

SKY BLUE

SPRING '20

PRODUCT RELEASE BROCHURE

antavo
Loyalty Management Platform

Executive Summary

Boost your efficiency in Salesforce with Antavo's integration

There's a difference between working hard and working smart. In order to be successful, you must ensure all departments are producing great results, while achieving their goals without wasting too much energy, money and time. This is especially true for marketers and CRM executives.

In order to help them make the most out of their work, Antavo has dedicated its **Sky Blue Spring Release** to showcasing the benefits of a full-fledged Salesforce integration. **Here you'll learn about:**

- How to supercharge your Salesforce activity using loyalty data
- Key use cases for each major **Salesforce Cloud** solution
- How to synchronize loyalty data from Antavo, then use it directly in Salesforce
- The technology behind the integration



Attila Kovacs

Product Director at Antavo
Loyalty Management Platform

"As a pioneer in customer retention innovation, Antavo aims to make loyalty data a natural part of any business. To make this possible, we've created a seamless integration between Salesforce and Antavo to supply users with plenty of actionable insights."

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A Turnkey Integration to Keep Customers Loyal

Having a loyalty program in this day and age is no longer an option. Loyal customers not only spend **67% more**, but customers with an emotional connection to the brand also have **four times higher** than average **CLV**, according to **Motista**.

A next-gen loyalty program is capable of:



Increasing CLTV and revenue by using advanced loyalty logic to increase purchase frequency, average order value, or simply to reduce the cost of customer acquisition.



Incentivizing data collection to improve segmentation & personalization by offering a substantial reward for completing the customer profile or filling out surveys.



Driving useful behavior, as the program is also capable of driving non-transactional activities that strengthen the brand image.

In the past, utilizing a loyalty management platform meant that your team had to switch back and forth between it and their CRM / marketing automation platform. But with Antavo's solution, this is no longer a problem.



Supercharge Salesforce!

Antavo's main goal with this integration is to make marketers' and CRM executives' work easier by providing new touchpoints that can be used in an actionable way.

Instead of giving you another tool that you have to learn and constantly supervise, Antavo's Loyalty Management Platform acts as a starting point, automatically forwarding loyalty information to Salesforce.

Any and all data related to the loyalty program (from opt-in to point redemption, rewards, challenges, and offers) is pushed to the Salesforce Cloud of your choice. This allows you to empower your marketing activities without leaving the Salesforce environment.

