



## REDEFINING LOYALTY WITH A SINGLE, DATA-DRIVEN PLATFORM

- Native AI and machine learning
- Industry-specific workflows
- Omnichannel customer profiles
- An enterprise-grade integration framework
- Built on a modern, cloud-based architecture
- SKU-level POS integration
- Contactless payments

**“Punchh is an integrated solution that provides us all the tools to digitally engage our customers and create connections that drive frequency and sales.”**

- Jerry Shen, Director of Digital Growth, Blaze Pizza

## PUNCHH OVERVIEW

# Consumer Expectations Are Changing

Now, more than ever, consumers expect brands to deliver personalized experiences that are also effortless, high-value, and consistent between online and in-store channels. To deliver on these high expectations, brands need to create standout experiences that nurture customer lifecycle loyalty by turning anonymous buyers into brand superfans.

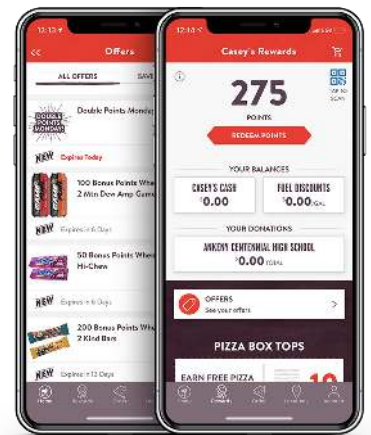
### Grow customer lifetime value and same-store sales

The Punchh Loyalty, Offers, and Engagement Platform captures data at every consumer touchpoint, using AI-driven insights to create an increasingly personalized and engaging loyalty experience that grows with each customer throughout their entire journey with your brand.

### Punchh Loyalty and Offers

Design a customized, AI-driven loyalty program and personalized offers that create better customer experiences, increase visit frequency, and drive higher customer lifetime value.

- Make it easy for guests to earn and redeem rewards in-store or online, collecting valuable data at every consumer touchpoint
- Integrate easily with POS, payment, online ordering, and other third-party systems
- Build and deliver automated customer journeys using behavior and event-based triggers that keep customers engaged with your brand



- Create complex customer segments without the complexity
- Customize your program structure with spend and visit-based or tiered memberships
- Track progress with program and audience analytics and an intuitive dashboard
- Engage customers with games, referrals, and surveys
- Encourage feedback with reviews and ratings
- Reduce fraud through liability reporting and fraud monitoring
- Convert customers from anonymous to loyalists with targeted and trackable AI-driven offers.
- Send real-time coupons and promos in-app, online, or in-store to spur customer action and drive higher redemption rates



**punchh**®



### Punchh Campaigns

Segment and target dynamic customer profiles with real-time marketing communications that drive omnichannel engagement and rapidly convert first-time consumers into valued customers.

- Drive participation and redemption with easy identity resolution, automated customer segmentation, and campaign execution via email, SMS, push notifications, and rich messages.
- Create campaigns in just a few clicks to deliver dynamic integrated offers that attract and retain customers
- Plan, manage, execute, and gain insights into every campaign with a single, integrated loyalty and engagement platform

### Expert Services at Every Step

Extend the power of your team with Punchh Support, Services, and ongoing training.

- Custom mobile app development
- Loyalty program strategy and design
- Managed services for campaign design and execution
- Omnichannel customer experience design
- Benchmarking and best practices
- 24-hour global support
- A dedicated customer success manager
- Guest services
- Platform certification and ongoing training

## WHY CHOOSE PUNCHH?

**200+**

of the world's biggest brands

**34**

of the top 100 restaurants

**6**

of the top 100 convenience stores

**195+**

partnerships and integrations

**100k+**

store locations in 20 countries