antavo
Loyalty Management Platform

Advanced Enterprise Support

Orchid Pink

PRODUCT RELEASE BROCHURE

Executive Summary

Advanced Enterprise Support:
Automated & Rewarding Loyalty Solutions

Running an enterprise-level organization is a complex procedure, where multiple departments have to work together to reach common goals.

Projects like loyalty programs aren't exempt from this rule: administrators and marketing experts have to cooperate on a daily basis to create and run new offers and campaigns.

In order to help enterprises operate more efficiently,

Antavo's development team worked on a series of new features, extensions and modules designed to help both marketers and administrators perform their duty with ease and execute a wider variety of tasks without relying on their IT department's assistance.
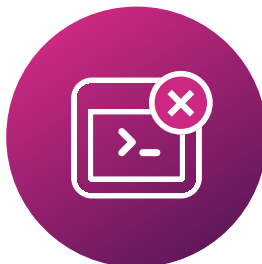
Antavo's Orchid Pink Product Release

shows how these new additions automate the management process and enrich the reward experience for customers.
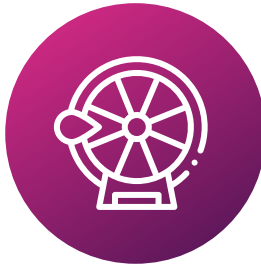
For administrators:

Custom entities

Automated, no-code Workflows

For marketers:

Customizable Prize Wheel

Giftcards

Viktor Fasi

Head of Product at Antavo
Loyalty Management Platform

*We know people value their time and don't want to spend it on repetitive or unrewarding tasks. That's why we are putting an emphasis on building an automated solution that users can leverage with our **no-code Workflows**. Providing more tools to reward your customers should be a natural part of every loyalty program. You know your customers best. Our goal is to enable you to innovate.*

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Custom Entities

As an enterprise-grade loyalty technology provider, Antavo heavily emphasizes seamless integration with other systems, such as Salesforce Marketing Cloud. In order to push flexibility to the next level, we've introduced a new feature called **Custom Entities**, which makes administrative tasks less complex for program owners.

Custom Entities, as the name suggests, allow administrators to register completely new data collections, as well as extend standard objects with new data fields. These new entities can then be easily integrated with other systems.

Using Custom Entities, administrators are now able to effortlessly store custom objects, such as customer addresses, in their database.

Thanks to this easier way to store and manage data—and access it through API—Antavo helps companies efficiently execute data-reliant strategies, such as **personalization and segmentation**. Custom entities even makes integration smoother, as many of the actions enabled by Custom Entities are performed within the integration phase.

Additional improvements to Custom Entities:

- When creating a new customer segment or filter, Antavo Workflows is able to showcase custom fields, so there is no need for manual search

- Custom Entities are now handled through bulk endpoints, allowing administrators to send in multiple changes with a single API call

Automated, No-Code Workflows

Accessibility is an industry trend that applies to program owners and administrators, too—not just loyalty program members. In order to facilitate streamlined, frictionless program management, Antavo designed **Workflows** with a no-code sentiment in mind.

Therefore, staff members can create, run, and modify loyalty campaigns & offers without any interference from the IT team.

Thanks to **Antavo's no-code Loyalty Engine**, marketers can:

- Automate simple day-to-day tasks related to the program

- Turn all campaigns into micro-targeted events without additional work

- Reduce AI-estimated churn rate with specific rewards

- Verify Loyalty Reward ROI and efficacy with A/B testing

Among others, Antavo's no-code technology can be used to increase the effectiveness of loyalty campaigns by micro-targeting AI-segmented customers with special rewards.

