

Punchh Offers

Easily convert customers from anonymous to loyalists with targeted and trackable offers



Punchh Offers provides brands with the ability to instantly create personalized offers that convert customers from anonymous to loyalists. With Punchh, brands are equipped with the end-to-end functionality required to run a successful campaign—ranging from real-time offer code generation, omnichannel distribution and processing, to offer reporting and insights, fraud prevention, and more. Powered by the Punchh customer platform, Punchh Offers 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 for brands to drive offer redemptions that can be tracked back to specific users.

Punchh Offers both promotions with generic codes and coupons with unique codes that can be delivered via a mobile app, email, social, direct mail, and POS, all in real-time—without the ongoing support of IT. The platform captures, stores, and analyzes data across every in-store and online touchpoint, giving brands the tools to understand and predict individual behavior and execute automated campaigns with offers that deliver results.

With omnichannel integrations leveraging an extensive partner ecosystem of leading eCommerce, POS and payment providers, Punchh Offers ensures user interactions are tracked real-time and optimized for increasing customer lifetime value, while minimizing the total cost of ownership.

Key Features

- **Promotions:** Create generic codes that anyone can use to receive a discount or reward. Codes can be pre-generated for use in print, social media, or paid media campaigns
- **Coupons:** Create unique codes—pre-generated or on-the-fly—for target consumers to receive a discount or reward that can be tracked back to the individual user
- **Bounceback Offers:** Deliver offers that are printed on a consumer's receipt at the POS and determine when an offer requires the consumer to provide an email address or cell phone number to redeem it
- **Coupon Counts:** Set the maximum number of coupons that are generated for distribution for a specific campaign
- **Promotion Throttling:** Set the maximum number of promotions that can be redeemed for a specific campaign
- **Coupon Throttling:** Set the maximum number of times a specific user can redeem a coupon within a certain time period
- **Static Discounts:** Configure discount offers by deducting a fixed percentage or dollar amount off an item
- **Dynamic Discounts:** Configure discounts based on ticket size, multiple price levels which apply alternative pricing (i.e., Happy Hour, Tuesday nights, VIP), or pre-defined promotions to transactions that include items which meet pre-defined criteria (i.e., Buy-One-Get-One free, bundled pricing)
- **Qualification Criteria:** Define offer eligibility requirements including valid time and date ranges, SKUs, receipt amounts, locations, and discounting rules
- **Campaign Creation:** Easily define and execute campaigns in-store and online by leveraging real-time, pre-defined customer segments and flexible offer management
- **Omnichannel Distribution:** Deliver offers in-store via an offer printed on a paper receipt at the POS and through digital channels (i.e., mobile app, email, SMS, and social)
- **Personalized Messages:** Send personalized messages with offers to target segments via email and SMS or push notifications using dynamic tagging
- **Message Throttling:** Set the maximum number of times a consumer can receive an email or SMS regarding a particular offer
- **Omnichannel Redemption:**
 - **In-store:** Customers can redeem offers in-store at the POS by presenting an offer on a paper receipt or via a QR code generated on their mobile app
 - **Online:** Customers can redeem offers while placing an order through the mobile app or the web
- **Offer Clearinghouse:** Confirm the validity of an offer, tracking its status from offer creation and activation through redemption and expiration
- **Offer Wallet:** Users can view available, used and expired offers on their mobile app or on the web
- **Offer Reporting & Analytics:** Access pre-configured reports that provide key metrics around offer performance including redemption rates, revenue generated, discounts given, and average check size
- **Administrative Console:** Use a single, easy-to-use portal to create campaigns, add offers, and deliver personalized messages to target segments
- **Local Enablement:** Franchisees and/or third-party marketing agencies can manage, select, and distribute offers to target segments nationally and locally based on permissions granted at the corporate level

WHY PUNCHH OFFERS?

Create and deliver the right offer at the right time—powered by a customer platform that personalizes and accelerates a seamless customer experience

The Punchh Customer Platform

Punchh Offers is powered by the Punchh customer platform, three components working together to help brands capture customer loyalty and increase visit frequency and wallet-share. 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 Experience



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, including more than 140 enterprises around the world.