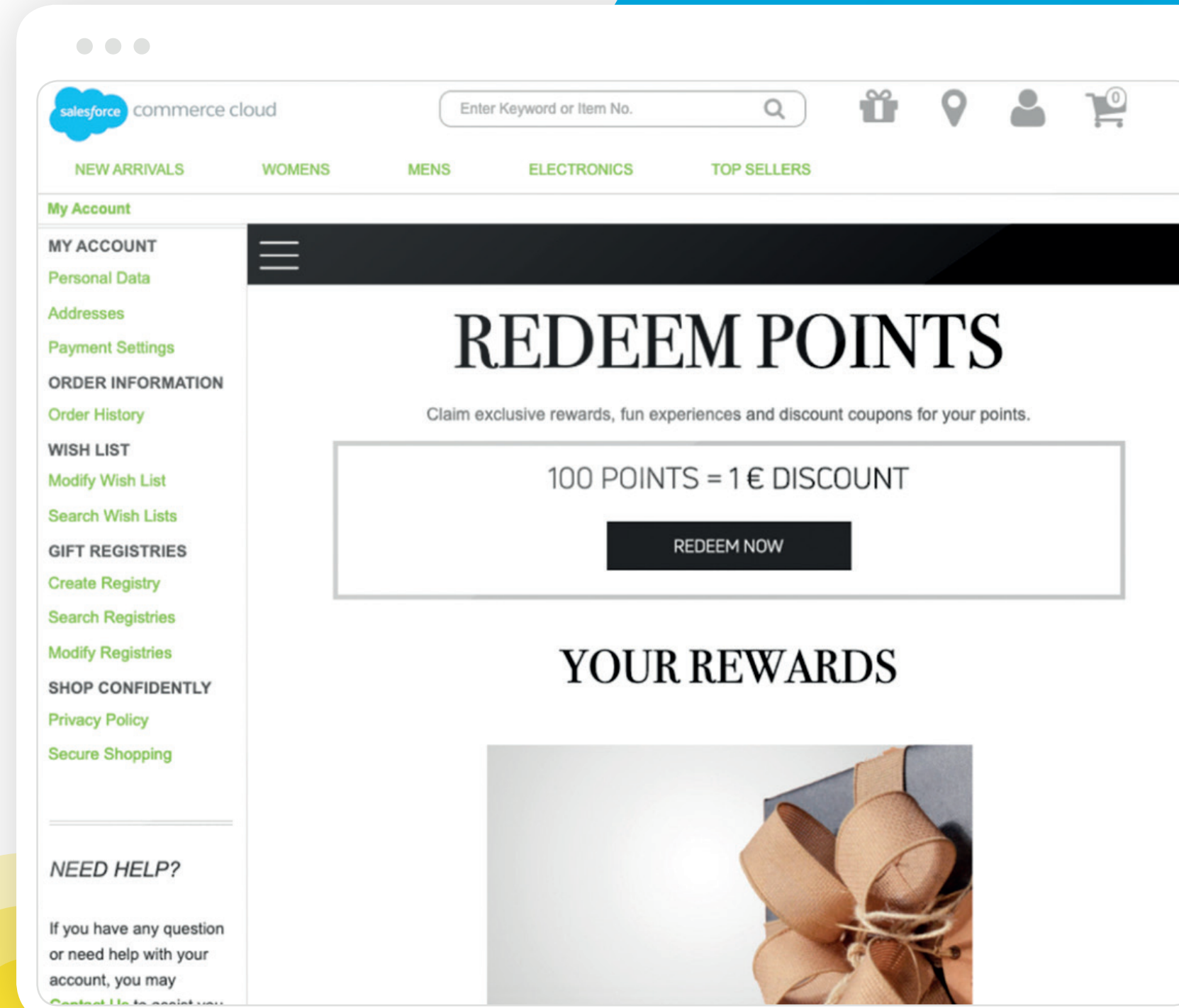


Benefits for Salesforce Commerce Cloud

Salesforce Commerce Cloud offers best-in-class features and functionalities for the commerce experience.

With Antavo's loyalty solution, you can offer your customers a fully integrated loyalty experience when shopping online, through your Salesforce digital storefront:

- Enroll new and existing customers to the loyalty program
- Manage sign-ons to the loyalty program
- Embed a membership site
- Embed a social engagement widget in the pages of your digital storefront
- Create an online treasure hunt on product pages
- Provide friend referral functionality for new and existing customers
- Display points campaigns on product pages, listing pages and in the cart overview using our PDP widget



Using Antavo, you can overview loyalty program elements directly from Salesforce.

