



MAGIC MINT

Summer '20

PRODUCT RELEASE BROCHURE

antavo
Loyalty Management Platform

Executive Summary

Saving time, energy, and resources on your loyalty solutions

Smartphones and mobile apps, in particular, have revolutionized how customers interact with the world. This poses both a challenge and an opportunity for brands and retailers because you can only capture customers' hearts if you present them with an outstanding loyalty experience from day one.

Building a custom solution takes a lot of time, resources and effort. Antavo's Magic Mint Summer Product Release is all about helping you reduce development costs and save time:

A Mobile App Accelerator, which

- Makes it easier to implement popular loyalty features for mobile
- Is easy to customize
- Can drastically reduce mobile development time for reward programs

An advanced Rule Management System, which

- Allows you to customize existing rules for the loyalty program
- Lets you quickly build unique campaigns
- Save on IT development costs



Csaba Horvath

IT Director at Antavo Loyalty Management Platform

"In today's customer reality, it's vital to reach out to customers on the channels they use on a daily basis. Focusing more on mobile engagement doesn't need to be a huge endeavor, though. With the right tools, you can launch your loyalty app without overspending your time or resources."



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Mobile App Accelerator: Introduction



Today's customers get plenty of added value from their smartphones, but they'll only settle for the most convenient, fun and feature-rich apps.

Building a loyalty program app that meets these criteria can be a huge undertaking – both financially and in terms of human resources.

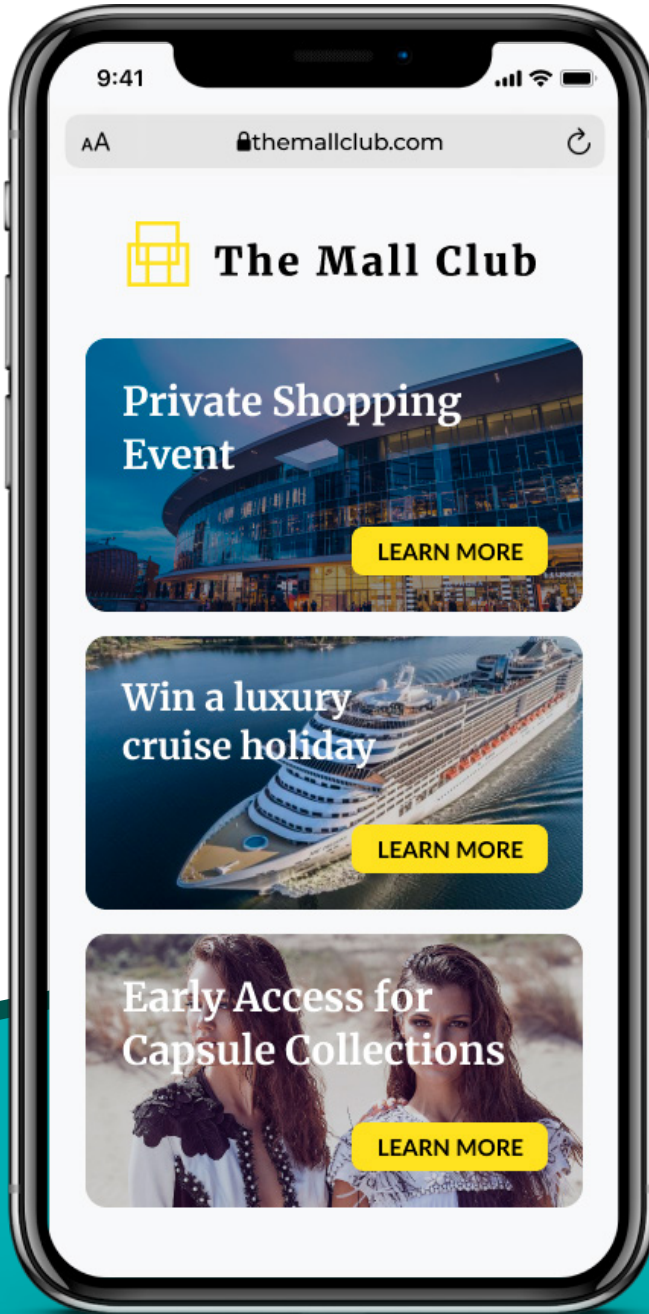
Antavo addresses this challenge directly through its Mobile App Accelerator technology. In addition to a robust set of APIs and a series of well-developed SDKs, we're now offering a pre-built collection of frequently used loyalty program features in our new accelerator app.

