

DEEP LAVENDER

# Winter '20

---

Product Release Brochure

---

# Executive Summary



## Enriching the personalized loyalty experience

According to a recent study by Twilio, **76% of executives** voted customer experience as a top priority for their company. This signifies a paradigm shift in customer retention that emphasizes personalized customer journeys over discounts.

Loyalty programs are leading-edge tools in revolutionizing customer retention in this sense:

*they are capable of building upon your existing segmentation strategy to deliver custom-tailored loyalty experiences that feel relevant for your customers.*

**In our Deep Lavender Winter Product Release,**  
**Antavo** introduces **two features** that help you easily  
and efficiently build more diverse and targeted  
customer experiences:



### **A Points Economy, which**

- Re-imagines point progression for loyalty programs
- Allows you to set up segment-specific loyalty rules in a single module
- Enables you to add custom expiration to actions



### **A New Tiers Module, which**

- Replaces our previous level extension module
- Allows multiple tiers to be assigned to customers
- Lets you dedicate separate tiers to transactional and non-transactional activities



### **Csaba Horvath**

Director of Engineering  
at Antavo Loyalty  
Management Platform

*"Building your loyalty program in a way that it feels unique to each customer should be the primary goal on your checklist. Being relevant is what matters to most people nowadays, and being able to deliver such experiences guarantees long-lasting brand love and true loyalty."*

# Table of Contents

---

- 2. Executive Summary
- 5. Introducing the Points Economy
- 6. Points Economy: Segmentized Loyalty Rules
- 8. Points Economy: Custom Expiration
- 9. Meet Antavo's New Tiers Module
- 10. Key Benefits of the Tiers Module
- 11. Utilizing the Tiers Module for Personalized Experiences



# Introducing the Points Economy

**'One size fits all' is a recurring approach in many outdated loyalty program technologies. For instance, the amount of points a member earns for spending money is dictated by a fixed exchange rate that applies to every single customer.**

Even though this approach keeps program management nice and simple, it also cripples the marketer's or CRM expert's ability to develop personalization. Moreover, adding any diversion from the core rules would require additional development.

**Antavo's Points Economy** feature re-imagines rules management for loyalty programs, allowing businesses to assign personalized loyalty logic to individual customer segments.

# Points Economy:

## Segmentized Loyalty Rules



**Generally, managing the point system in a sophisticated way requires multiple modules.**

We have unified the management process in our platform, giving you a powerful tool to run your loyalty programs.

With **Antavo's Points Economy** feature, you are able to create, run and edit the following actions in one place, with no additional IT knowledge or additional development:

Assign unique loyalty rules based on your existing customer segments

Manage point rules for transactional and non-transaction actions separately

Set different point earning mechanics for each tier

Manage point expiration collectively for customer actions

*This is how you can set up point expiration in three easy steps.*



The screenshot shows a web application interface for configuring 'The Store Membership'. On the left is a dark sidebar with icons and labels: 'POINTS ECONOMY', 'Accounts', 'THE STORE MEMBERSHIP', 'Basic settings', 'Earn rules', 'Burn Rules', 'Expiration', and '+ Create new account'. The main content area is titled 'The Store Membership' and contains the following settings:

- Expiration type \***: A dropdown menu with 'Rolling' selected.
- Point validity \***: A numeric input field with '12' and a unit selector set to 'Months'. Below this, a note states: 'Points will expire after the given period of time.'
- Expiration day \***: Three radio button options:
  - ☐ Beginning of a given month in which points are old enough to expire
  - ☐ End of the calendar month in which points are old enough to expire
  - ☒ The same date upon which points were earned during the calendar month in which they are old enough to expire

At the bottom right of the form are 'Cancel' and 'Save' buttons.

# Points Economy:

## Custom Expirations

One of the benefits of the Point Economy is that you are able to choose from a variety of expiration types for your customers. By default, you can pick from three options:

### No expiration:

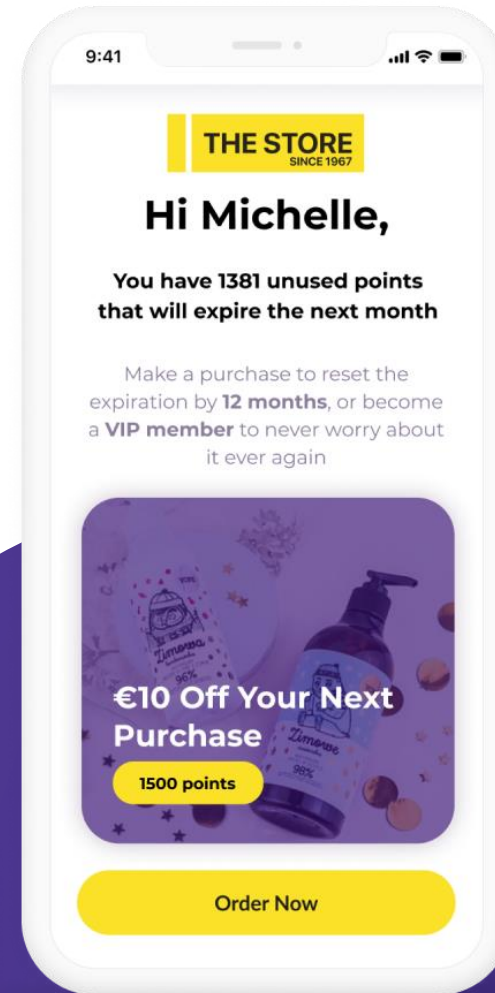
Loyalty points never expire

### Rolling expiration:

Points expire after a custom timeframe. That timeframe resets after any purchase is made

