

AQUA BLUE

SUMMER '19

PRODUCT RELEASE BROCHURE

EXECUTIVE SUMMARY

Connect with customers in-store and on mobile

There's a huge issue looming on the horizon of brick-and-mortar stores: a lack of information, which hinders a customer's ability to meaningfully engage valuable shoppers. To achieve a high customer lifetime value, shoppers need to be re-engaged after the initial purchase, but this is impossible if they shop in the store anonymously.

This product release is a summary of our latest solutions that aim to help businesses handle this challenge.

- Introducing Mobile Wallet, our new standalone product you can roll out in just a day and use it to connect online and in-store purchases
- Use our in-store capabilities to encourage guest shoppers to identify themselves and enroll into the loyalty program
- Organize Instagram contests to boost social media engagement and user-generated content
- Spread the word about your brand with our improved referral system, which now supports Messenger & WhatsApp

“Customer retention is a battlefield, and if you don’t make the necessary preparations, you hand over victory to the competition. So let me show you all the innovative strategies needed to win customers over.”



Attila Kovacs, Product Director at Antavo Loyalty Management Platform

TABLE OF CONTENTS

- 2. **Executive Summary**
- 4. **Mobile Wallet:** Elevating In-store Customer Experience
 - The Missing Link for Identifying Guest Shoppers
 - Special Use Case - Surprise & Delight
 - Implement in Just ONE Day!
- 8. **In-store Capabilities:** Incentivize Enrollment
 - Capture the Attention of Guest Shoppers
- 10. **Salesforce Commerce Cloud**
- 11. **Instagram Contests**
- 12. **Referral via Messenger & WhatsApp**

MOBILE WALLET:

Elevating In-store Customer Experience

Customer expectations are changing:

87% of Gen Z shoppers wish to be recognized by omnichannel experiences. In order to meet these expectations, retail brands must reduce the barriers between the physical and the digital worlds.

THE SOLUTION: MOBILE WALLETS

Mobile Wallets are native applications that everyone has on their iPhone or Android phone.

Antavo's all-in-one solution empowers you to engage with your customer base through digital:



Membership cards



Coupons



Event tickets

antavo

How to Identify Customers In-store with Mobile Wallet [Cu...

Watch later

Share

MOBILE WALLET SOLUTION

CUSTOMER LOYALTY DEMO LAB

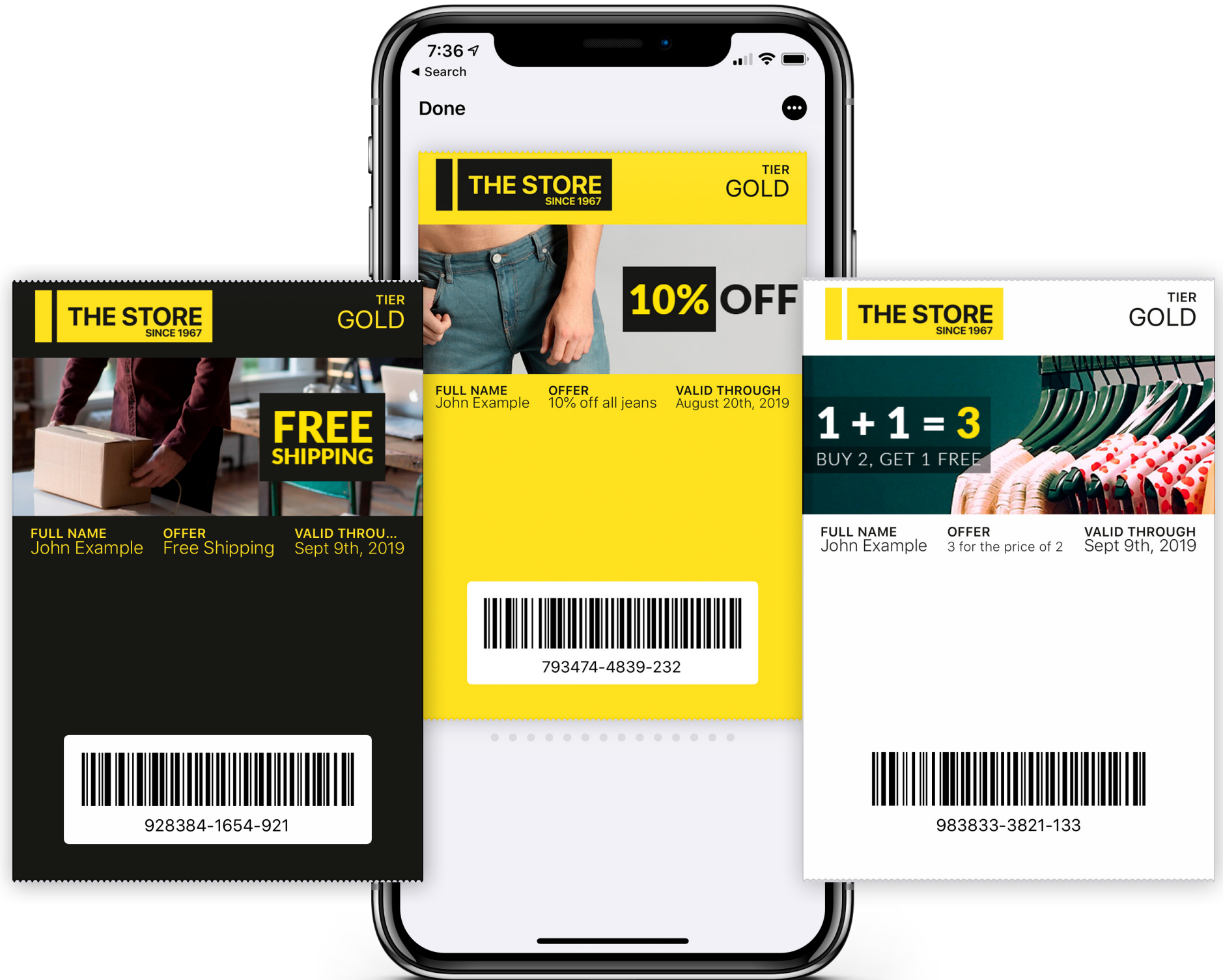
Watch this video to learn more about how the Mobile Wallet Solution works.