**With a set of out-of-the-box loyalty app elements at your fingertips,
you can focus your development resources on other projects.**

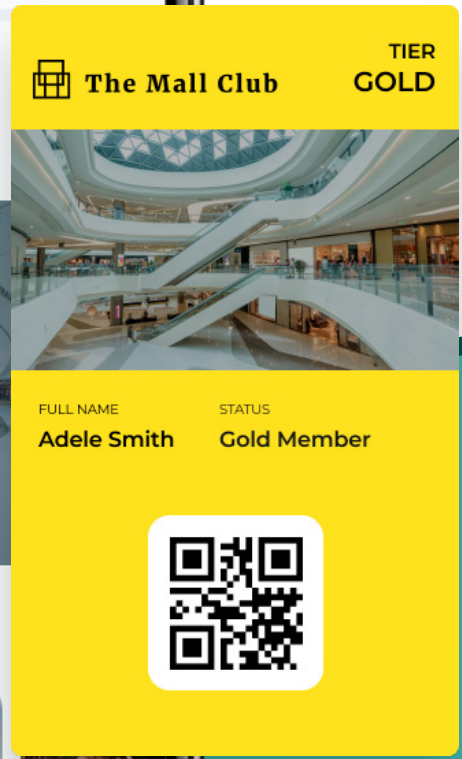
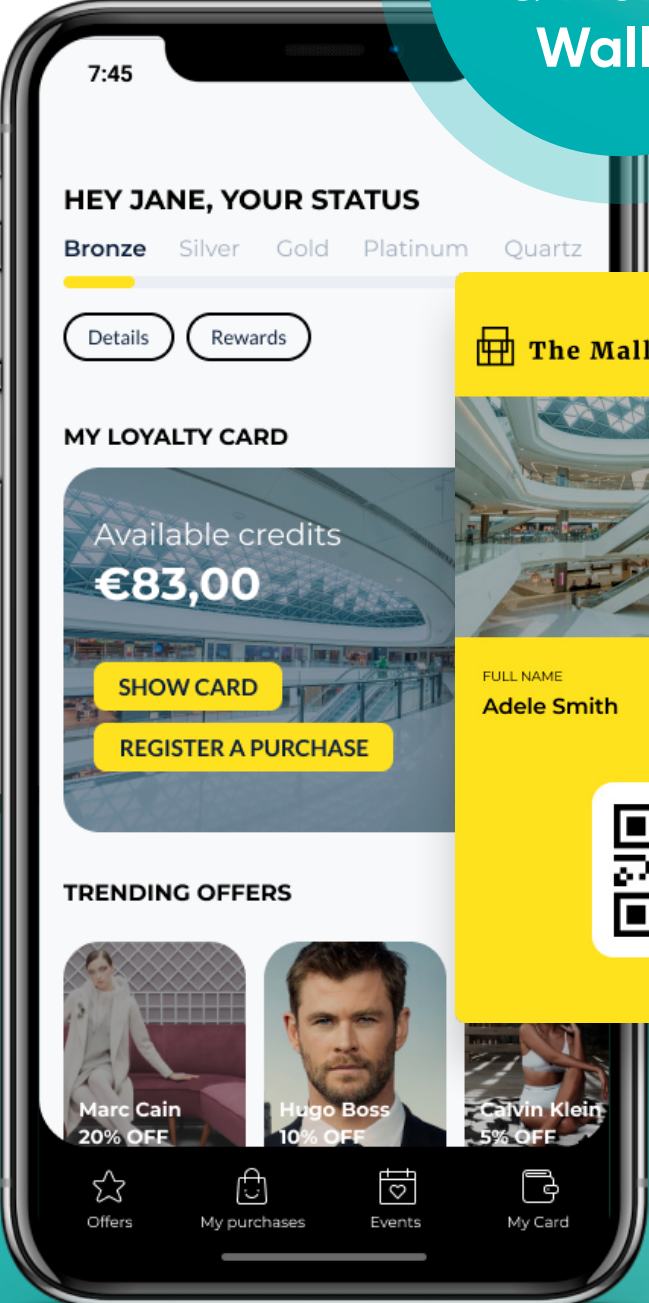
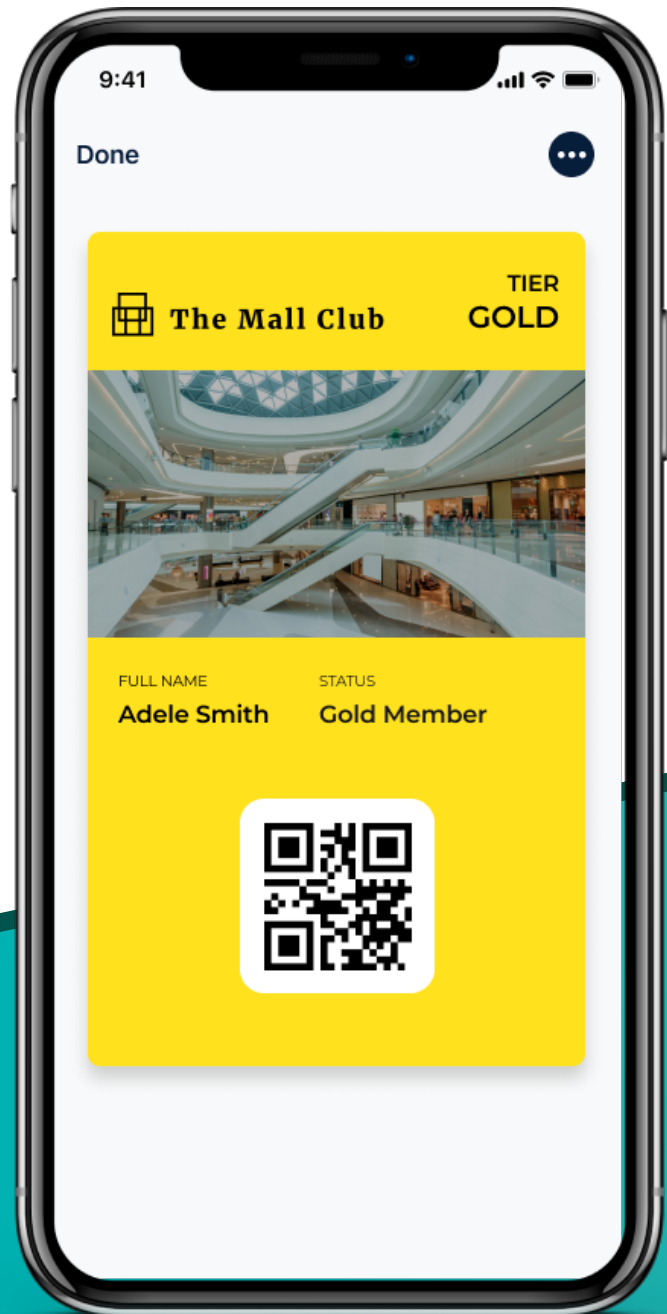
As opposed to merely making your loyalty program membership site mobile-friendly and responsive, a **custom-designed Mobile App coupled with a Mobile Wallet System** offers a better, more engaging customer experience.

