



# Reducing Time to Value for Loyalty Managers

**Velvet Blue**

---

PRODUCT RELEASE BROCHURE

---



# Executive Summary



Managing a loyalty program is more than just scheduling reward offers and campaigns. Loyalty marketers have to ensure that their work maximizes value and aligns with their strategic goals in the shortest amount of time, without negatively affecting the customer experience.



**But striking balance is where the true challenge lies.**

## **As a company specializing in loyalty,**

Antavo's goal is to stand behind our Loyalty Management Platform's users and give them every tool possible to help them achieve the results they seek. Accordingly, over the past few months our development efforts were directed towards a number of improvements that help marketers reduce the time to value for their work.

# Antavo's Velvet Blue Product Release

offers a comprehensive tour across a variety of platform segments, showcasing new and improved features that support marketers in maximizing the value of their work either by speeding up certain processes or by offering new ways to be creative.



## Loyalty Logic

Content quizzes and challenges are easier to implement and offer new touchpoints



## Platform

Data tables are more customizable through custom entities and a new method of point earning has been added



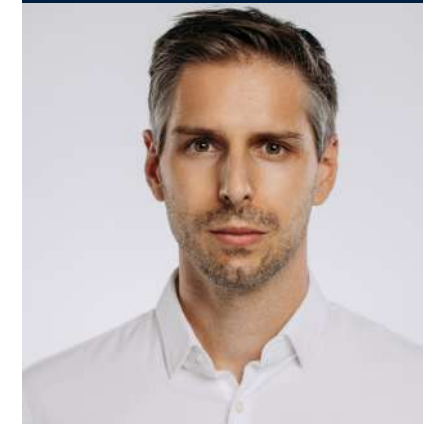
## Workflows

Users have access to new campaign blueprints and workflow execution is now displayed visually



## Permissions

Set up your company structure through User Group access and provide detailed coupon restrictions



## Viktor Fasi

Head of Product at Antavo  
Loyalty Management Platform

*" When it comes to customer satisfaction, it's our clients who know what's truly best for their target audience. As a loyalty technology provider, it's our responsibility to provide all the help they need to reduce the time to value of their work, making them even more effective in the areas they already excel in."*



# Table of Contents

Click on the video image to watch our related Q4 Product Release event.



## LOYALTY LOGIC

API Endpoint for Content Quizzes	5
Criteria Check for Challenges	6

## INTEGRATIONS

Deeper Integration With SFMC	7
------------------------------	---

## PLATFORM

Custom Entities	8
Product Catalog-Based Earning	9

## WORKFLOWS

Route Highlighter	10
Blueprints	11

## PERMISSIONS

User Groups and Hierarchies	12
Multiple Restrictions for Rewards	13



# API Endpoint for Content Quizzes

The collection of zero-party data has unprecedented importance nowadays – and is something businesses can do using loyalty quizzes and surveys.

As such, the structure for the content quizzes module has been reworked and is now also **available for mobile applications** thanks to new API endpoints. Moreover, this allows companies to **significantly speed up the implementation** process for loyalty quizzes.

Using Antavo's quiz editor, all aspects of the survey can be managed with **little to no effort**.

The screenshot displays the Antavo Quiz editor interface. On the left is a dark sidebar with a vertical menu of icons. The main content area is titled 'Quiz editor' and contains a 'Basic information' section. This section includes several form fields: 'Enable card' (checked), 'Name' (set to 'New Quiz' with a 'Translate' button), 'Description' (set to 'This is a new quiz' with a 'Translate' button), 'Points' (set to '100'), 'Image' (with a 'Fájl kiválasztása' button and a preview of a 'QUIZ' image), and 'Quiz button label' (with a 'Translate' button). To the right of the form is a preview of the 'New Quiz' card, which features a glowing 'QUIZ' sign, '100 point(s)', and a 'Claim' button.

QUIZ MANAGEMENT

Quizzes

Create new Quiz

+ Create new Quiz

Quiz editor

Basic information

Enable card ☒

Enabling this option will ensure showing your quiz as Activity Card on the Loyalty Hub

Name \* New Quiz Translate


This will be displayed as the header on the quiz card on the Loyalty Hub.

Description \* This is a new quiz Translate

This will be displayed along the quiz on the Loyalty hub. You can provide instructions here on how to complete the quiz (useful when dealing with complex quizzes).

Points \* 100

Set the amount of points the customer will earn when completing this quiz.


Image \*  Fájl kiválasztása istockph...2x612.jpg

Upload an image which will be displayed along with the quiz. Upload high quality assets, at least 500x260 pixels in size, so your challenge will look good on both desktop and mobile devices.