MOBILE WALLET:

The Missing Link for Identifying Guest Shoppers

Opting for Antavo's Mobile Wallet solution gives you a new way to interact with customers in your brick-and-mortar stores.

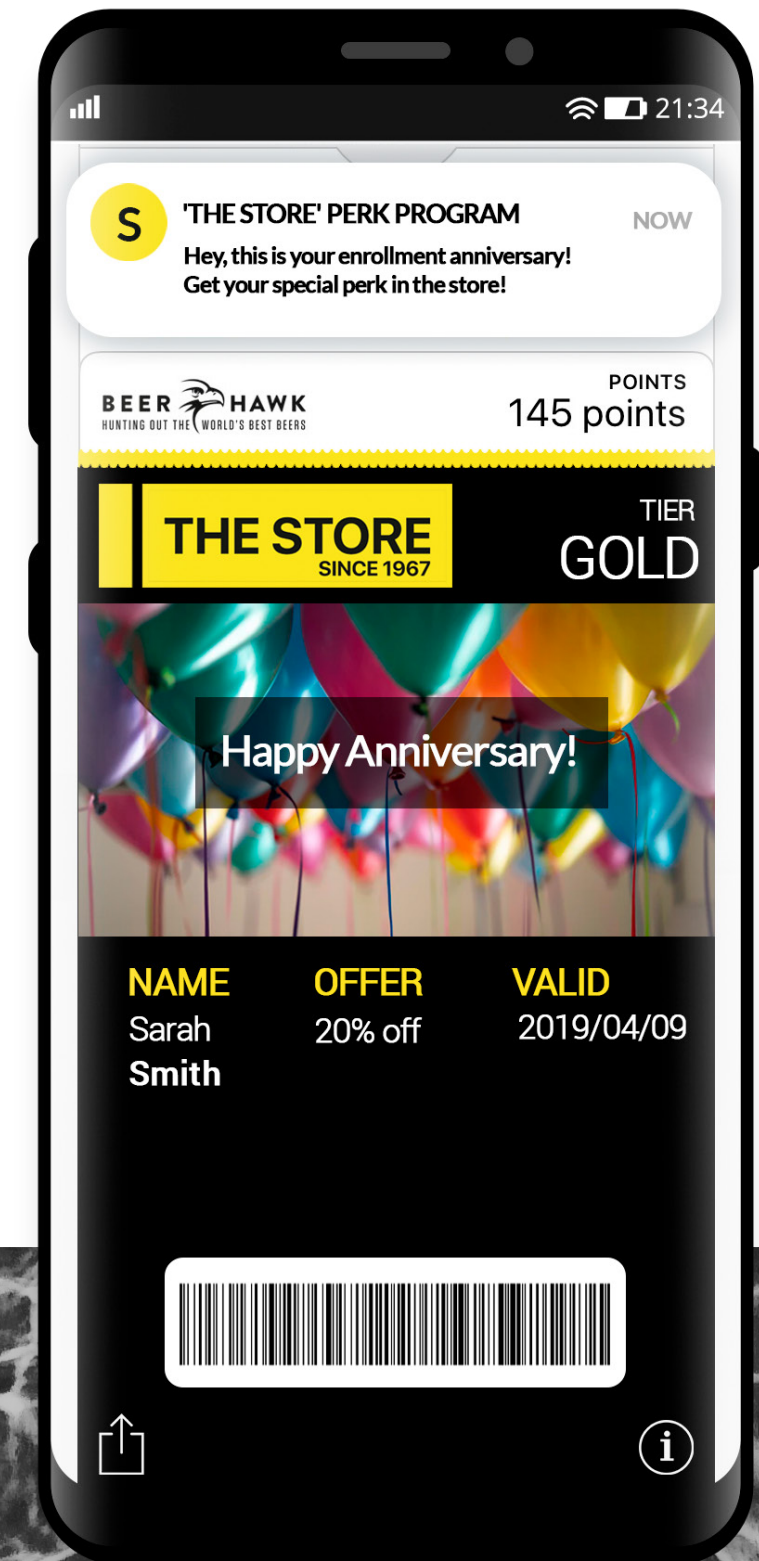
- By scanning their **mobile pass at the POS**, customers are identified while redeeming their rewards.
- **The shop assistant can encourage customers to enroll in a Perk Program** to unlock various members-only benefits, such as a dedicated express checkout lane.
- Members **receive push notifications** when they're in close proximity of the store. These can be reminders or notifications about the latest sale.