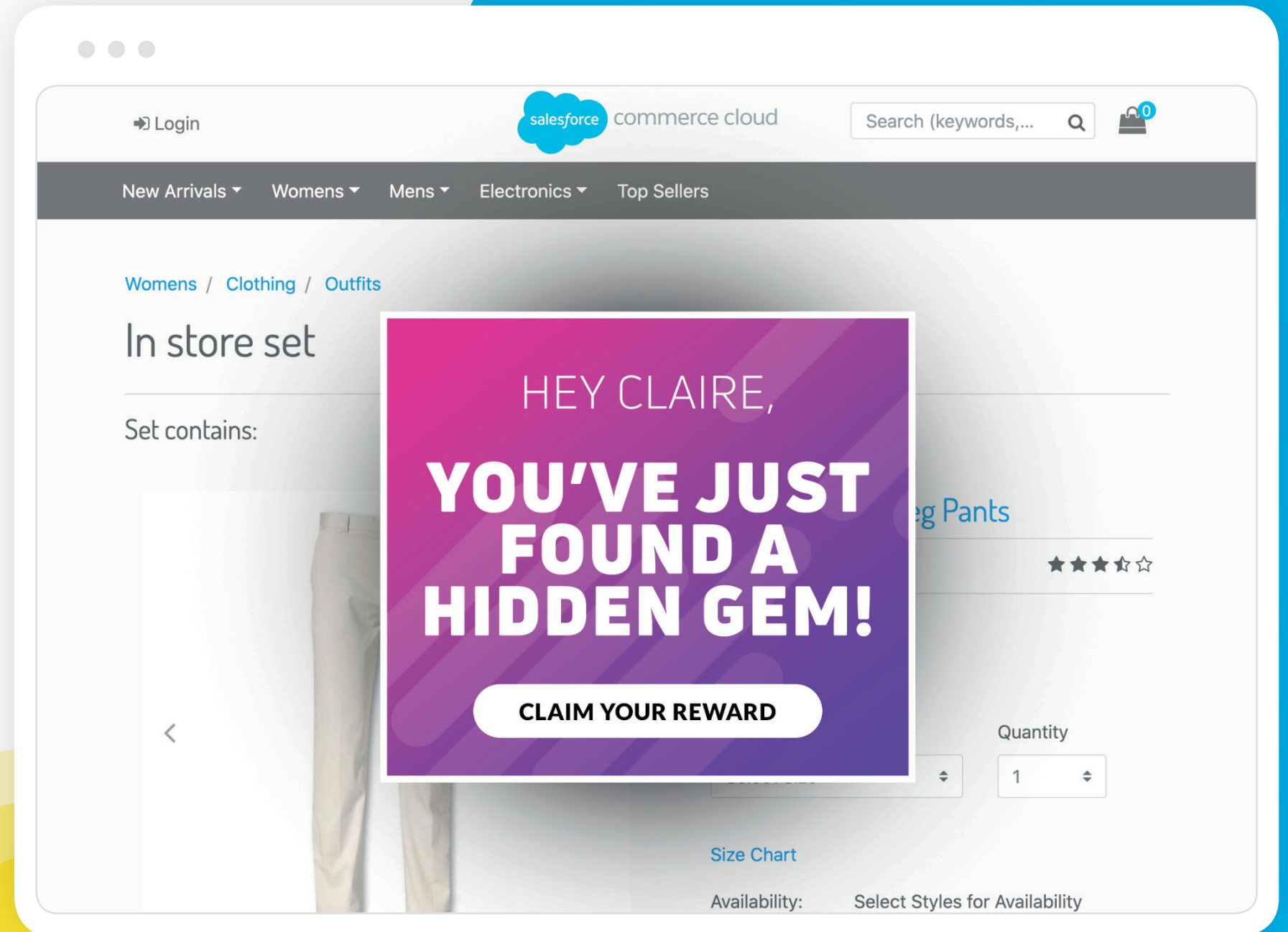
Salesforce Commerce Cloud Special Use Case

How can I protect customers from the competition?

Many online stores want to build an audience that considers their shop immediately when they need something.

With gamified features, such as online treasure hunts, people will spend more time engaging with your website, enabling them to become more aware of the products and services available.

When it comes to making a purchase, customers will naturally gravitate toward their favorite webshop instead of using price comparison pages or search engines to find the best deal.