Quiz button label Translate

This will be displayed as the label for the quiz button on the quiz card on the Loyalty Hub.

New Quiz



100 point(s)

Claim

## LOYALTY LOGIC

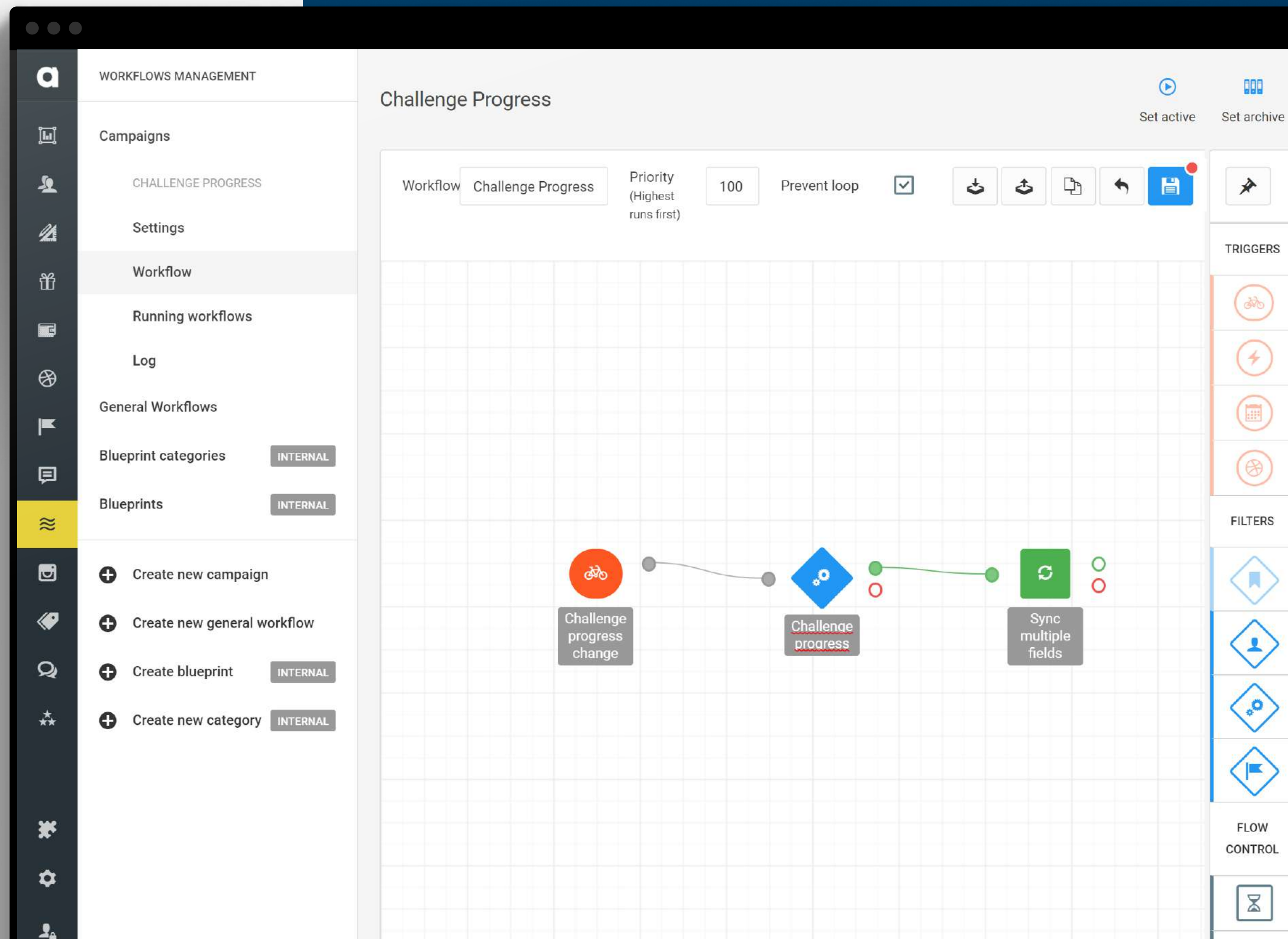
# Criteria Check for Challenges

Activities, challenges and competitions are the bread and butter of any loyalty program looking to engage customers beyond earn & burn logic.

To expand the number of touchpoints, all challenge-related progress is now recorded as an event.

For instance, they can set up a rule that triggers a message through the marketing automation platform every time a customer reaches 75% completion of a challenge, thus encouraging customers to reach the end goal.