WORKFLOWS

Segmentation Based Campaign

| Workflow | Segmentation Based Campaign | Priority | 100 | Prevent loop | ☑ |
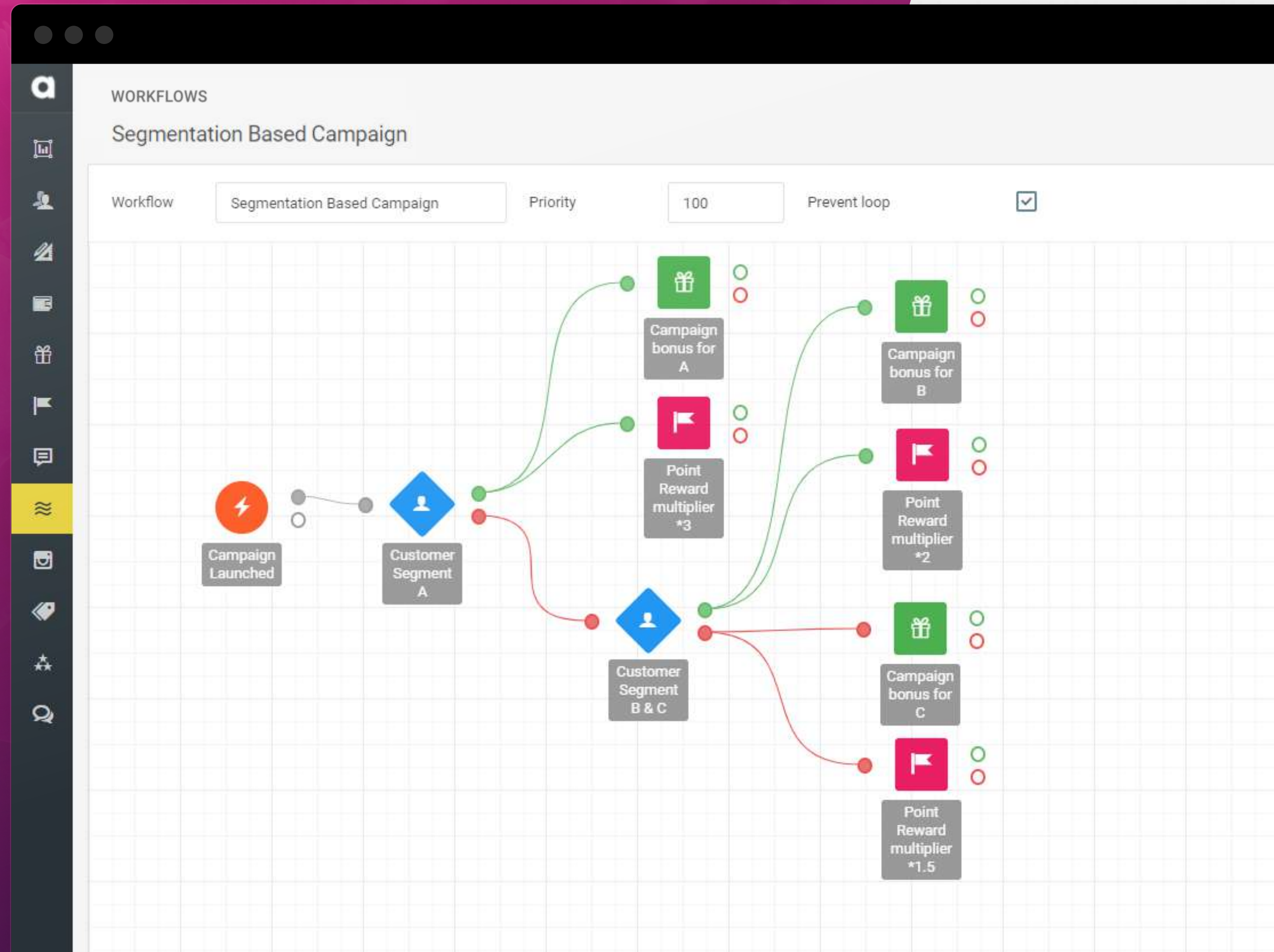
The no-code loyalty management technology presented by Antavo opens up new opportunities for administrators and loyalty experts who want to run a **highly personalized, responsive and flexible loyalty program** through easy-to-understand drag-and-drop Workflows.

