antavo
Loyalty Management Platform

Expanding Your
Loyalty Program's Reach

Jade Green

PRODUCT RELEASE BROCHURE

Executive Summary

Being able to expand your loyalty program's reach is key to maintaining its popularity.

Gaining new footholds can be done in a variety of ways, however.

A business can expand its horizons simply by entering the market in a new country, establishing a foothold in the physical space, or just encouraging customers to recommend their products to family and friends.

Whichever is the case for your business,

Antavo's Loyalty Management platform delivers all the capabilities you need to succeed. Over the past few months, in particular, Antavo produced multiple new features and platform capabilities that help companies expand their reward program's reach.

Antavo's Jade Green Product Release

delivers a list of features and capabilities centered on helping marketers extend the reach of the loyalty program and delivering enhanced management capabilities. Here are the major highlights:

Enriched Adoption & Acquisition:

Rewards can now be shared, bundled together or redeemed multiple times for maximum convenience and audience impact.

More Ways to Connect In-Store:

Meet Antavo's Store Assistant Portal, an Android-based application that enables all loyalty-related interactions in the physical space.

Multi-Country Enhancements:

With a built-in translation tool, loyalty offers and campaigns can now seamlessly be translated into multiple languages.

Chinese Platform Language:

Antavo's management interfaces are now available in the Chinese language.

Viktor Fasi

Head of Product at Antavo
Loyalty Management Platform

" Finding new avenues to reach customers is a complex business endeavor, but we are 100% behind our customers with a versatile and sophisticated loyalty technology that's capable of supporting their ideas, no matter what."

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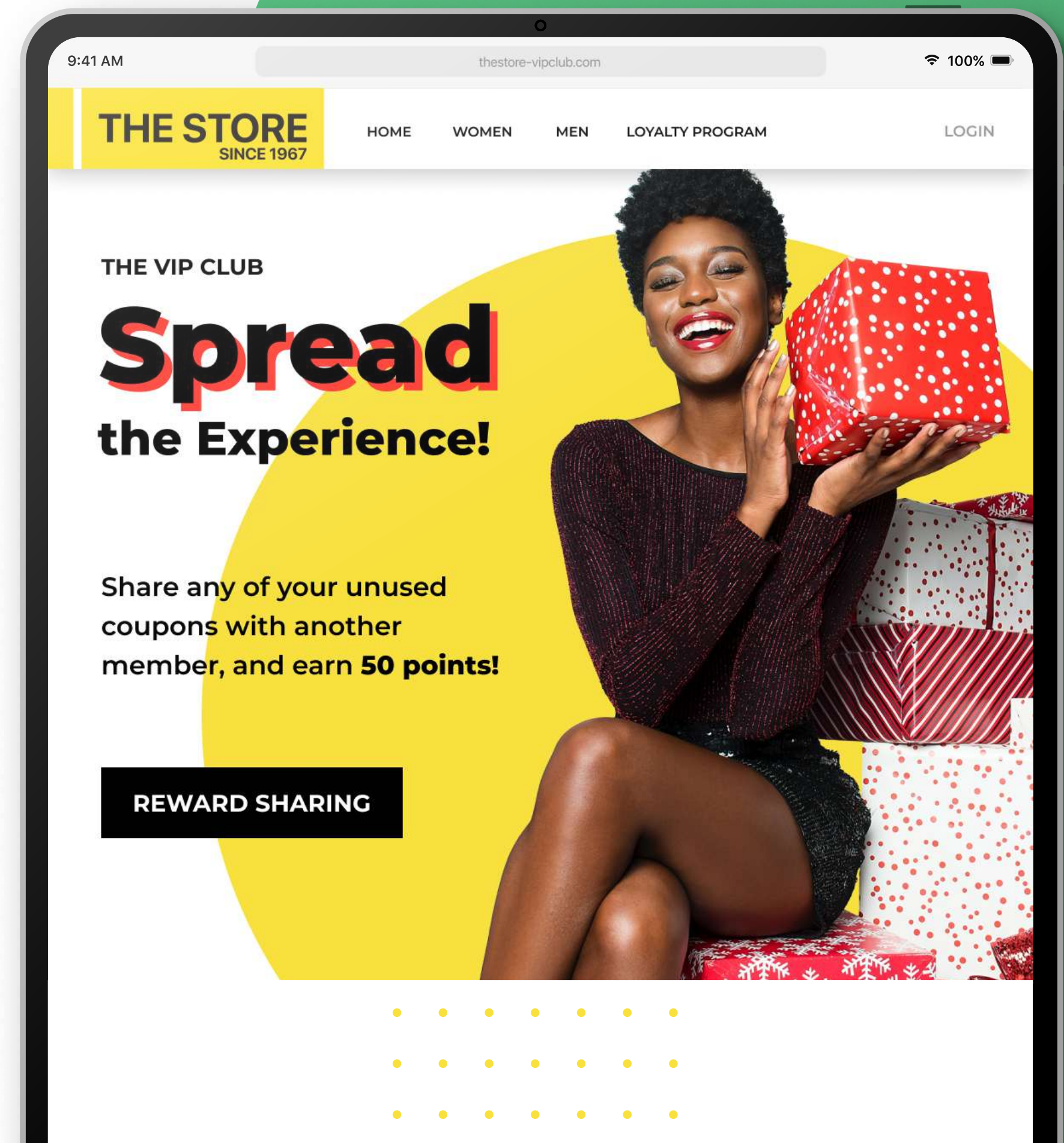
Adoption & Acquisition
● Reward Sharing

One of the easiest ways to expand the reach of a loyalty program is to facilitate positive word of mouth. Closer friend circles in particular are effective at encouraging each other to join the loyalty program.

