



PRIME STEEL

WINTER '19

PRODUCT RELEASE BROCHURE

antavo
loyalty programs for retail

EXECUTIVE SUMMARY

Introducing Antavo's enterprise-grade offer management solution

Incentivizing the right behavior is the cornerstone of customer retention. Companies – especially enterprises – require a solution that is sophisticated enough to support other marketing strategies, like personalization, but is at the same time flexible enough to be deployed across dozens of regions and thousands of stores. This release introduces one such solution, which has been added to Antavo's arsenal: offer management.

Antavo's Prime Steel Winter Release guides you through the various features and benefits the new offer management brings to the table:

- What kinds of offers are supported
- How to segment, set up and execute the offers
- What capabilities comes with the Offers API
- How it fits in seamlessly with Antavo's other modules
- How the enterprise-level synergy looks in action

"Offers are more than just a promotion or a fancy discount. They are marketing messages that build purposeful engagement. Offers are powerful tools that rely on a company's ability to segment and strategize, in order to give the brand a unique edge on the global market."



Attila Kovacs, Product Director at Antavo Loyalty Management Platform

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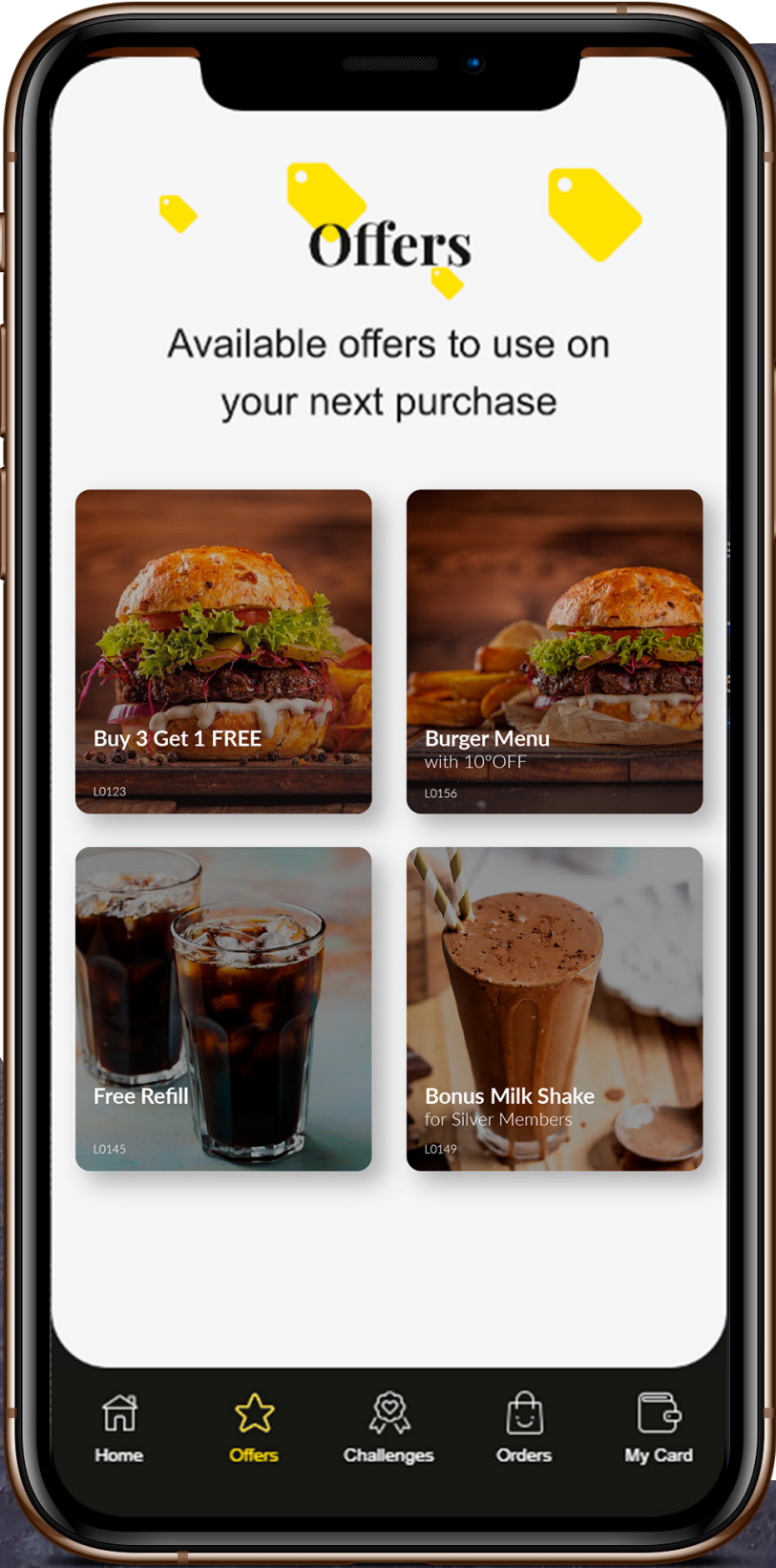
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INCENTIVIZING HIGH CLV WITH OFFER MANAGEMENT