AQUA BLUE SUMMER PRODUCT RELEASE

MOBILE WALLET: SPECIAL USE CASE Surprise & Delight

Celebrate the first year anniversary of a customer's enrollment with a mobile pass that entitles them to a free cupcake or a flower, if they visit the dedicated store. This low-cost offer creates a sense of gratitude, convincing people to make an unplanned purchase.



AQUA BLUE SUMMER PRODUCT RELEASE

MOBILE WALLET:

Implement in Just ONE Day!

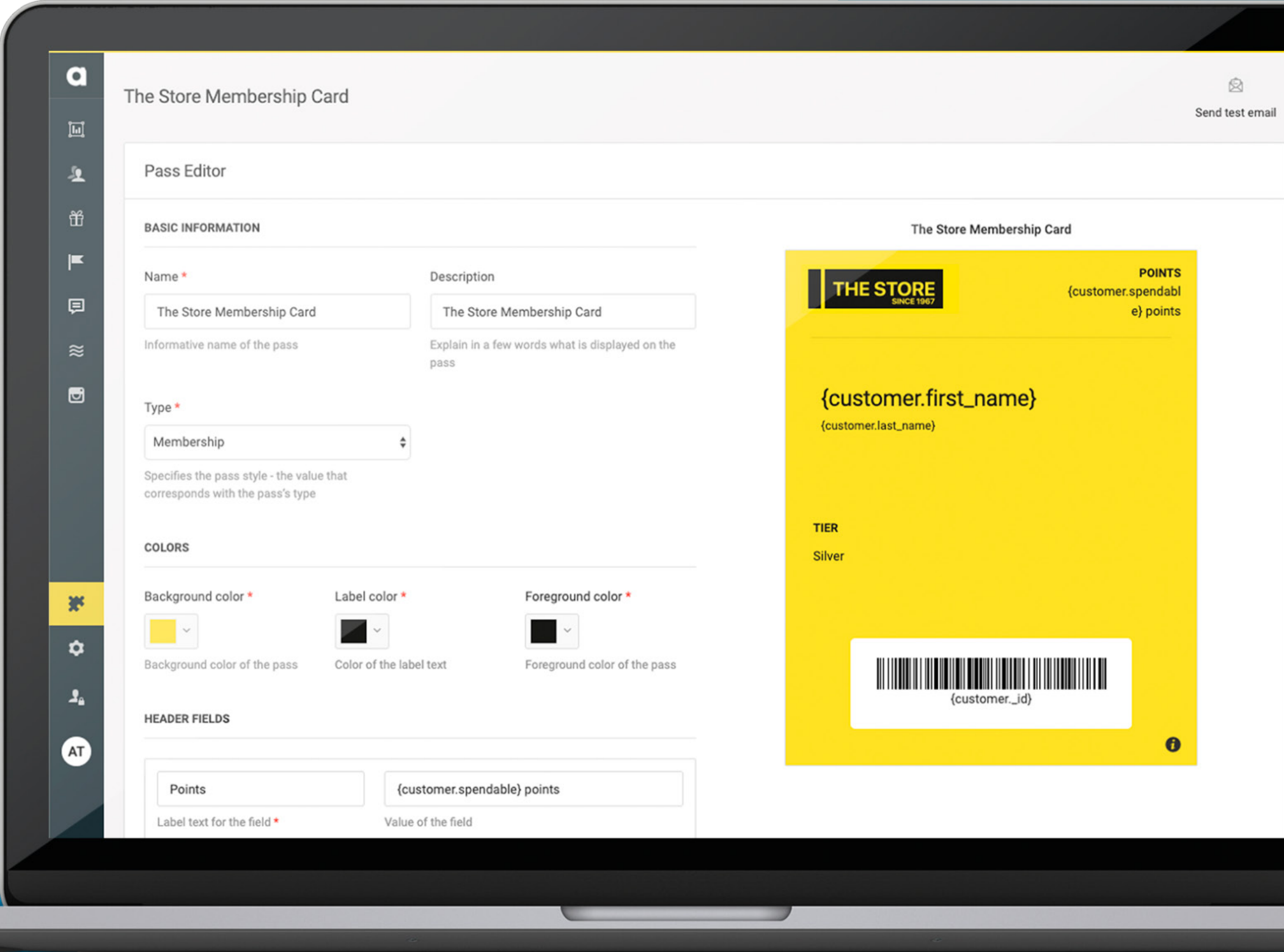
Providing a seamless experience for customers is important, but what about your CRM team, who will be tasked with running the show?

The Antavo's Mobile Wallet Solution was designed with their needs in mind.

First of all, launching the system shouldn't take longer than a day.

Yes, it's that out-of-the-box!

Secondly, the Mobile Pass Editor requires no IT skills at all. Marketers and CRM executives can easily adjust the design of each pass, add store locations, set the trigger conditions for offers, add perks, and so on.