Additional improvements to Antavo's no-code functionality:

- A changelog for Workflows to track any changes made to automations

- List attributes, such as item properties, are now available for events (like checkout) in Workflows

- A new node added to Workflows allows the triggering of a specific event in other systems, such as Exponea

- Expiration dates can now be set for referral campaigns if the corresponding module is turned on

POS & Webshop

Checkout / purchase

Antavo Workflows

- Receives event workflows processes
- Calculates churn
- Selects tier
- Selects reward
- Starts campaign

MarTech Provider
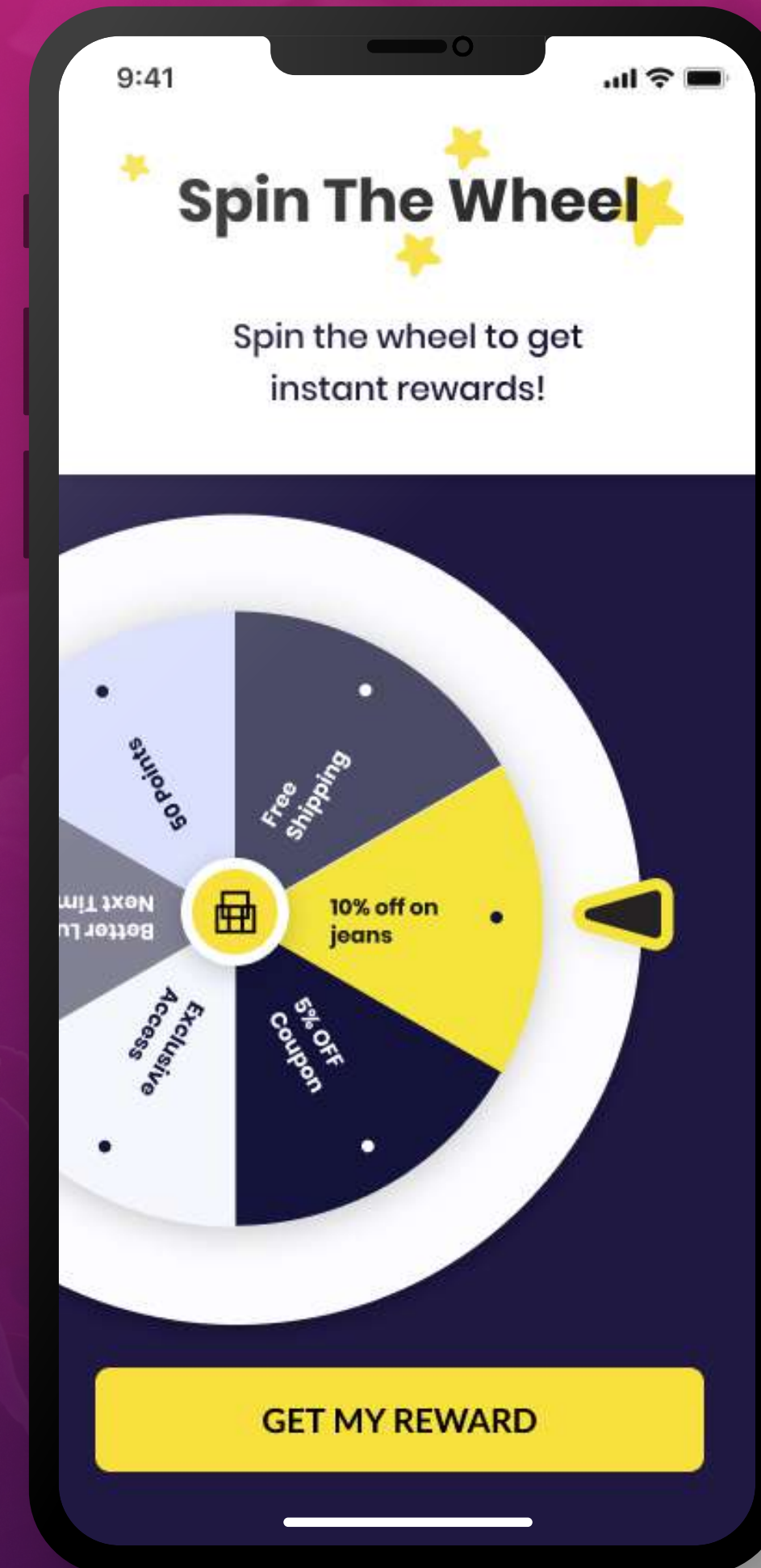
Customizable Prize Wheel