Offer management allows marketers or CRM teams to **deliver diversified incentives to selected customers**. Antavo's built-in offer management module was designed to help enterprises effortlessly set up and execute sophisticated offers to any audience they want.

The main capabilities of Antavo's offer management module:

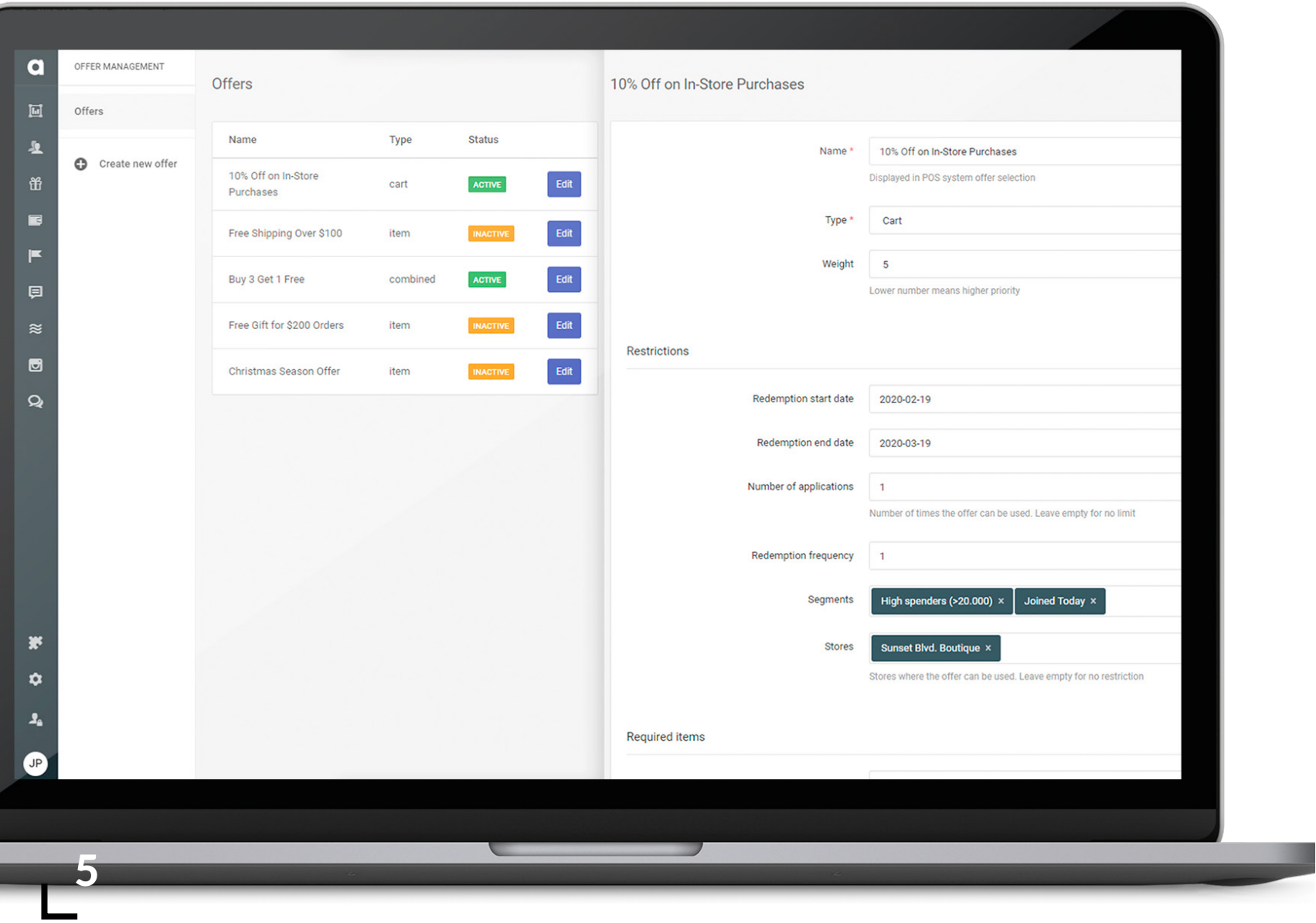
- **Combined Offers:**
Give customers a free drink after purchasing two mega-size burgers
- **Fixed Price Offers:**
Allow customers to book all flights within a certain price range for the same cost during Christmas
- **Fixed Discount Offers:**
Encourage footfall in your new store by offering \$10 off all in-store purchases
- **Percentage Off Offers:**
5% off all laptops and computer accessories on Cyber Monday
- **Item Offers:**
When customers buy three different perfumes, the one with the lowest value is 50% off
- **Value Added Services:**
All purchases over \$100 come with free shipping during an anniversary weekend



