



# Punchh Wallet: Pay, Earn, Redeem. All at once.

**2.5x**

faster checkout with payment and loyalty in one scan.

Increase CLV up to  
**163%**  
with subscriptions.

**23%**

Increase in repeat visits per customer using native wallets.

## Improve Convenience, Capture Recurring Revenue, & Broaden Your Reach

Create a customized mobile wallet solution tailored to your business goals and objectives. Only pay for the features you choose to use. The Punchh Wallet package is flexible and will scale as your business needs and tech stack evolve.

### Punchh Wallet In-App Features



#### Saved Payment

No more juggling between physical cards and the app. Now guests can securely save credit cards in the app and at checkout, simply scan the QR code to pay, earn, and redeem rewards - all at once. Target and incentivize guests to store and use stored payments.



#### Stored Value/Gift Cards

Forget the hassle of physical gift cards - load and auto-reload stored value directly in the mobile app reducing time at the POS, and increase convenience for habitual customers with the ability to pay with one scan at checkout.



#### Subscriptions

Provide loyal guests with the ultimate reward - exclusive access to food passes so they get the meals they love on a regular basis at a price that is right for them, all while creating a recurring revenue stream for your brand. Guests can manage subscription payments and renewals right in the brand's mobile app with Punchh Wallet.

### Punchh Wallet Out of App Features



#### Apple Wallet Loyalty

No App? No Problem! Deliver the convenience to join, pay, earn and redeem rewards in native digital wallets like Apple Wallet with one tap. Points and rewards are stored and accessed in their Apple wallet via a Loyalty Pass.



#### Punchh Passes

Design and update the passes used in Apple Wallet easily in the Punchh Platform. Passes can be used to acquire new members, allow existing members to participate in loyalty without an app, and to utilize offers sent to loyalty members and/or your eClub.

## Punchh Wallet Experience in Your App



### Meet Monica

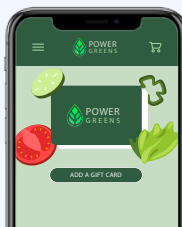
- ♥ Loves salads
- 🕒 Has busy work weeks
- 🏃 Moves fast to balance work and family

1



Great Job email with Gift Card from her manager to Power Greens

2



Loads the gift card to her app and now she can auto reload her stored value.

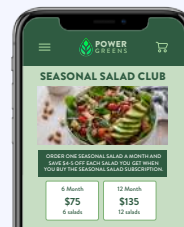
3



Monica scans to pay and earn using her Stored Value the next time she picks up her order through the drive thru.

Monica gets into the habit of picking up a salad 1x a week

4



Qualifies for exclusive access to the Seasonal Salad Subscription only available to top tier loyalty members. Monica can manage and renew the subscription right in your app.

## Punchh Wallet Experience Outside of Your App



### Meet Mark

- ♥ Loves Chicken Queso Bowls
- 🚫 Does not want to download an app to participate in loyalty.
- 🍏 Prefers Apple Pay

1



Orders a Chicken Queso Bowl (extra guac) - Uses his Apple Wallet to pay.

2



In just a few taps, joins the loyalty program, pays and earns points with the first purchase.

3



Earn Rewards: Mark gets a notification from Apple Wallet that he has earned a Free Queso from I Love Tacos.

4




Pay, Earn, Redeem: Mark returns to use his Free Queso signup offer. He pays, redeems his free queso, and earns 10 points in a single tap.

## Evolve payments and loyalty for your guests with Punchh Wallet

Grow and adapt without skipping a beat. Customize the Punchh Wallet experience based on your business needs with flexible solutions that evolve as quickly as your customers' needs do. [Learn how here.](#)

## Unlock anonymous card holders' data

 Punchh Wallet gives you access to see how non-loyalty members are spending compared to loyalty members. This is your opportunity to incentivize them to join your loyalty program.

One customer saw a **27%**  spend lift loyalty members vs. non-loyalty members - Punchh platform data



## Punchh Wallet

Punchh Wallet enhances customer loyalty by creating a seamless checkout and loyalty experience, making it easy for customers to enjoy perks whether they have your app or not. Scale without burdening your IT department with technology that reduces complexity and adapts to evolving business needs.



### Seamless Interactions

Punchh Wallet elevates transactions by merging payments and loyalty rewards into one seamless experience.



### Boost Loyalty Engagement

Keep your customers coming back for more. Punchh Wallet turns every purchase into a chance to earn, making loyalty the easiest choice they'll make all day.



### Reach Non-loyalty Customers

Bring loyalty rewards to those who bypass app downloads. It's a simple, inclusive way to ensure every customer enjoys the perks of your loyalty program—no app required.



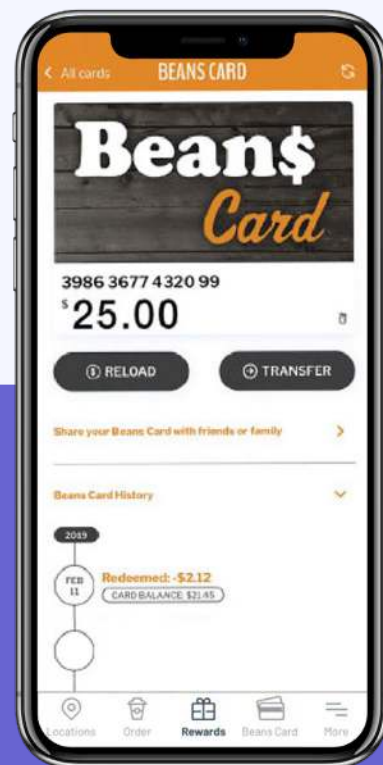
### Scalability and Adaptability

Grow and adapt without skipping a beat. Customize the Punchh Wallet experience based on your business goals with flexible solutions that evolve as quickly as your customers' needs do.

Punchh will continue to grow the wallet capabilities to keep your brand competitive and provide a guest checkout experience that is easy and will have them coming back for more.

**Consumers expect a seamless mobile wallet experience. Deliver it to them with Punchh Wallet.**

- ✓ Experts predict digital wallets will overtake plastic cards by 2030.
- ✓ Consumers spend 33% more at restaurants when using a digital wallet.
- ✓ Nearly 80% of Gen Z consumers use digital wallets.



Take your loyalty program to the next level with Punchh Wallet

Fill out the form and we will schedule a full demo so you can see Punchh Wallet in action.



1. Evolving trends in brand loyalty and consumer behavior: 2023 edition, Oliver Page and Michelle Malblanc, Deloitte Development LLC.  
2. Amanda Claypool, 53% Of Americans Use Digital Wallets More Than Traditional Payment Methods: Poll August 25, 2023, from Forbes Advisor  
3. Tyler Van Dyke | Mar 18, 2024, based on survey of 2501 US respondents, EMarketer