTY?

Enrich the customer journey from customer to loyalist in subtle ways that express your brand—powered by a platform designed for all end-to-end marketing

The Punchh Marketing Cloud

Punchh Loyalty is powered by the Punchh Marketing Cloud, three foundational components working together to help brands capture customer loyalty and increase program participation, visit frequency, and spend. Brands can configure and launch targeted campaigns within minutes, measure results in real-time, and flexibly manage them on-the-fly to accelerate outcomes.

Customer Relationship Management

- **Follow the customer journey:** From the time an anonymous consumer becomes a known customer and transitions to a loyal customer advocate, each interaction is tracked
- **Capture 360° details about each customer:** The brand's data is enriched with Punchh's internal and third party data to provide a complete profile of every customer's demographic, psychographic, and in-store and online behavioral attributes
- **Make sense of customer data:** Profile information, SKU preferences, transactions, customer preferences, referrals, and more—is processed and stored in the Punchh customer data platform, providing clear visibility into the path to purchase across all channels

Analytics

- **Access program performance:** View a single dashboard for a holistic overview of overall loyalty program performance, including loyalty visits, spend, sign-ups, campaign performance, and referrals
- **Perform RFM analysis:** Define and view scores of customers based on the recency of their last visit, visit frequency, and monetary spend to identify and mitigate potential churn
- **Evaluate campaign effectiveness:** Explore real-time and historical campaign KPIs including email open rates, push notification open rates, reward redemption rates, and customer behavior analysis
- **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 guests visited and more

Marketing Automation

- **Define campaign segments:** Over 50+ pre-defined consumer segments are available out-of-the-box, or brands can also create custom audiences
- **Create personalized offers:** Single and multi-use coupons can be created and delivered real-time via the mobile app, email, social, direct mail, and POS without the ongoing support of IT
- **Manage campaigns:** Extensive library of built-in marketing campaigns—event-based, sign-up, gift-bearing, referral, winback, geo-targeting and more—can be run manually or 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 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

punchh®

f facebook.com/getpunchh

t twitter.com/getpunchh

in linkedin.com/company/punchh-inc-

Punchh.com/Contact-Us • Contact@Punchh.com • 650-781-7100

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, health and beauty sectors rely on Punchh to grow revenue by building customer relationships at every stage, from anonymous, to known, to brand loyalists, including more than 140 different chains representing more than $12 billion in annual spend.