*This feature gives marketers an opportunity to **reach out to customers** that are in the middle of completing a challenge.*



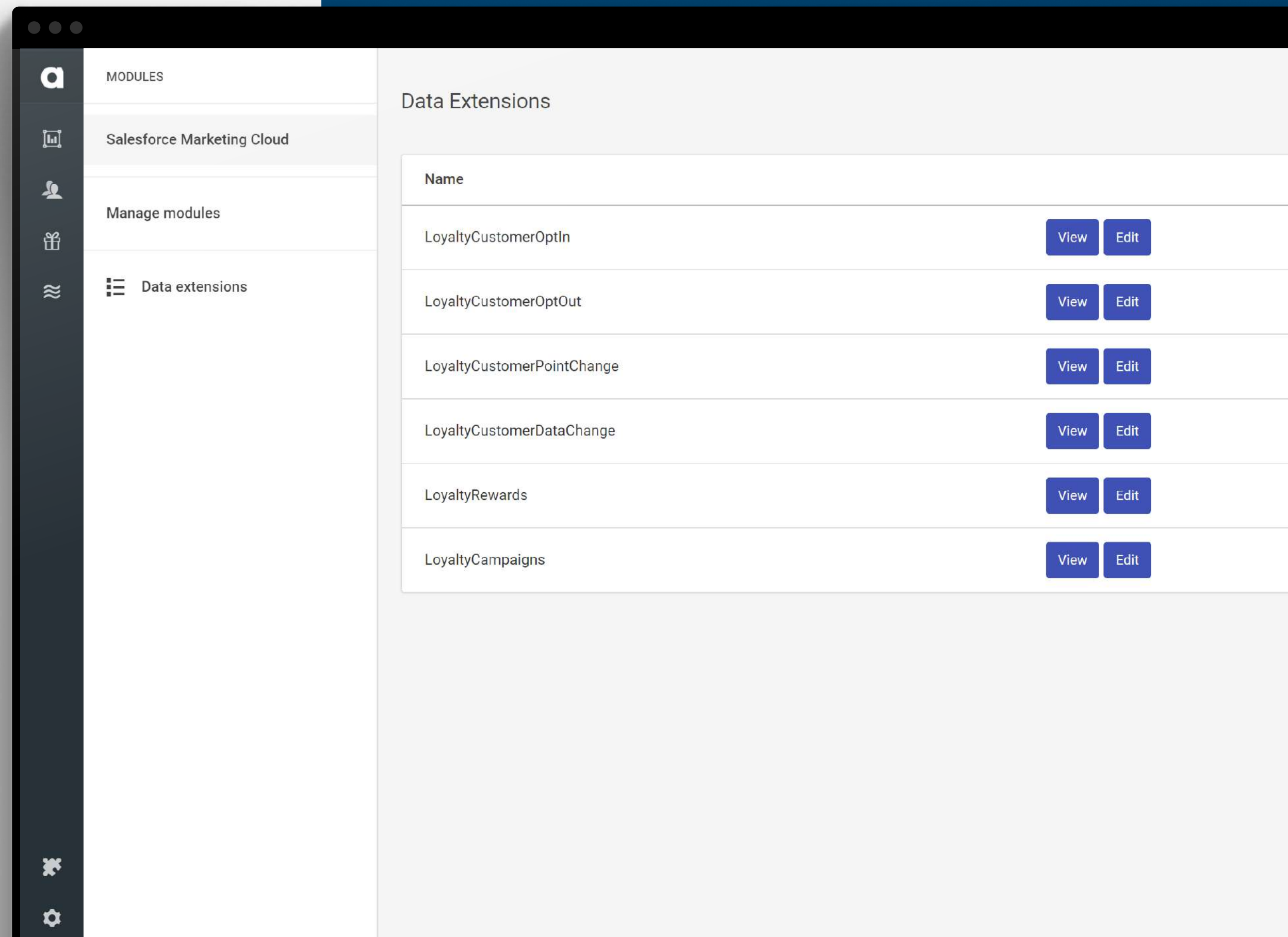
## INTEGRATIONS

# Deeper Integration with SFMC

Executing the business and marketing strategy is like a puzzle. For a great result, each piece – including loyalty technology – has to fit together seamlessly.

In order to further enhance the platform's adaptability and compatibility within the martech ecosystem, **marketers can now fully configure how data fields are integrated** for SFMC. As such, Antavo can be used more easily with a variety of enterprise-level architectures.