### Calendar:

The points expire on a scheduled date



**With Points Economy**, you can offer VIP members no expiration, while the rest of your customer base receive points with rolling expiration. This rule can be set up in the same module, intuitively, and does not require custom development.



# Meet Antavo's New Tiers Module



**Antavo is replacing its level extension feature with a new Tiers module that gives CRM experts and marketers more freedom when it comes to designing customer journeys.**

The level extension module was responsible for defining a customer's level (such as **Bronze**, **Silver**, or **Gold**). Previously only one level was allowed to be assigned per member, and now we're giving marketers more flexibility.

The resulting new addition to the **Antavo Loyalty Management Platform** allows users to place customers into multiple tier structures based on various requirements and restrictions. In other words, loyalty members can now participate simultaneously in more than one tiers and reap the benefits.

# Key Benefits of the **Tiers Module**

One of the main appeals of the tiers module is that companies can engage customers in multiple ways to increase their lifetime value. In a traditional tiers structure, all actions performed by a member contributes to raising one central level. But this new module lets you create separate tiers that are dedicated to social media activity, friend referrals, gamified profiling, and making a purchase.

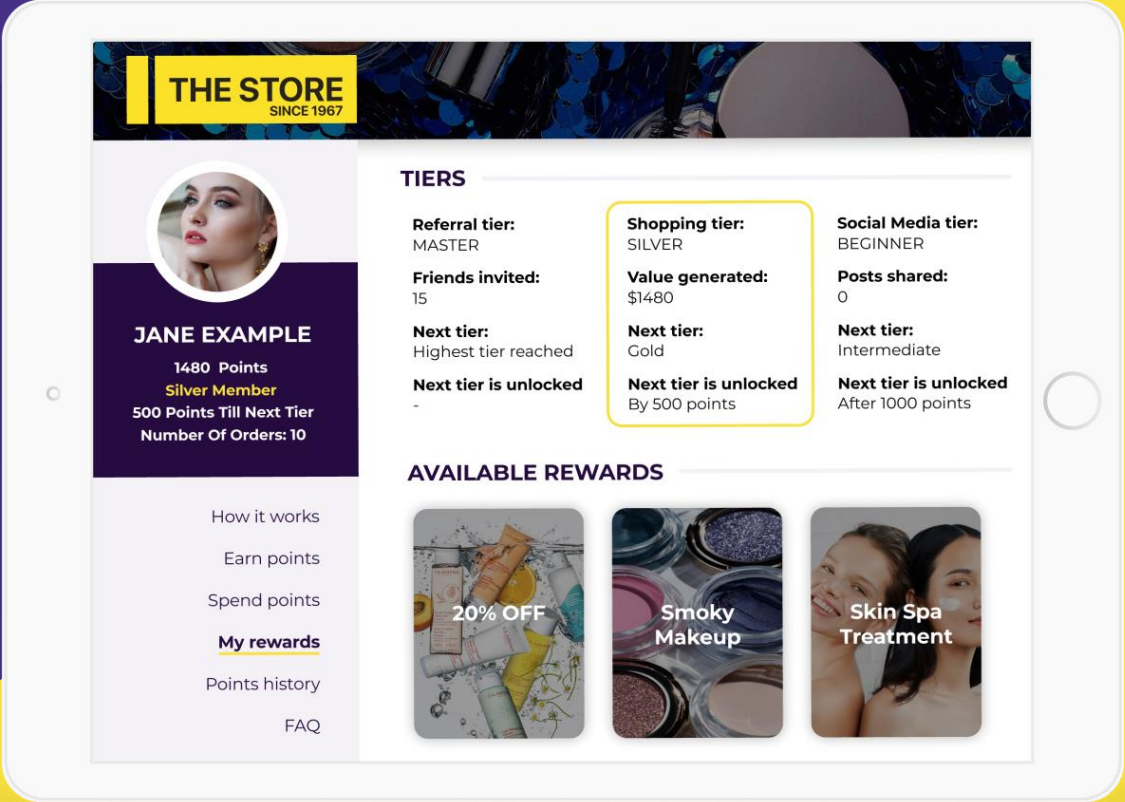
And because each standalone tier could potentially have its own rewards, someone who isn't a regular customer can still find enjoyment in being an active loyalty program member by performing social media related tasks and leveling up at the dedicated tier – driving valuable word-of-mouth for your brand.