With gamification in high demand among experience-driven customers, Antavo helps companies bring some excitement and surprise & delight into the rewards program with a new, configurable Prize Wheel feature.

It's simple: members can spin the wheel to receive a random reward, gift or benefit from a predetermined pool.

This **feature is fully configurable**, letting marketers decide:

- The number of slices in the wheel
- The size and color of the slices
- The type of reward associated with each slice
- Whether the wheel is displayed fully or partially

Antavo's Prize Wheel is integrated with the White Label mobile app kit, so this functionality can be made available for mobile devices with little-to-no development effort.

The configurable **Prize Wheel** functionality allows program owners to create thrilling game-like experiences that keep customers coming back.

With the **Prize Wheel**, rewards are chosen randomly, ensuring that receiving a gift always feels thrilling.

Free spins on the prize wheel can be offered as rewards for various activities.

Additional improvements to the customizable Prize Wheel include:

- Limits and intervals can now be set for the frequency customers land on a slice

- Multilingual text on slices

- Certain slices can be set as active/inactive

MODULES

Customer Insights

Earn Rules

Burn Rules

Expiration

Frequently Asked Questions

Yotpo

Event Import

Prize Wheel

Exponea

Webhook

Salesforce Sales Cloud

Social Accounts

Checkout Accept

Options

Slice #1

Type *
reward

Label *
10% OFF on Jeans

Win text
You won a €5 gift card.

Weight *
100   / 67%

Reward *
10% OFF on jeans

Gift Cards

In order to enrich the reward experience for loyalty programs, Antavo's technology now supports gift cards, in addition to existing discounts. The key difference between the two is that **gift cards are more flexible**, as customers enjoy more freedom in terms of deciding when and how they wish to use the discount.

By offering both coupons and gift cards, loyalty program owners can make their reward catalog more enticing, without introducing new reward types.

They can:

- Assign the value of each gift card

- Set the number of times the gift card can be used

- Choose a minimum redemption value

- Select an expiration date (optional)

With this new extension, program administrators can create and assign various gift cards directly in Antavo's Loyalty Management Platform.

COUPONS

Gift Card

Pools

GIFT CARD

Settings

Coupons

⊕ Create coupon pool

⬆ Upload coupons

| Name * | Gift Card |

| Source * | generated |

| Pattern * | gift###### |

| Type * | gift_card |

| Value | 20 |

| Minimum value | 1 |

The minimum value should represent the value which if the gift card value falls below, it should become voided.

| Minimum redemption value | 1 |

The minimum redemption value should be the minimum amount which has to be used during a payment process.

| Currency | USD |

| Purchase minimum | 5 |

Define a minimum purchase total that should be in the cart so the coupon can be used. Serves informative purposes.

| Expiration time | 12 month |

Define a minimum purchase total that should be in the cart so the coupon can be used. Serves informative purposes.

Thanks to the flexible nature of gift cards, members feel more appreciated.

At the moment, gift cards are account-bound, meaning that only the person who redeems the gift card can use it.