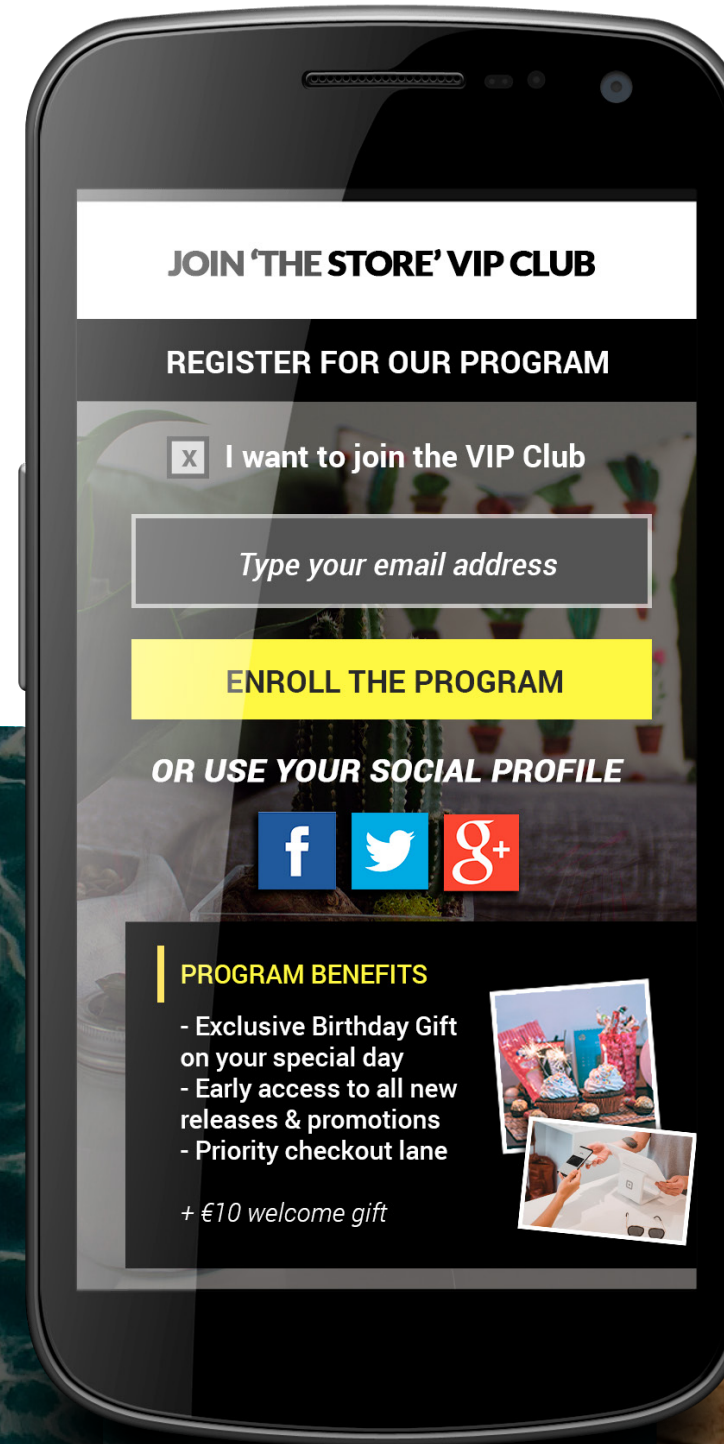
IN-STORE CAPABILITIES:

Incentivize Enrollment

People who shop in your store but leave without sharing any contact information are called 'guest customers'. There are multiple ways to better target this customer segment, and convince them to start communicating with you, so they can be added to your CRM.

Instead of advertising the loyalty program itself, promise an instant reward, or an alluring benefit. Fast-lane checkout, freebie trinkets, or a discount coupon are all very convincing incentives.

For a speedy sign up, send a magic link with the Easy Signup module in SMS or email so they can finish their registration as they commute or when they are in the comfort of their homes.