Application & Mobile Wallet

Responsive Membership Site



Mobile Wallet

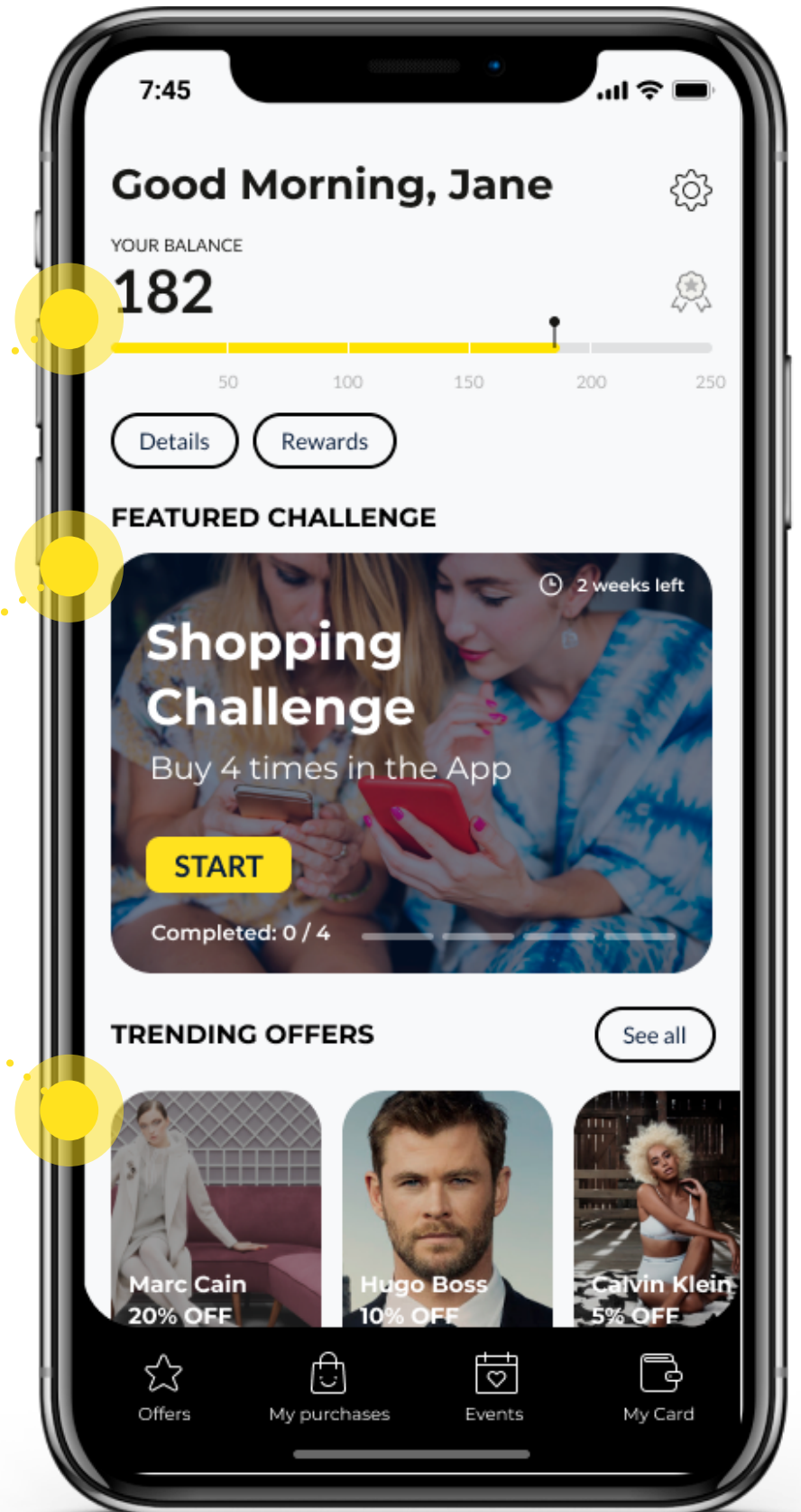


Mobile App Accelerator: Features

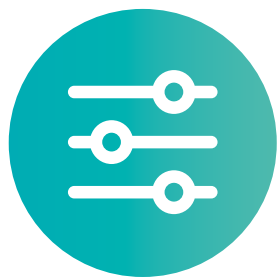
Instead of building your must-have loyalty program features from the ground up, Antavo's **Mobile App Accelerator** gives you access to a vast list of pre-built loyalty functions, **which you can integrate into your app with minimal effort.**

Key loyalty capabilities in the app

- Membership page
- Loyalty Points
- Tiers
- Offers
- Rewards
- Challenges
- Gamified Profiling
- Friend Referral
- Instagram Contest
- Content Consumption
- Membership Card
- Push notifications
- Contests



Mobile App Accelerator: Capabilities



Pre-integrated with the Antavo Platform

Core loyalty capabilities are pre-built natively for iOS and Android. Our **App Accelerator** allows you to **make changes in the program logic** on the Antavo platform and see them **updated in real time** on the app.



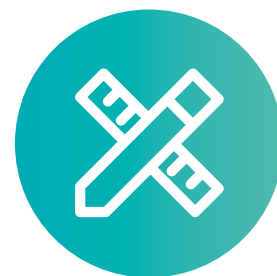
Quick to market

Utilizing the pre-built functionalities of the **Mobile App Accelerator**, you can **save up to five months' worth of time on design, development, and integration**, allowing you to introduce your solution in record time.