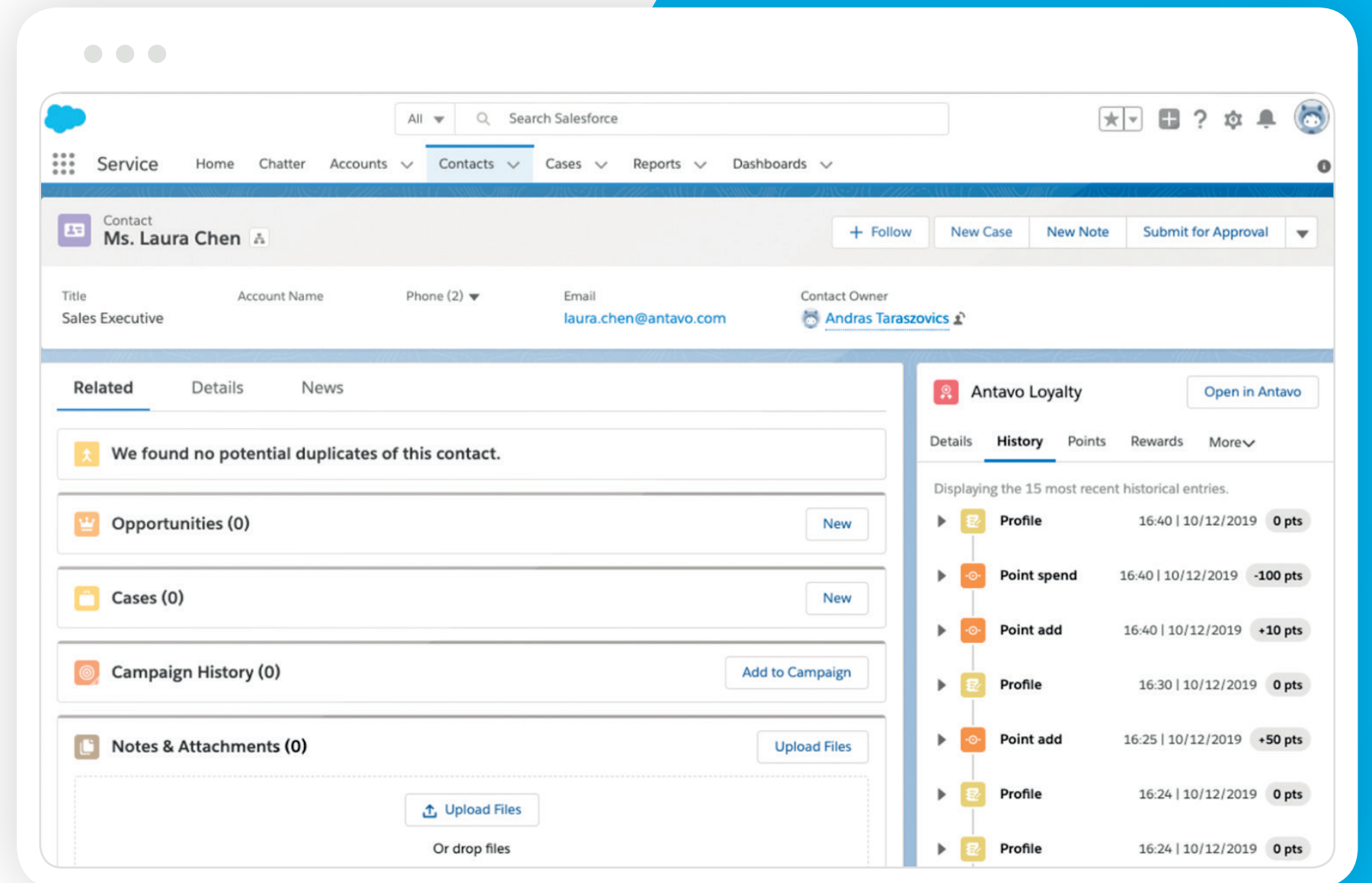
Online treasure hunts also have a thrilling Surprise & Delight element to them, which compels customers to keep hunting for rewards.

Benefits for Salesforce Service Cloud/ Salesforce Sales Cloud

Salesforce Sales Cloud is a CRM platform designed to support sales, marketing and customer support in both business-to-business and business-to-customer contexts.

With Antavo, you can manage customer and partner membership data, as well as grant members rewards and points without ever leaving Service Cloud:

- Check the customer's level and point balance
- Check the customer's events history
- Add or subtract points on the customer's account
- Claim rewards on the customer's behalf
- Set or change the customer's current level
- Check or change the customer's membership status



Antavo's integration allows you to accurately manage customer profiles from Salesforce.