JOIN 'THE STORE' VIP CLUB

REGISTER FOR OUR PROGRAM

☒ I want to join the VIP Club

Type your email address

ENROLL THE PROGRAM

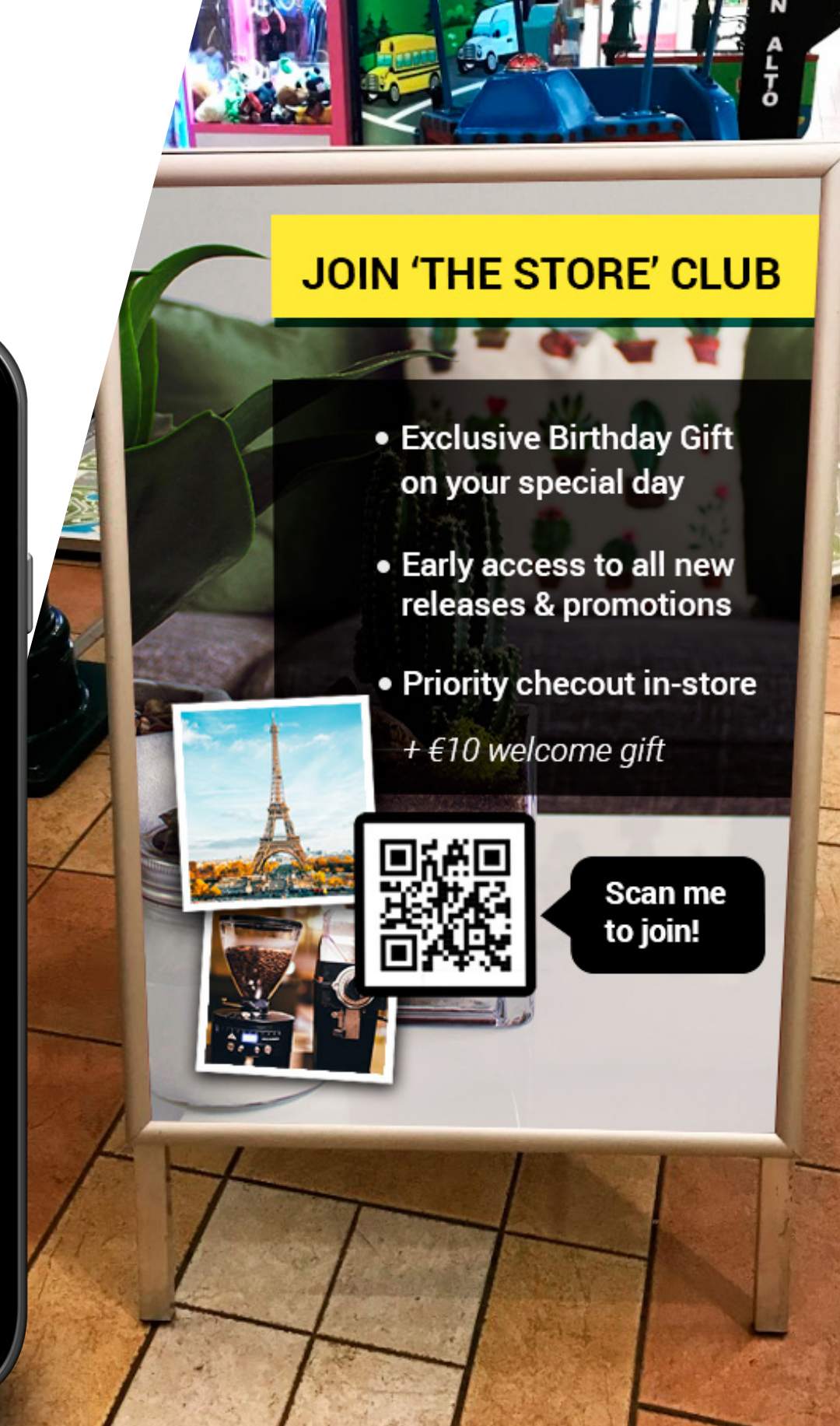
OR USE YOUR SOCIAL PROFILE

f t g+

PROGRAM BENEFITS

- Exclusive Birthday Gift on your special day
- Early access to all new releases & promotions
- Priority checkout lane