A 5-STEP GUIDE ON HOW TO SET UP OFFERS IN ANTAVO



Antavo’s Loyalty Management Platform streamlines the setup process to allow marketers and CRM executives to effortlessly run offers without outside assistance.



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- 1** *Define the target audience:* this can consist of one or more segments, which can be created in Antavo or taken from your existing marketing stack, CRM or ERP
- 2** *Select the relevant channels:* brick-and-mortar store, ecommerce, and/or mobile app
- 3** *Choose the offer mechanism:* the offer can be valid for a specific item (Item-based offer), the overall basket value (Cart-based offer), or a combination of both (Combined offer)
- 4** *Decide the target for the offer:* e.g. all products in the cart, a specific product category, or the product with the lowest value
- 5** *Plan the communication campaign:* upload your creative assets to the platform, set the visibility timeframe and schedule the launch

ROBUST API CAPABILITIES

The robust Offers API makes offer management possible and seamlessly integrates offers with all modules across the Antavo ecosystem.

This holistic connection between modules allows enterprises to conveniently manage thousands of offers across all stores globally.



Channel management:

Surface the offer management module on any available platform to boost your omnichannel strategy. Unlock your team's creativity and freedom to engage customers by making offers available through your POS systems and/or mobile passes.



Product management:

Uploading your product catalog to Antavo's proven platform drastically reduces the time required to set up offers, as marketers and CRM executives are able to quickly locate the item they need.