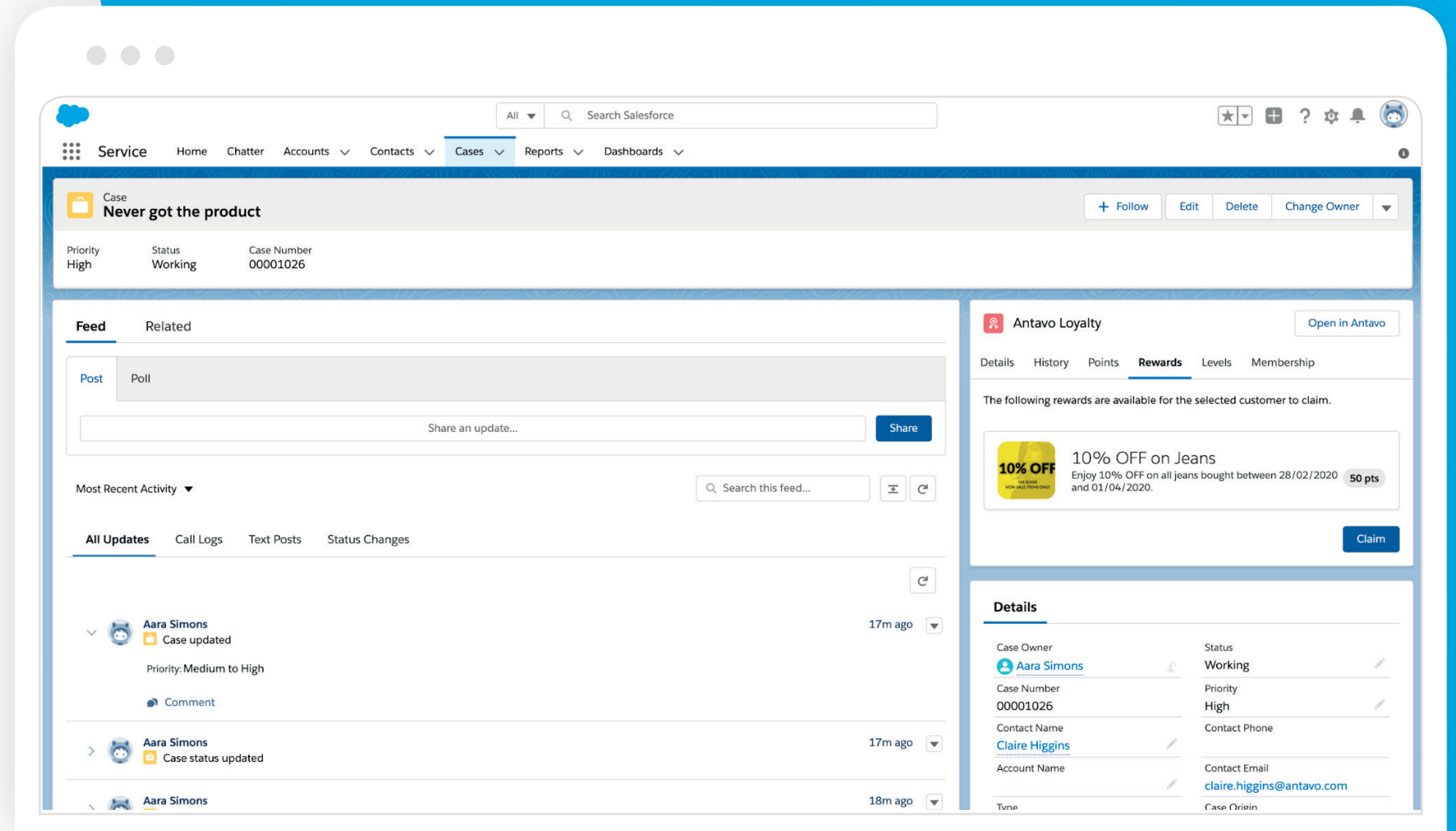
Salesforce Service Cloud/ Salesforce Sales Cloud Use Case

What's the best way to increase customer satisfaction?

Loyalty programs are an effective tool for nurturing customer goodwill, for both B2Bs and B2Cs. You can set up a similar incentive system for partners and vendors, assigning points and discounts to high performers.

For B2C customers, use rewards to mitigate backlash when dealing with customer dissatisfaction.

For example, if shipping is delayed for any reason, you can individually assign a small compensation to the affected customer, showing good faith and preventing a rocky experience from damaging the relationship.



The manual assignment of points to customers as compensation can also be handled within Salesforce.

Benefits for Salesforce Marketing Cloud

Salesforce Marketing Cloud is an integrated customer engagement platform.

It enables you to deliver personalized customer engagement at scale on every channel.

Antavo's integration helps to create great journeys for your loyalty members and allows you to use membership data to send personalized communications:

- API-based integration
- Create new journeys in Journey Builder
- Customer opt-ins
- Customer opt-outs
- Customer data changes
- Surveys
- Reward claims
- Points bonus campaigns
- Use loyalty data to personalize communication



Salesforce Marketing Cloud Use Case

How can I prevent churn?

