



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.

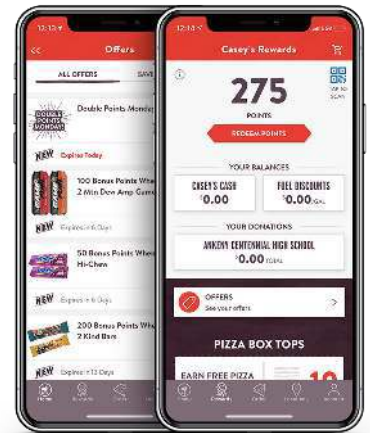
Grow customer lifetime value and same-store sales

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 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

punchh®



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