Delivered by Antavo & Mito Digital

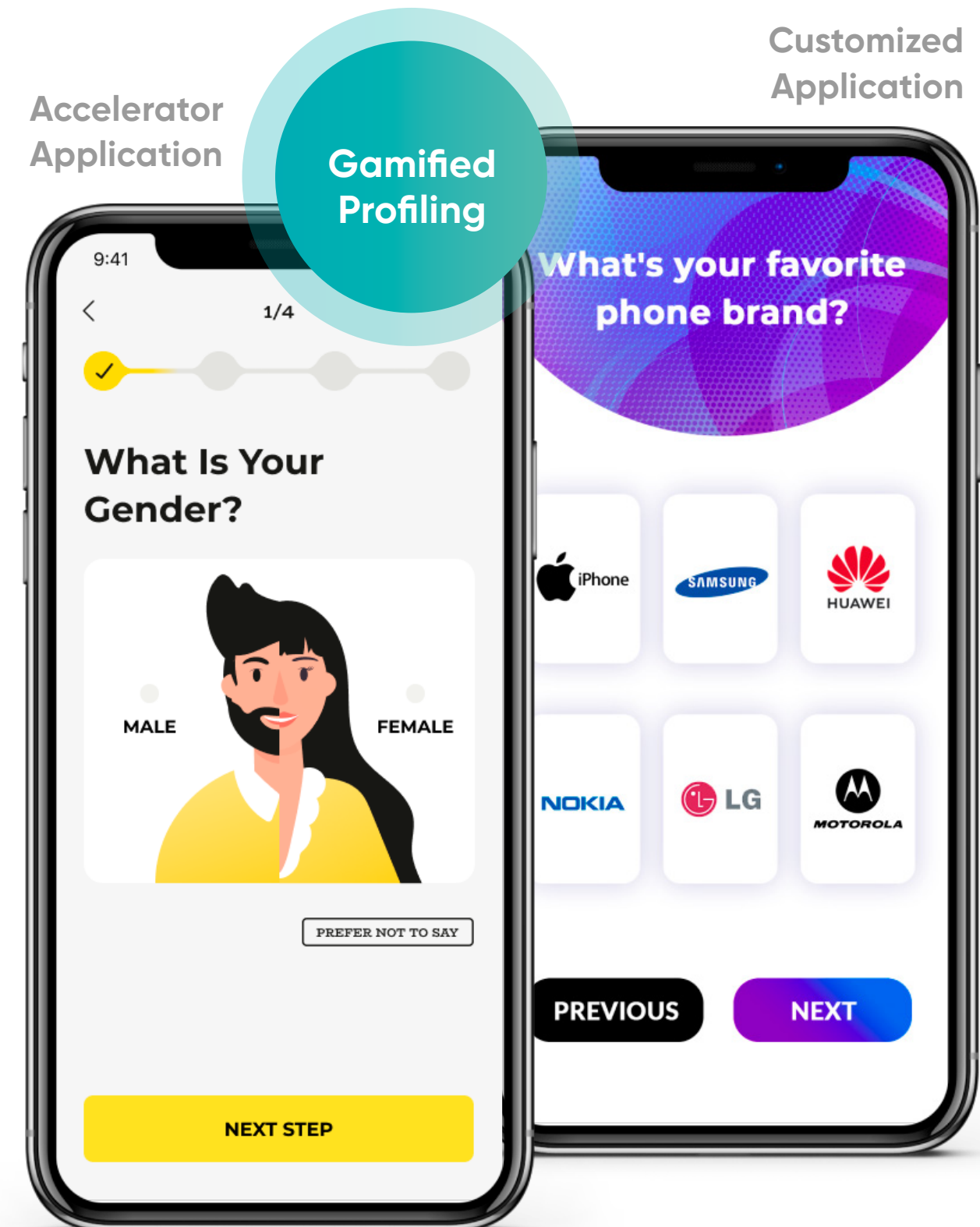
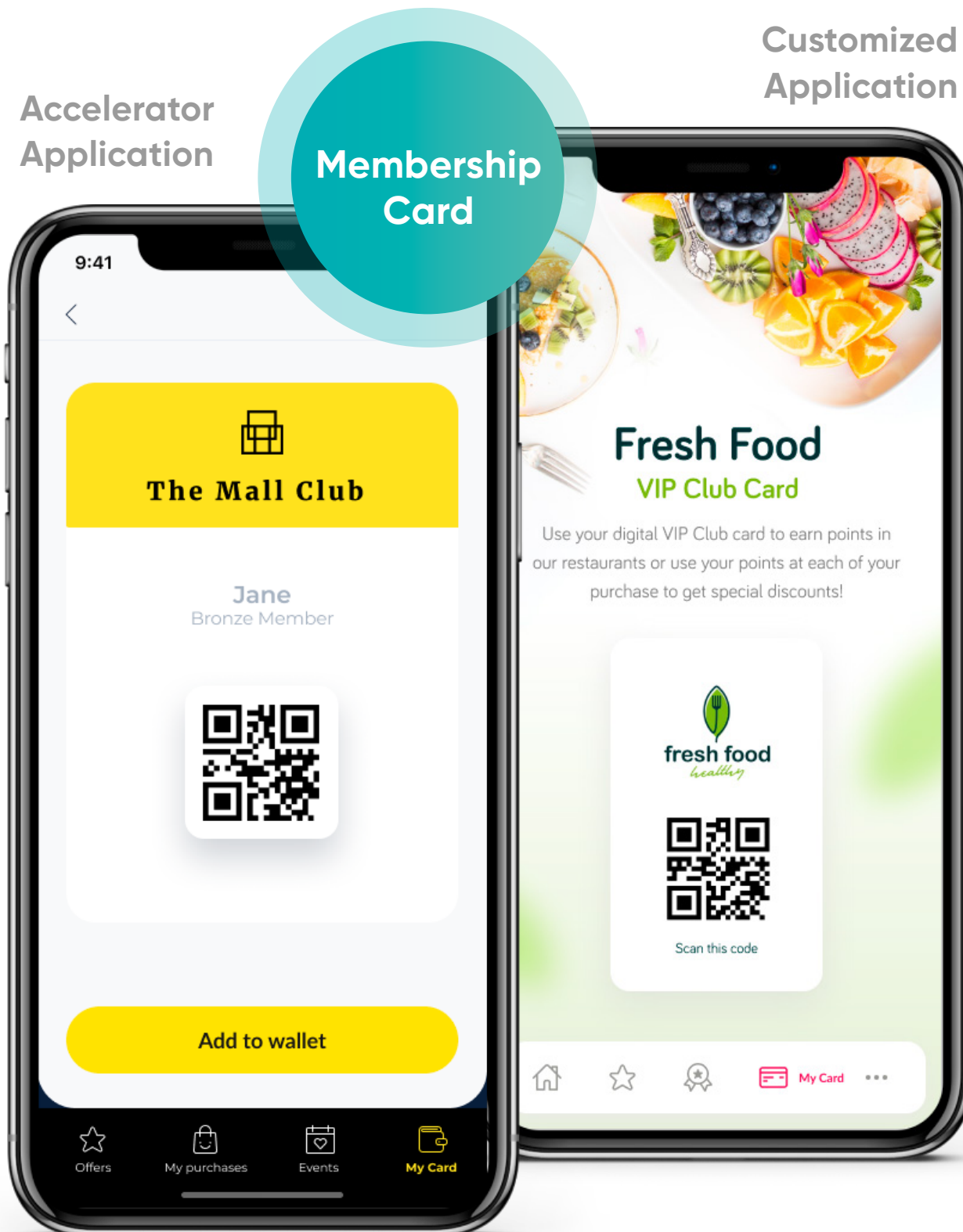
We partnered with a company that has **over ten years of experience in digital design and app development** to support the **Mobile App Accelerator**, to ensure your brand is represented with a **high-quality product** in the app stores.