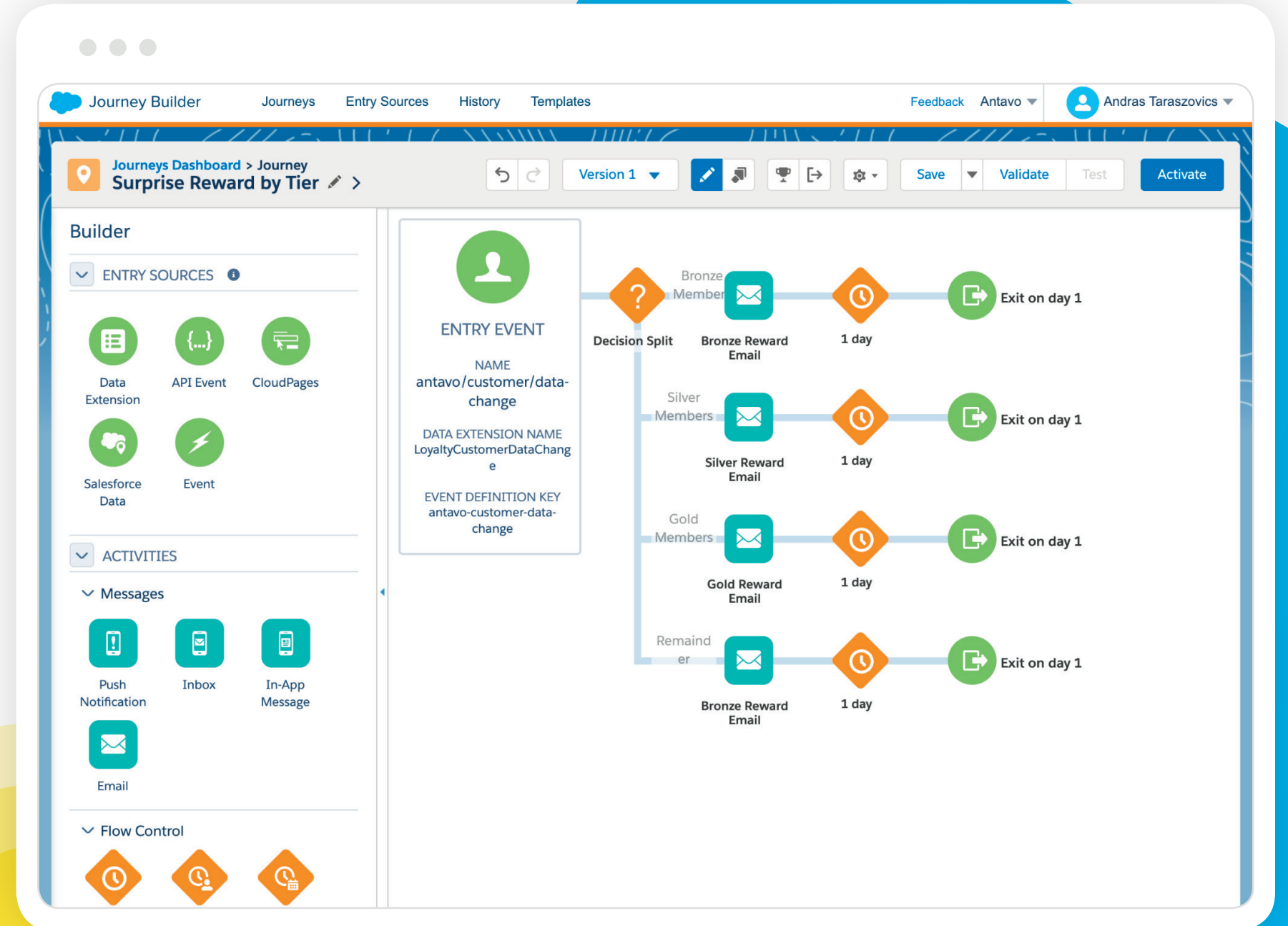
Cart abandonment and customer inactivity are recurring issues for most companies.

Loyalty programs are an ideal solution for both:

you can reactivate customers who are in danger of churning by triggering a personalized email, which offers them bonus points, limited-time offers, or other incentives when they make a swift purchase.

Furthermore, Antavo allows you to segment the value of the reward based on customer status.

Instead of sending costly coupons to all of your customers, you can reserve them for top-tier members, avoiding overspend.



Use Antavo's technology to easily segment recipients of the email campaigns based on total spend, membership status, tier level, etc.