Additional improvements to Antavo's Gift Cards extension:

- Improved status handling for gift cards to gain more accurate feedback on usage

- Ability to adjust the balance on gift cards that are partially redeemed during checkout

- Coupon listing display extended to showcase up-to-date balance information

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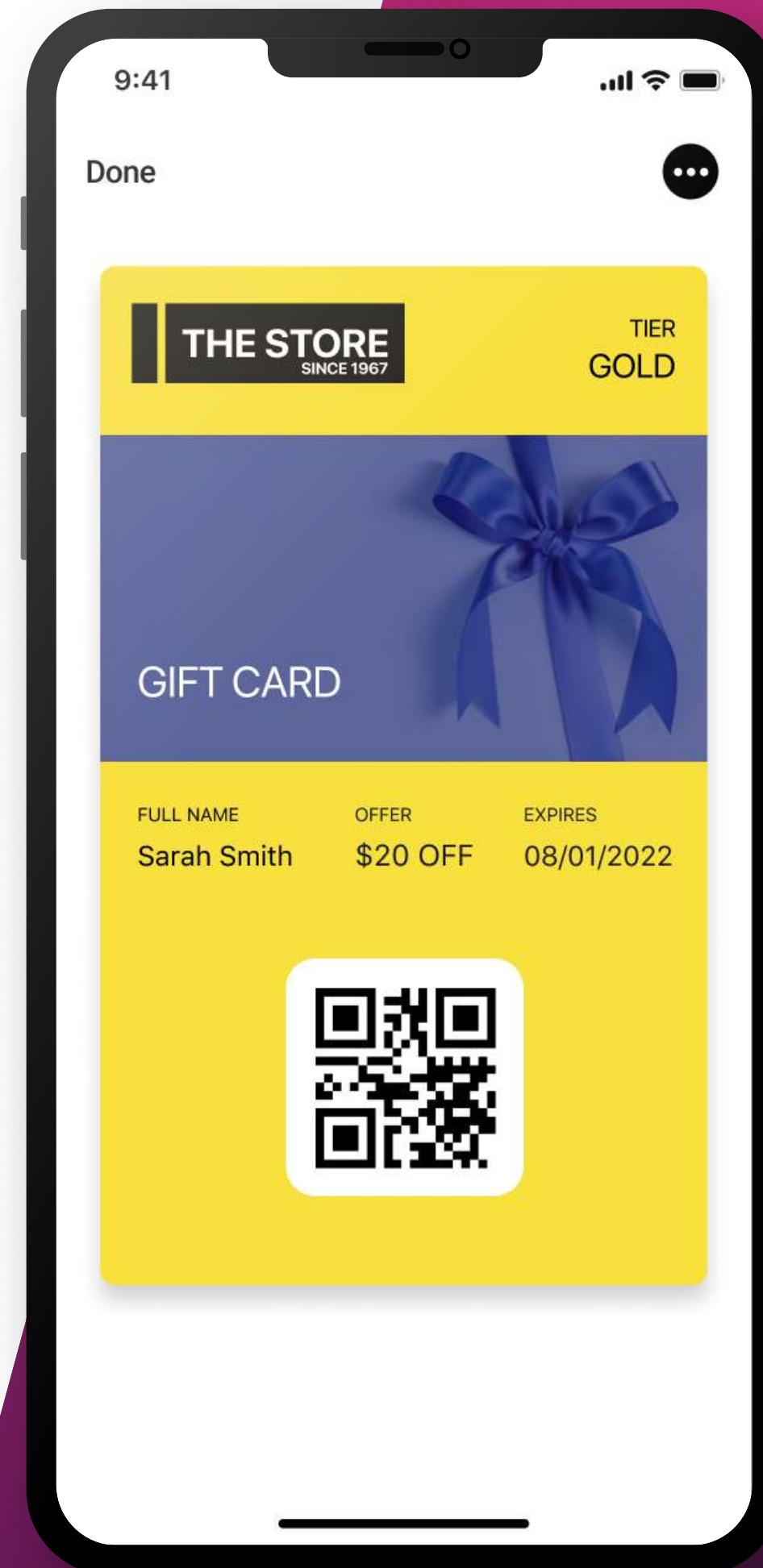
Enter the Next Era of Customer Loyalty

Learn more about our enterprise-grade customer retention technologies

Contact Antavo
and get in touch with our experts!

Ebooks　　　**Demo**