Fully Customizable

Each app element can **easily be personalized by Mito** to fit your brand's specific needs. Plus, new core features will be added over time, giving you even more functionalities to choose from.

Every aspect of the app is fully customizable, including the membership card, gamified profiling and the home screen.



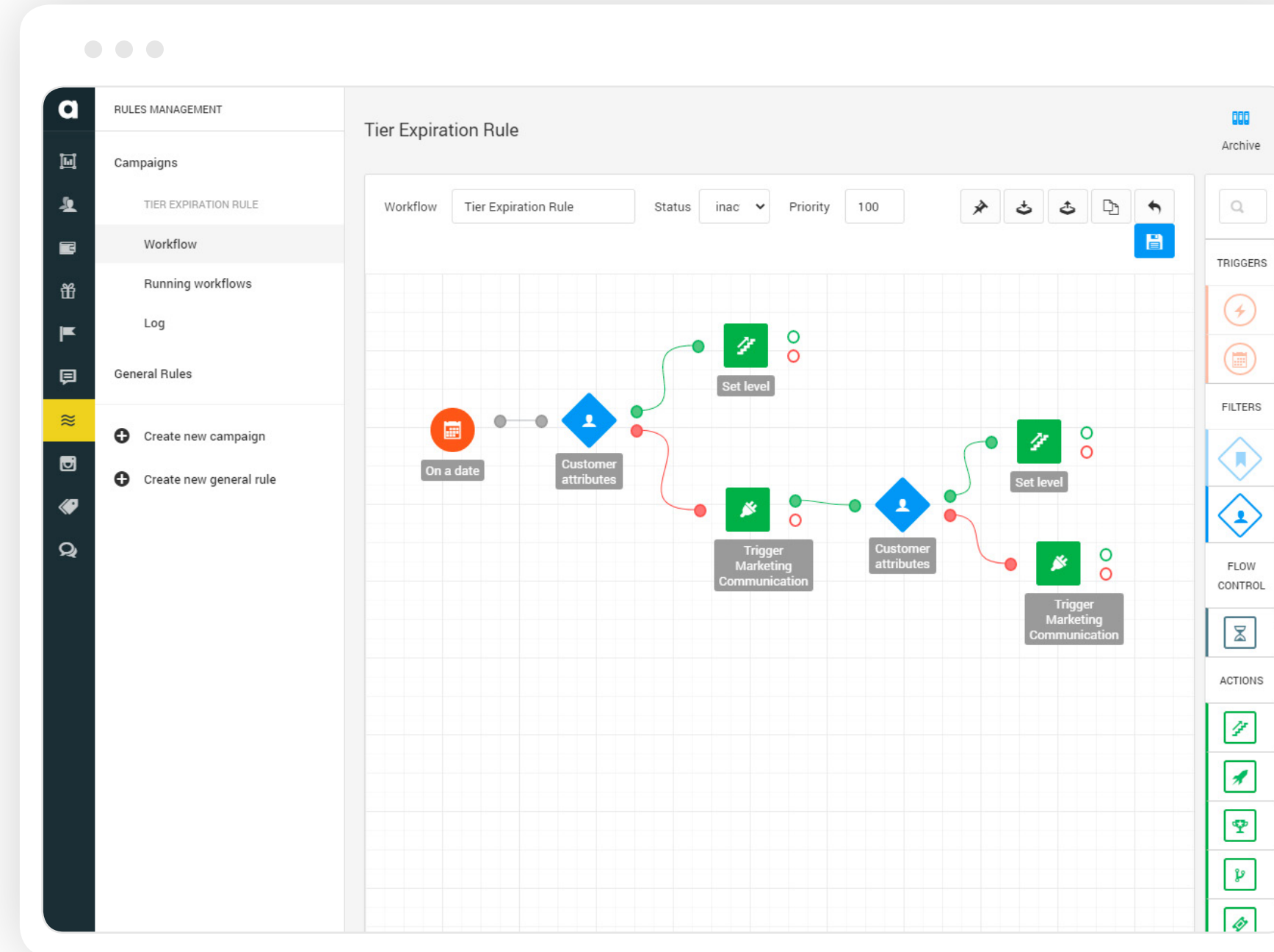
Advanced Rules Management:

Full Customizability

In terms of automation, Antavo's Loyalty Management Platform offers two options: you can set general rules which are always active; or create seasonal campaigns. Both can be fully customized on the platform.

Take opt-in, for example. Antavo's platform comes with a built-in rule that takes care of the registration event. However, if you'd like to add a reward to the flow, you can do so by using the drag-and-drop editing interface in Rules Management.

Advanced Rules Management gives marketers and CRM experts **full creative control** over their loyalty program. With barely any help from the IT team, they can build exciting reward journeys to keep the loyalty experience fresh and unique.



Antavo's system allows you to trigger actions based on any kind of information you provide, including name, gender, age, even the latest purchase date.

Advanced Rules Management:

Latest Improvements



More clarity through custom annotations

When building complicated, multi-lane rules or campaigns, it can be difficult to get an overview. To make it easier to organize and review your work, you can now give each node a custom name, using terminology that your team is familiar with.

Flow control with A/B testing

Enjoy greater freedom when managing campaign automation, as each node is now fitted with two or more outcomes. Assigning multiple outcomes to each node gives you unparalleled possibilities when it comes to A/B testing various reward scenarios or promotions.