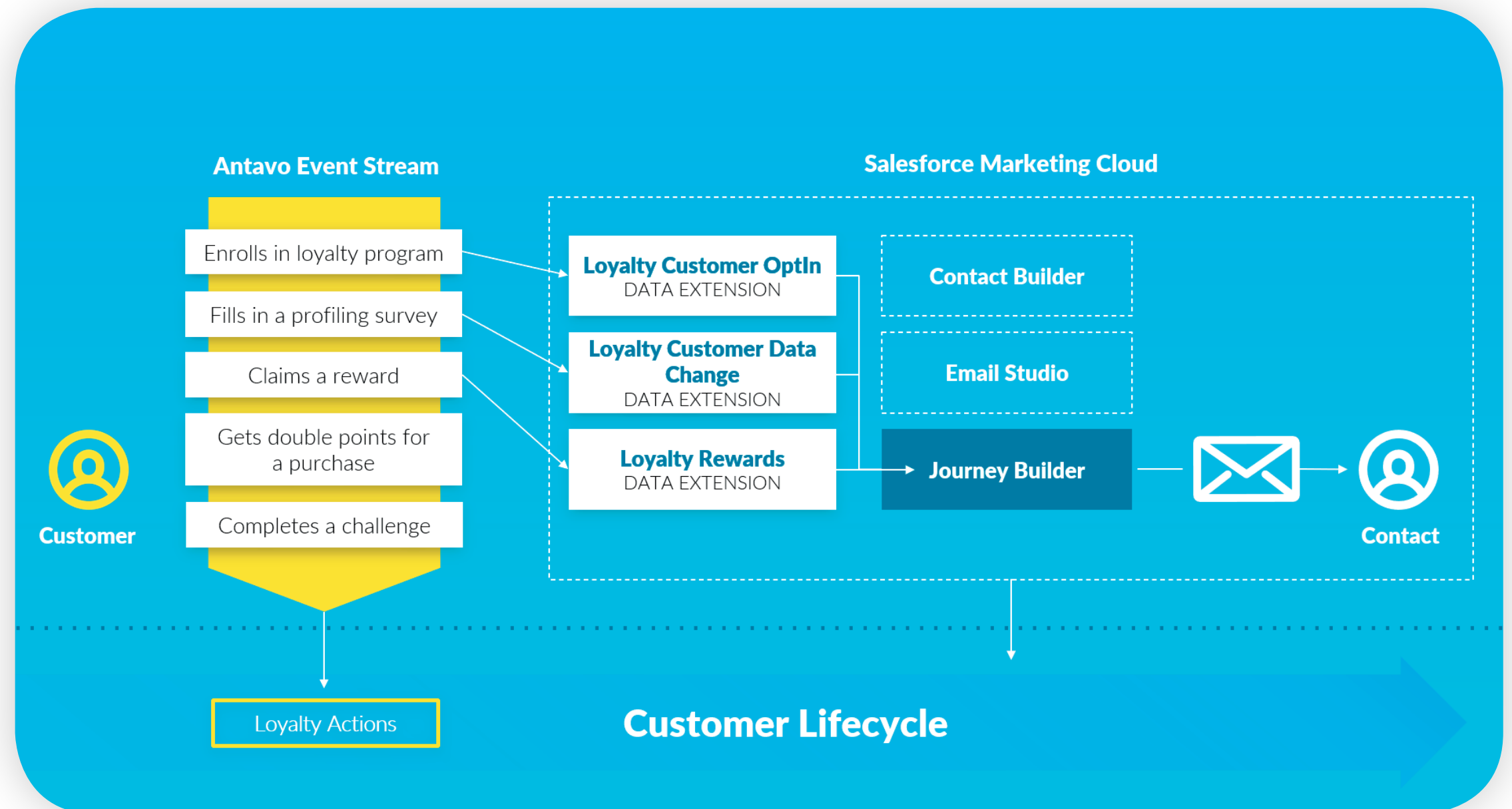
Technology Showcase

Antavo's integration works simultaneously with all three major Salesforce Cloud platforms, or can work with just a single solution - the choice is yours.

But how does it actually work?

In the case of the **Salesforce Marketing Cloud**, for example, choose which loyalty data points are tracked, and set them up to function as data extensions for the Journey Builder.

If you wish to create a more personalized email, choose data such as membership status or tier. These will appear in the **Journey Builder**, allowing you to create messages that feel more relevant by virtue of displaying relevant customer loyalty account information.





antavo
Loyalty Management Platform



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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