+ €10 welcome gift

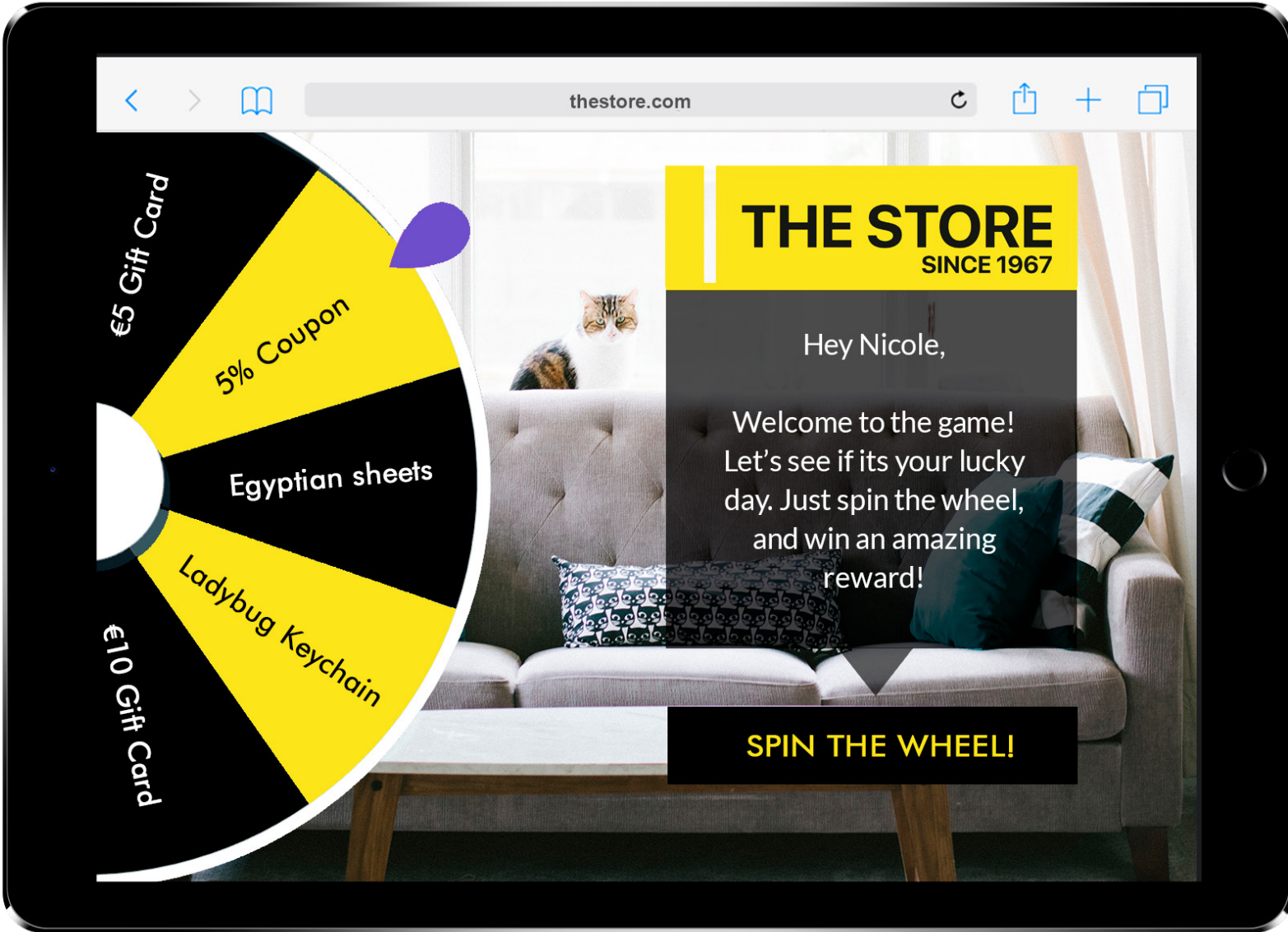
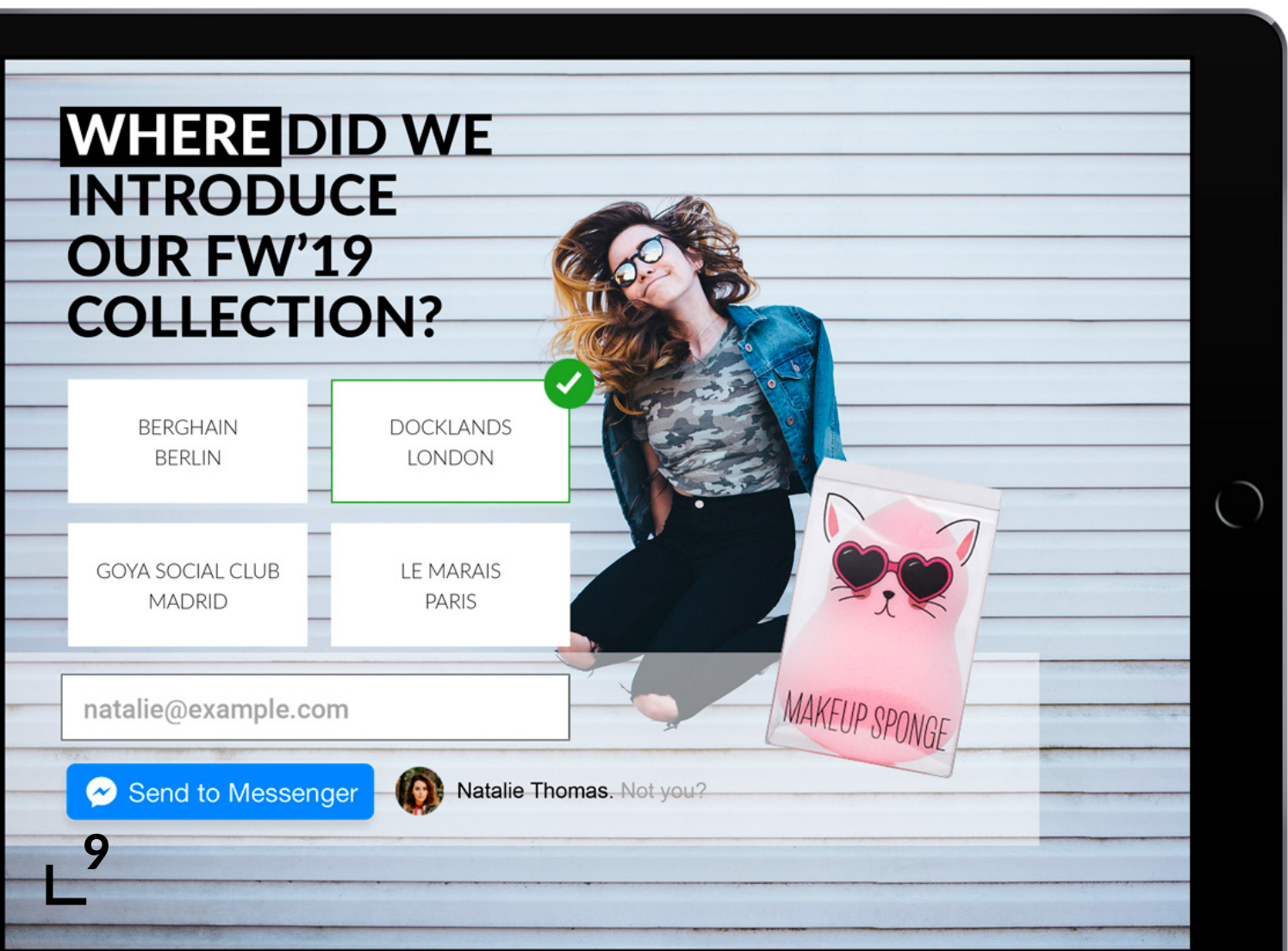


IN-STORE CAPABILITIES:

Capture the Attention of Guest Shoppers

GAMIFIED QUIZZES

Place tablets near the queues and ask customers to fill out quizzes while they are waiting. Alternatively, they can use their phone to answer the questions as well. You may ask up to 3 questions, to personalize the reward that a customer can get after signing up to the loyalty program. *Another way is to spin the prize wheel...*



PRIZE WHEEL

Make your customers test their luck with a spin of the wheel and offer them fun gifts in exchange. Ask for their mobile number or email address to reach them later and onboard them to the loyalty program. You can change the ratio of non-winning slices any time, and add new rewards as you go.