*Being in full control of how the Salesforce Marketing Cloud extensions are integrated ensures a **seamless data flow** between platforms.*





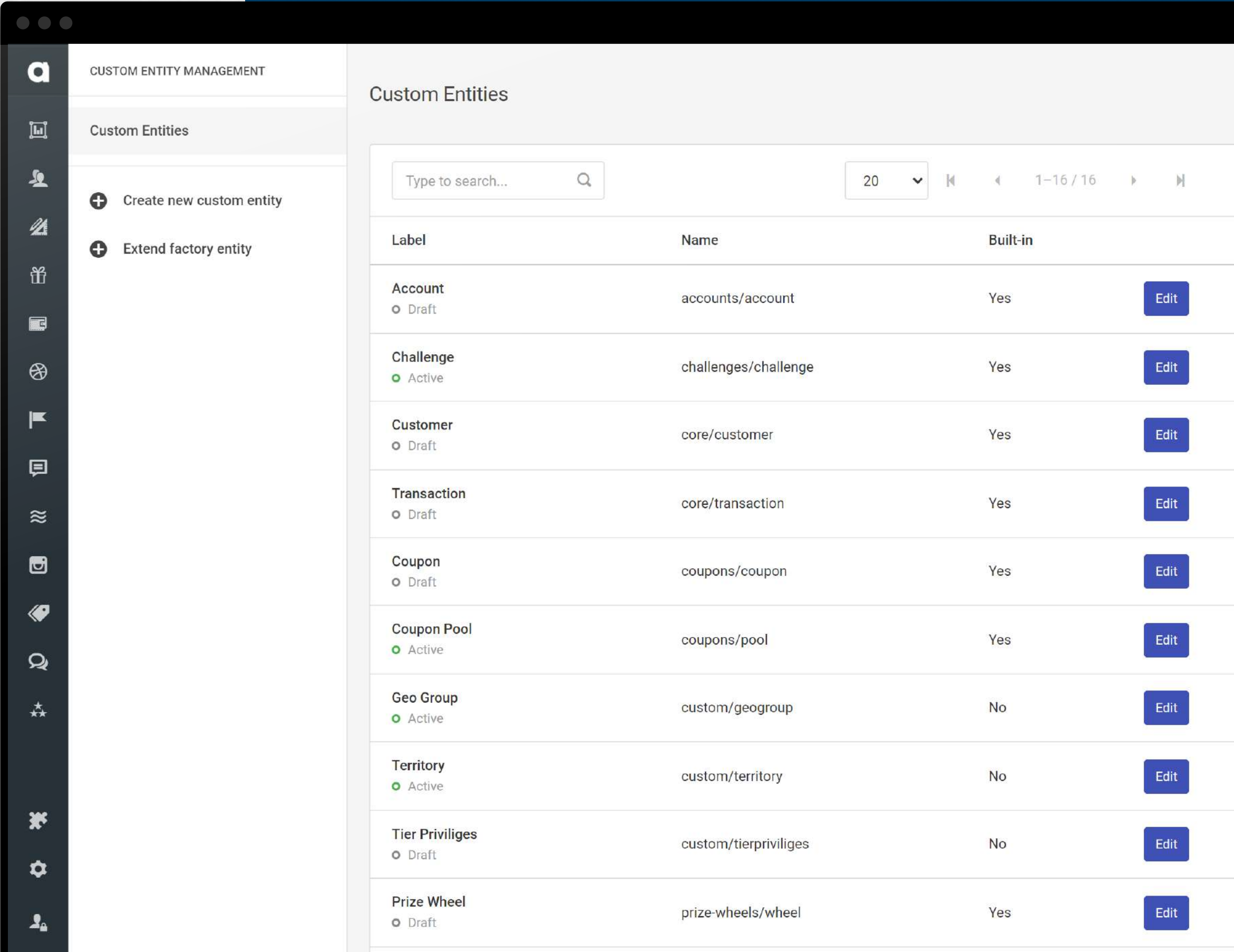
# Custom Entities

Adding custom business processes to an existing system usually takes time and effort. To help marketers create value faster, we created a functionality called Custom Entities.

Now users are able to **expand the standard profile entities with custom fields.**

For instance, a pet food business can record the type of pet as a custom entity, so that customers who are dog owners will only receive offers that are relevant for their pet.

Custom Entities opens up new possibilities for *more unique data tables*, making personalization and segmentation far easier.