# Utilizing the Tiers Module

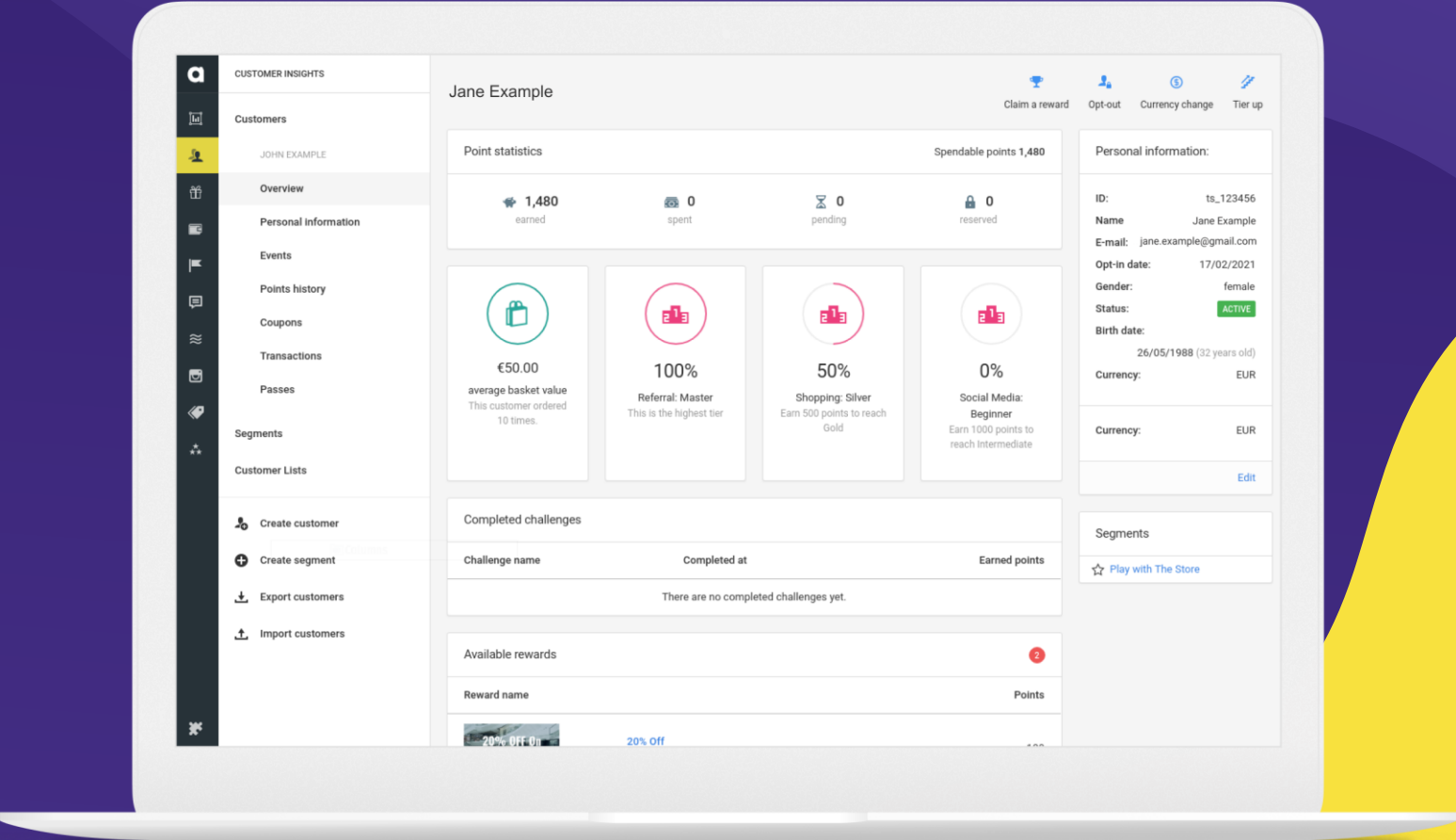
## for Personalized Experiences

Creating custom tiers with the tiers module is easy, and all actions can be performed within the module.

- 1 For starters, you have to establish the tier by defining its name, category, and how many levels it has.
- 2 Then you need to indicate whether the tier is based on spend (for transaction-driven tiers), points (for activity-based tiers) or invitations (for privilege-based tiers).
- 3 Lastly, you have to define which type of actions help customers rank up. Choose a single action for simplicity, or multiple actions if you would like to create a more sophisticated system.



*The customer overview page in Antavo's platform displays each tier that the customer is in, and how far they've progressed. This gives you valuable insight that you can use to fuel your marketing campaigns and send hyper-personalized newsletters.*





# Enter the Next Era of Customer Loyalty

Learn more about the enterprise-grade  
customer retention technologies

---

**Contact Antavo**

and get in touch with our experts!

Ebooks

Demo

[www.antavo.com](http://www.antavo.com)