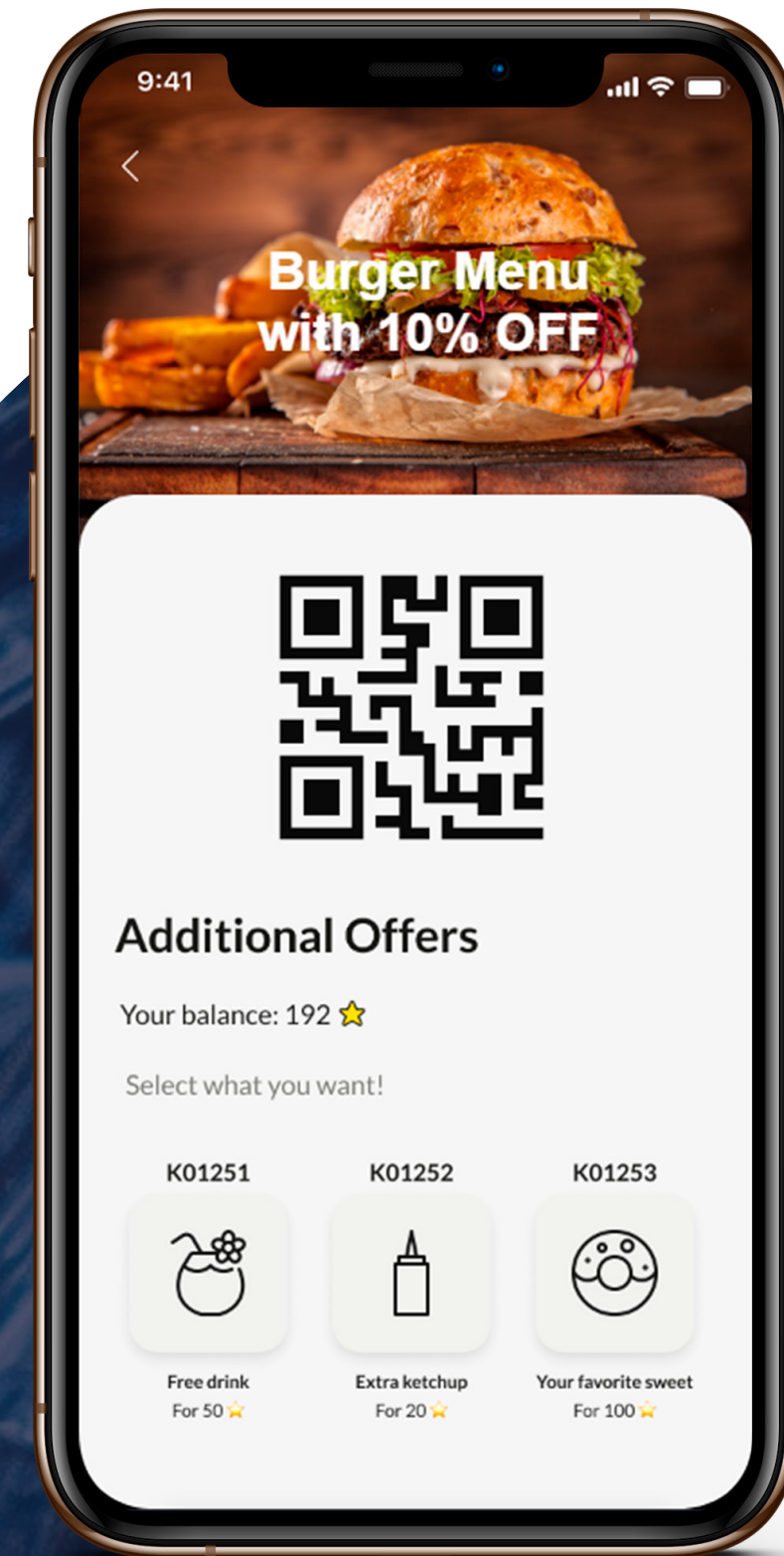
Store management:

Similarly, selecting the right store location(s) for each offer is made quicker when all store IDs are readily available within Antavo's Store Management module.

ENTERPRISE-GRADE **SYNERGY**

In order to help you meet your business targets, Antavo makes offer management scalable, personalized and interconnected across all channels. By integrating offer management into the Loyalty Management Platform, companies receive a powerful tool that far outpaces regular offer management solutions in terms of capabilities:

- 1.** A customer makes an online purchase and receives a 10% discount on the offer because they're a silver-tier loyalty member – *Using Antavo, you can set up new segmentation criteria for your offers*
- 2.** After checkout, the member receives a personalized email, which features relevant product recommendations and mentions how many points needed for the gold tier – *Antavo integrates with your existing marketing automation provider to augment email communication with loyalty data*
- 3.** The email also informs customers about an exclusive in-store offer they can redeem by having their loyalty pass scanned by the cashier – *With POS technology, Antavo can easily identify in-store customers*
- 4.** Once they identify themselves, customers become eligible for a hidden offer: buy two products from the latest release, and the second one comes for half the price – *With Antavo, you can adjust the value of each reward based on each customer's current tier*



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NEW FEATURES **COMING IN 2020**



Antavo’s modules are constantly revised and upgraded to meet our international clients’ high standards. The offer management module is no different, with several new features and improvements already in development.



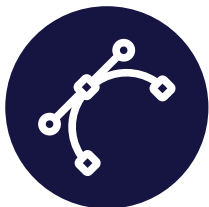
Ecommerce integration:

A readily available plugin to smoothly integrate offer management into industry leading ecommerce platforms, such as **Salesforce Commerce Cloud, Magento** and **Shopify**.



Product bundling:

This new type of offer enables marketers to **offer incentives to customers** who purchase certain combinations of products, e.g. buying a football team’s jersey and the same team’s banner during the World Cup would give customers a 20% discount toward both items.



Personalization:

This feature will allow companies to personalize their offers with loyalty-enriched data, using **Antavo’s Rule Editor** module. Doing so will garner higher interest among your audience, as consumers feel that personalized deals are more relevant.



Antavo’s offer management module is already implemented by a select number of clients



ENTER THE NEXT ERA OF CUSTOMER LOYALTY

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customer retention technologies

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