## PLATFORM

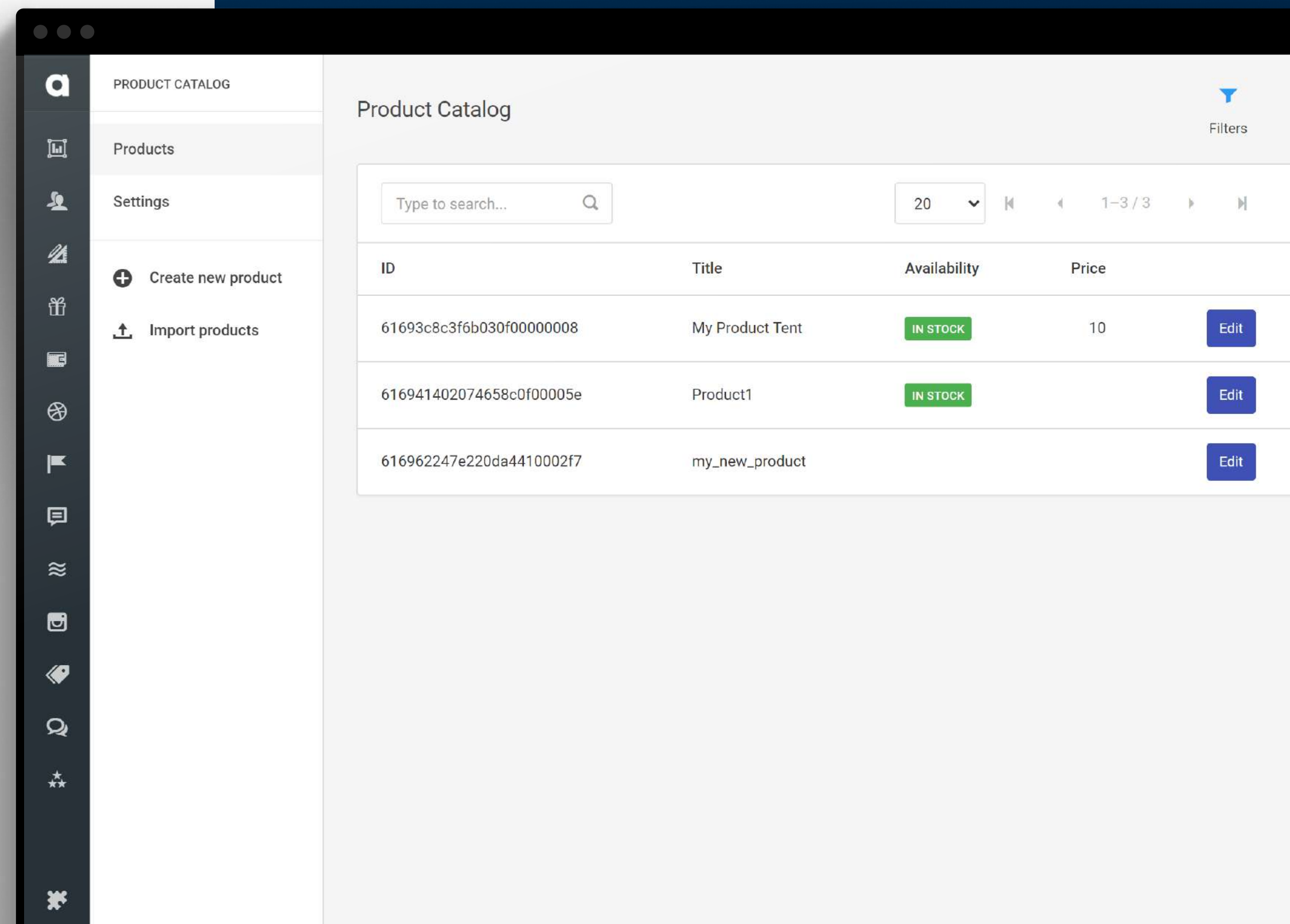
# Product Catalog-Based Earning

As a business, it's crucial to have full control over how customers can earn points.

To allow more freedom when building the loyalty concept, we have introduced an exciting new way for customers to earn points: instead of letting the overall purchase volume dictate the final amount, **users can now assign a predetermined amount of points for each individual product, or product category.**

Doing so allows companies to direct customer attention to certain items and have more control over the amount of points customers can earn.

Assigning a point value to each product is **quick and easy** thanks to Antavo's no-code platform.