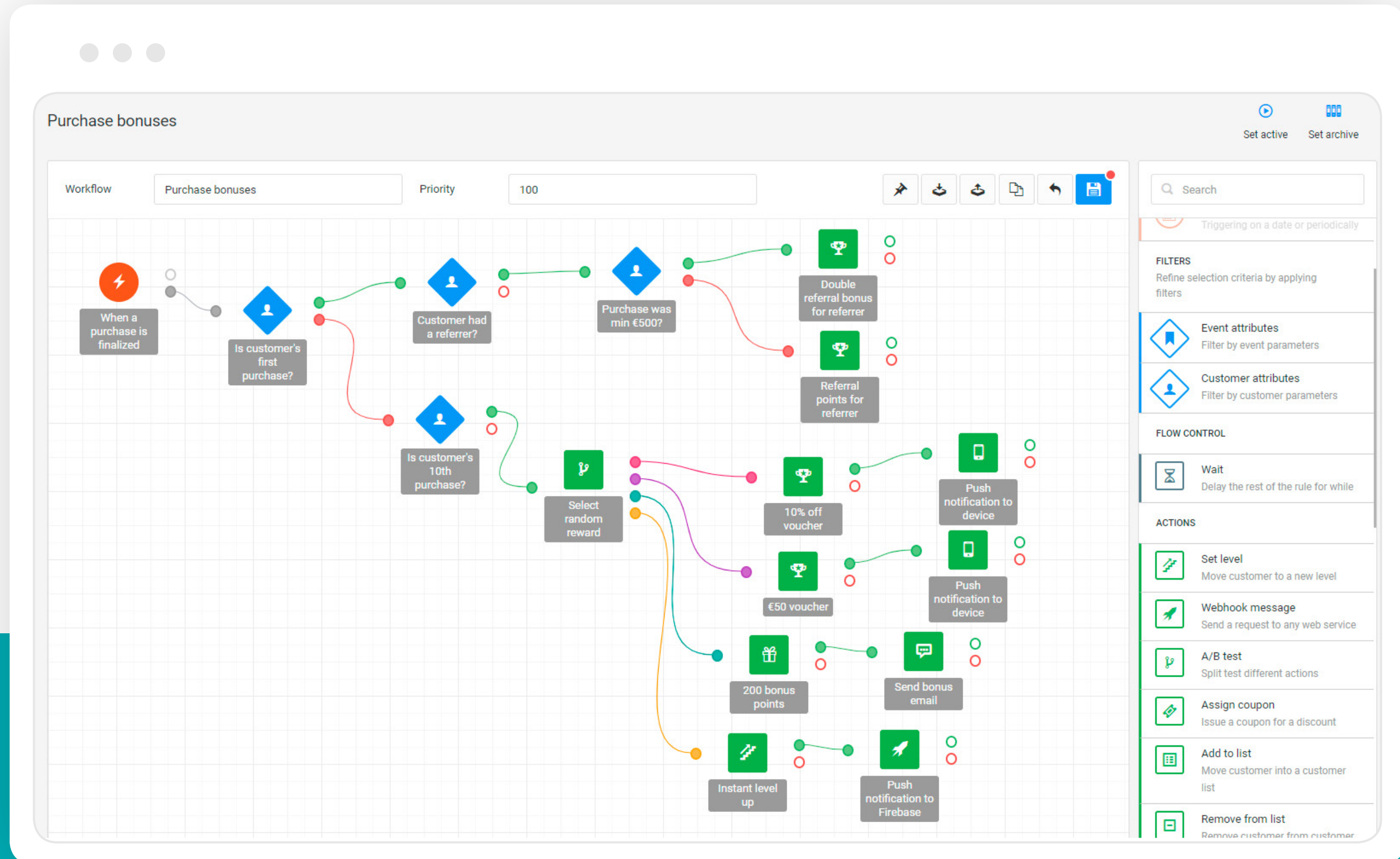
Real-time triggers for challenge progress

Engage customers with targeted offers or messages when they're completing a challenge. Assign custom actions to any stage of the progress, so customers feel rewarded along the journey, not just at the end.

Push notification support for Google Firebase

For loyalty programs that include the Mobile Wallet feature, our advanced Rules Management feature allows you to trigger emails, webhook messages and also push notifications – as long as customers already have the loyalty pass on their phone.

With the combined features of the new and improved **Rules Management**, you can now build easy-to-understand automations.



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!

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