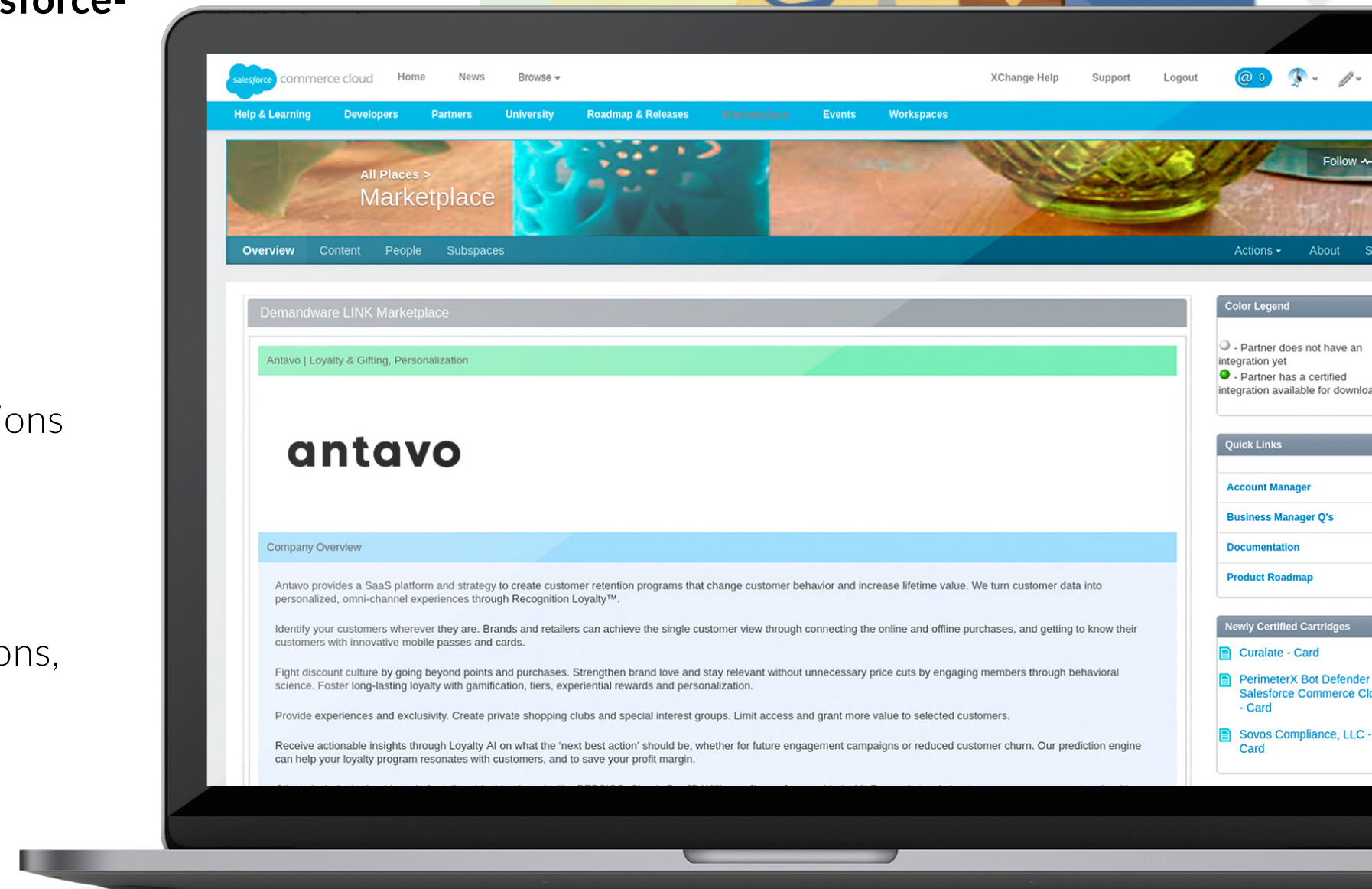
AQUA BLUE SUMMER PRODUCT RELEASE

SALESFORCE COMMERCE CLOUD

Following our **earlier integration** with the **Salesforce Marketing Cloud**, Antavo now also integrates with the **Salesforce Commerce Cloud**, allowing users to reach our app on the **Salesforce Marketplace**. This also means that your loyalty program can now be embedded into your **Salesforce-powered** online store.

The latest integration unlocks 5 new functions:

- Create and launch a loyalty program for your online store and save even more time on the integration.
- Configure rules and grant points or rewards for both transactions and behaviors in your online store.
- Use Ecommerce widgets to enhance any part of your website with loyalty-related information.
- Enable customers to redeem loyalty points for rewards, coupons, or sweepstakes entries from your online store.
- Enable customers to pay with loyalty points during the Salesforce Commerce Cloud-powered checkout process.



INSTAGRAM CONTESTS

Increase social media engagement and push user-generated content to the next level by setting up a photo-submission contest on Instagram - promising an attractive prize for the winner.