## WORKFLOWS

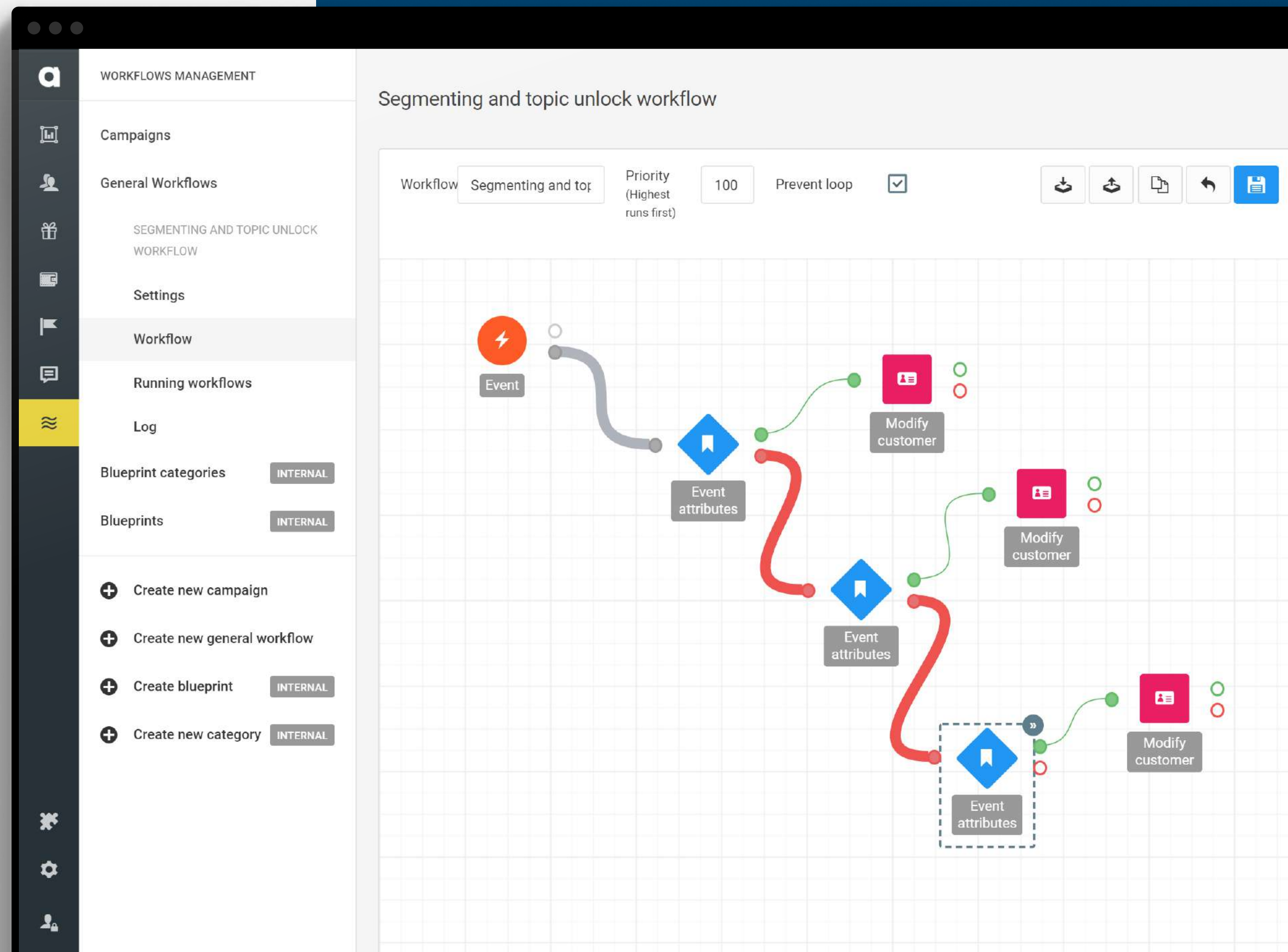
# Route Highlighter

Antavo's no-code Workflows functionality already makes campaign and offer management approachable for marketers.

But to make the creative processes even easier, the new Route highlighter functionality **visually displays how each campaign or workflow was executed.**

So before committing to a complex reward campaign for the holiday season, users can see for themselves whether the workflow performs to their expectations.

*When using Antavo's Loyalty Management Platform **no help from the IT department is needed** to create and change campaigns.*





