

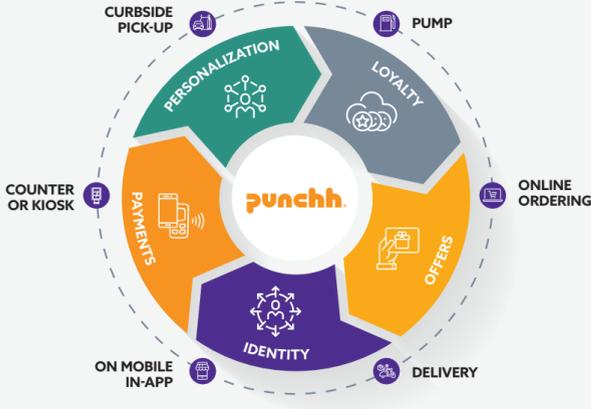
punchh

7 KEYS

THAT UNLOCK CUSTOMER LOYALTY



1 MAKE OMNICHANNEL CX A PRIORITY



From ordering to pickup and delivery to reviews—your customers expect a fast, personalized, & convenient end-to-end experience that feels consistent in every channel and interaction

Shoppers who buy from a brand both in-store and online have a

30%

higher CLV (IDC Research)



2 DELIVER 1:1 PERSONALIZATION

Personalized loyalty programs turn unknown consumers into brand superfans and drive higher lifetime value

54% of customers would leave a brand that doesn't provide engaging content & offers*

69% say their choice of retailer is influenced by where they can earn customer loyalty/rewards*

82% feel more positive about a brand after engaging with personalized content*

* Fundra



3 FOCUS ON YOUR "BEST" CUSTOMERS FIRST

As loyalty participation increases, the number of transactions per user and CLV increase with it.

80% of your profits come from your most loyal customers*

Just a **16%** lift in transactions per user drove a 3x increase in total loyalty sales for Punchh Loyalty clients*



*Punchh



4 MAKE LOYALTY YOUR BRAND PHILOSOPHY—NOT JUST ANOTHER PROGRAM

Customer lifecycle loyalty turns anonymous buyers into known customers and eventual brand superfans

Increasing customer retention by just

5%

boosts profits by 25% to 95% (HBR)

Your most loyal customers have up to a

25x

higher lifetime value than casual buyers (Punchh)

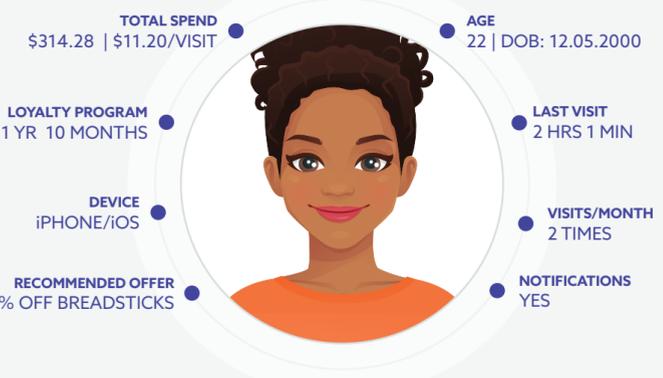


5 USE DATA TO CREATE A TRUE 360-DEGREE CUSTOMER VIEW

Enrich consumer profiles with earned zero-party & non-loyalty data to build consumer relationships and trust

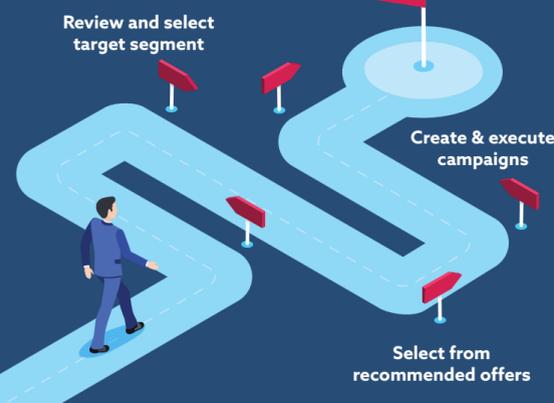
56% of customers stay loyal to brands that "get them." (SmallBizGenius)

87% of Americans are willing to have various details of their activity tracked in exchange for more personalized rewards and brand experiences. (Bond)



6 EMBRACE AI AS AN EXTENSION OF YOUR TEAM

MARKETING JOURNEY USING AI FOR 1:1 LOYALTY



AI predicts customer behaviors, enabling the right offer, for the right customer, at the right time and via the right channel—powering scalable, 1:1 loyalty

AI-powered loyalty gets results. Analysis of Punchh Merlin AI clients shows 4.5x offer redemptions and 5x more visits than from manually-generated marketing campaigns and offers.

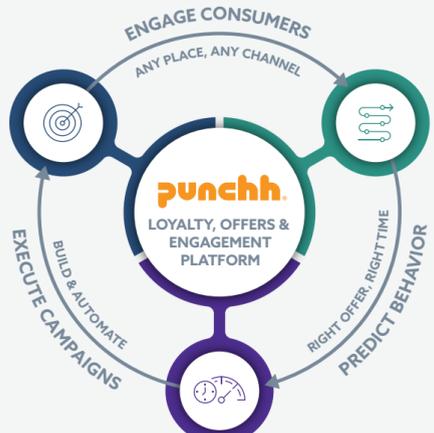


7 CHOOSE A PLATFORM THAT INTEGRATES EASILY AND EVERYWHERE

Create the stack that best serves your brand—not the one you're forced into

SAVE TIME & RESOURCES with pre-built, proven integrations

ACCELERATE time-to-market & time-to-value and reduce the burden on your IT team



Learn how Punchh can help you unlock lasting customer loyalty at punchh.com

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