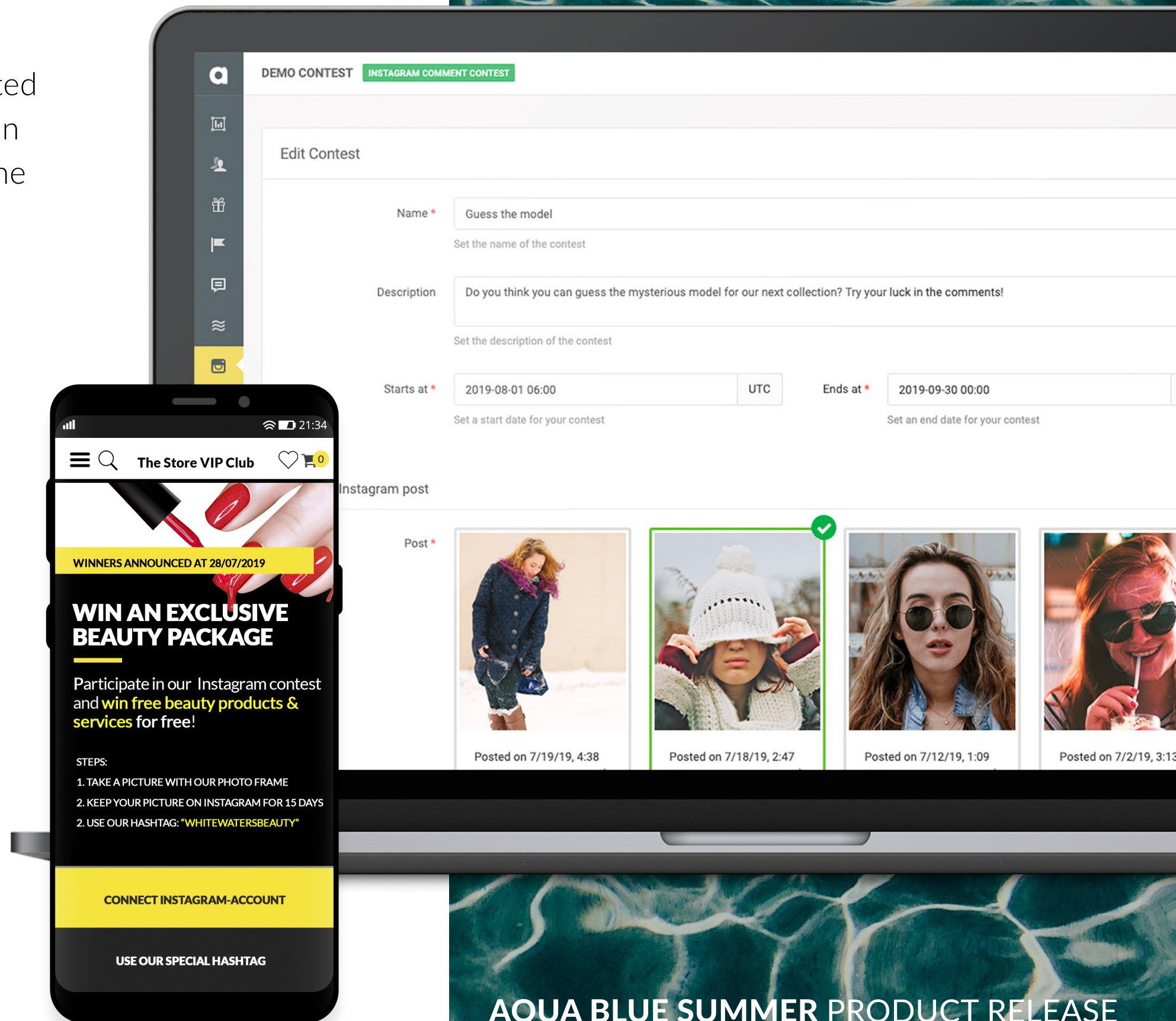
The entry mechanics can be defined in two ways:

Hashtag contest:

During a given timeframe, the contestants can enter the game by uploading a picture or video to Instagram, mention your business in the description, and then add a specific hashtag. At the end of the contest, the winner is decided by a selected jury.

Comment contest:

your Instagram followers can compete by leaving a creative or witty comment under your image or video. Tagging a friend or using a hashtag further increases their chance for being noticed. Such a contest can easily go viral, leading to bigger exposure for your own content.



REFERRAL

via Messenger & WhatsApp

With the refer a friend module, your customers can be your ambassadors, spreading the word about your brand and your loyalty program.

By using the friend referral module, you can foster virality by tracking your customers' referrals and incentivizing them to invite their friends to shop in your store.

Nowadays, **it's not that trendy to share referral links publicly on platforms like Facebook and Twitter**, which is why we made steps towards personal messaging - **so customers can invite their friends personally using apps like Messenger and WhatsApp**, instead of spamming their acquaintances on social media.



IN GENERAL
social proof works.

*This is proven by LuisaViaRoma, who increased their revenue by **€16m** and earned **3.8m** new website visits in two years.*

DOWNLOAD THE CASE STUDY
FOR THE FULL STORY.

**DOWNLOAD
CASE STUDY**

AQUA BLUE SUMMER PRODUCT RELEASE



INTERESTED IN ENTERING THE NEXT ERA OF CUSTOMER LOYALTY
OR JUST SEEK TO LEARN MORE ABOUT SUCCESSFUL CUSTOMER
RETENTION STRATEGIES?

CONTACT ANTAVO
and get in touch with our experts!

EBOOKS

DEMO

www.antavo.com