## WORKFLOWS

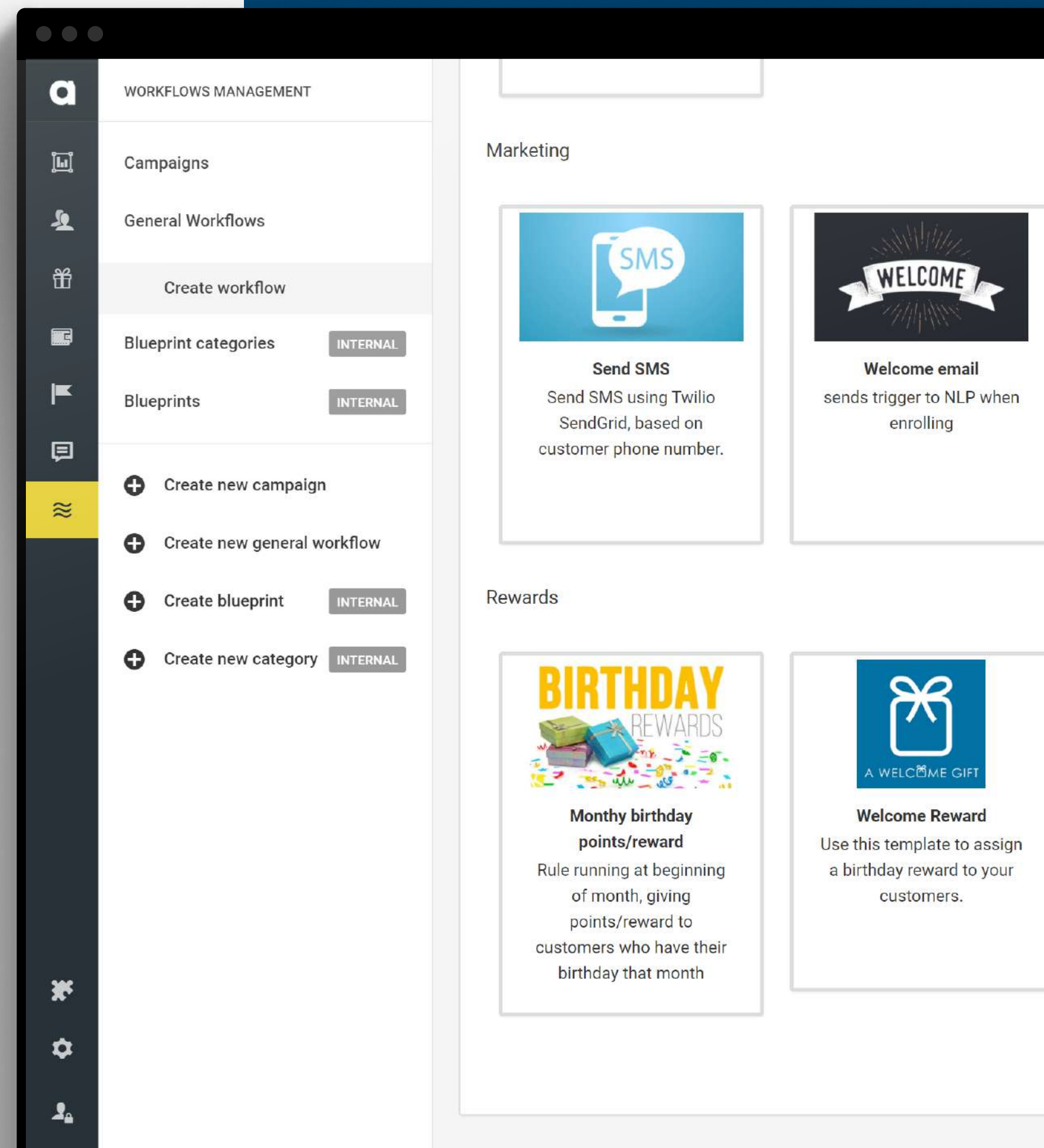
# Blueprints

Because Antavo's workflow editor is a key part of the platform, it is important to ensure that users can save time and energy without sacrificing results.

So to help marketers work more efficiently, over a dozen Blueprints have been added. Blueprints are pre-configured workflows covering the most commonly used loyalty campaigns or rules.

Now marketers **don't need to start from scratch when building new campaigns**, and can modify existing campaigns with just a few clicks.

*With workflows, the time spent on **creating or changing existing loyalty campaigns** can be significantly reduced.*





# PERMISSIONS

## User Groups and Hierarchies

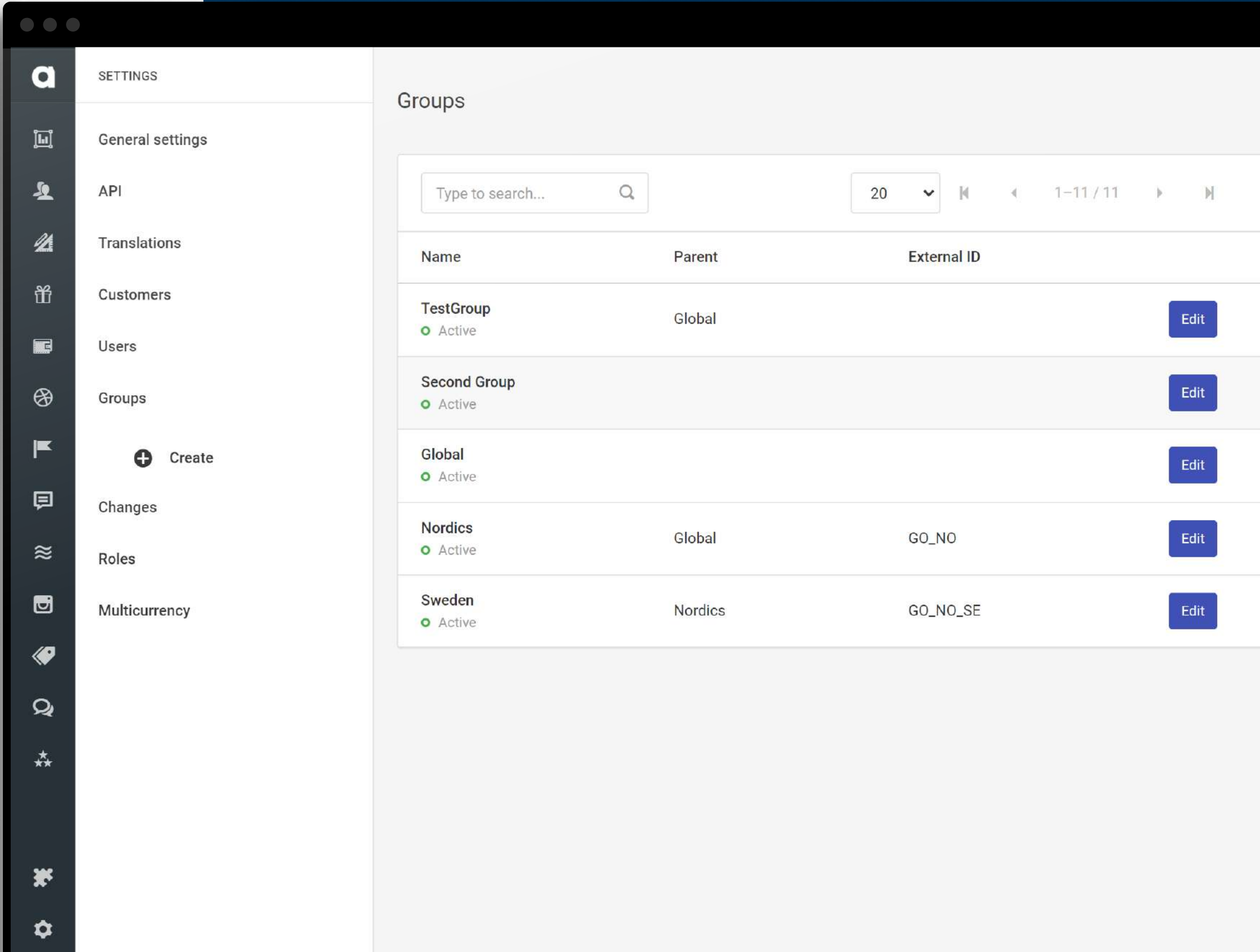
Offering multi-country permission handling is an important milestone for enterprise support.

By expanding the User Groups functionality, marketers are now able to mirror company hierarchies within Antavo’s system. In other words, they are able to **automatically set access privileges and record level visibilities for all associates** using the platform.

Users can also customize access privileges independently for each entity, so an APAC-specific campaign can only be viewed by associates in the corresponding region.



Setting up **access privileges** for coworkers via User Groups streamlines many of the cross-country work processes as well.





# PERMISSIONS

# Multiple Restrictions for Rewards

In an effort to be more customer-friendly and to make the checkout process more painless both online and offline, marketers now have the ability to set up specific error messages that reflect the specific issue during reward redemption.

Receiving a **detailed explanation of why the coupon redemption has failed** saves customers (and if the issue happens in store, the staff) from headaches or hits to the customer experience.

With this new addition, a **custom message** can be created for almost any issue or error type.

REWARD MANAGEMENT

Rewards

10\$ COUPON

Edit

Statistics

Claims

Categories

Settings

Create new reward

Create new category

Sorting

Hidden☐

Set invisible but claimable rewards

Stock☐

Enable if you have a limited stock.

Limit☐

Set the number of times a customer can claim a reward.

Repeat interval

Set the time that should pass between two claims

Tiers

Restrictions

Default message

This reward is not available for you

Translate

Explain customers that are not in the selected segments why they can't claim the reward.

Conditional messages

Start date restriction message

This reward is not yet availa

Translate

×

The restriction message that will be shown if the reward hasn't started yet.

End date restriction message

This reward is not available

Translate

×

The restriction message that will be shown if the reward has already expired.

Stock restriction message

Out of stock.

Translate

×

The restriction message that will be shown if the reward is out of stock.

▼

+

Cancel

Save



# Ready to learn more about our developments?

These features represent the major highlights of a series of developments done by Antavo over the past three months.

Additional development has included both smaller and major improvements, features that are specific for individual clients, as well as bug fixes.

As a client of Antavo, you can receive detailed information about our developments by visiting our [Support Portal](#).



If you are interested in learning more about the state of our technology and our latest developments, feel free to reach out to us.

**Our CSMs will be more than happy to tell you more.**



# 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