This trend can be further encouraged through Reward Sharing, which makes it possible to give customers shareable rewards. **Transferrable rewards are available not just as coupons, but for all types of incentives, including badges.** On top of being able to share their reward with others, customers can also be awarded extra points on a specific account.

This type of opportunity entices groups of customers to enroll and collaborate, ensuring an enriched and more eventful loyalty experience, which can also be used to encourage charity.
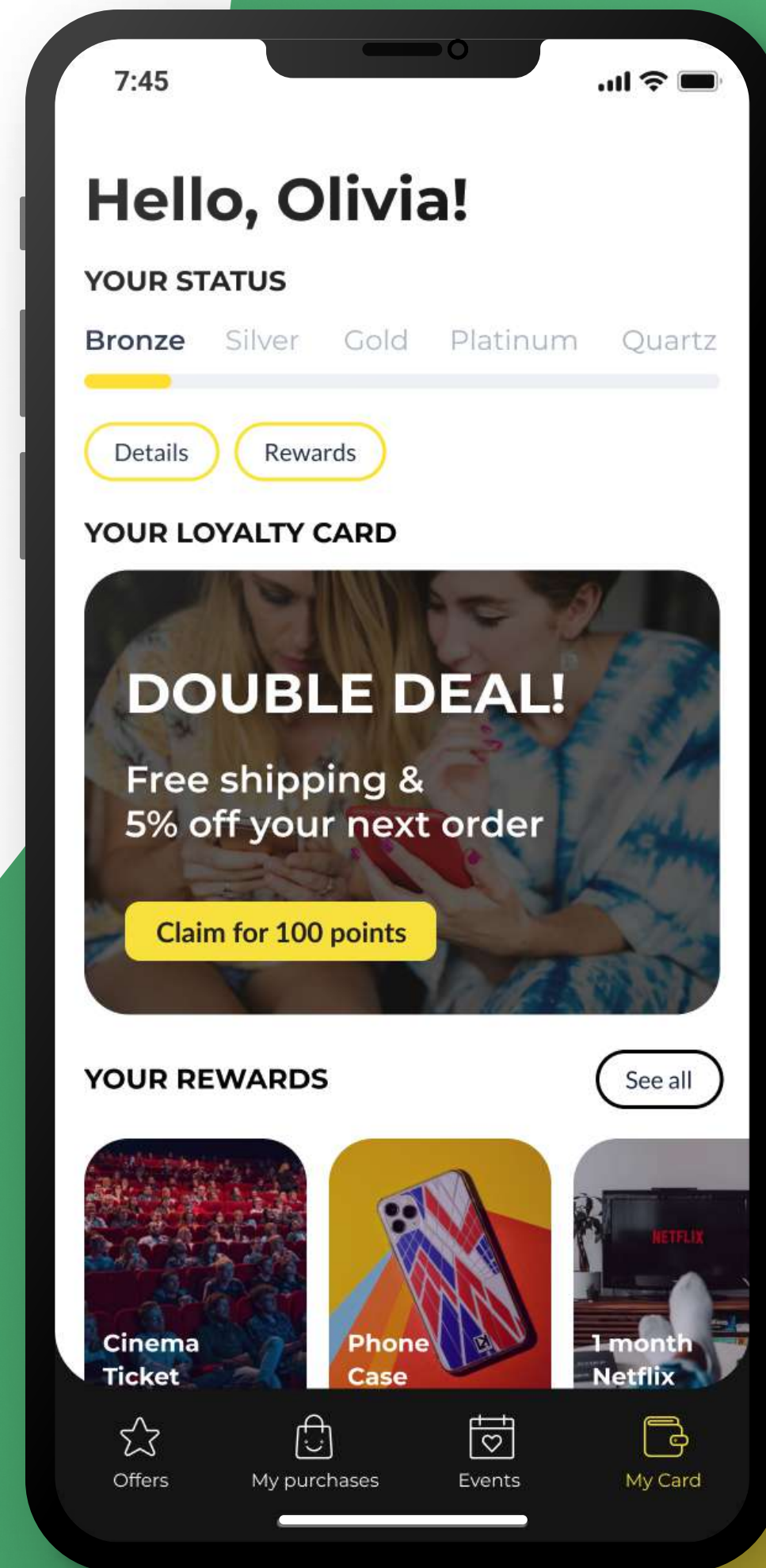
Enriched Adoption & Acquisition

● Dynamic Bundle

Dynamic Bundle is a new way to award multiple rewards simultaneously. While the classic reward packaging method involves grouping together different coupons and rewards in the platform's back-end, **the dynamic claim can be done through a single API request** that enables the collection of multiple coupons at the same time.

This API-based method allows loyalty program managers to offer more sophisticated reward combinations without causing additional complications in the back-end.

For instance, when a loyalty program member earns a reward that combines free shipping and a 5% discount, this is handled by the system as a single request, so there is no need to send the claims one by one.
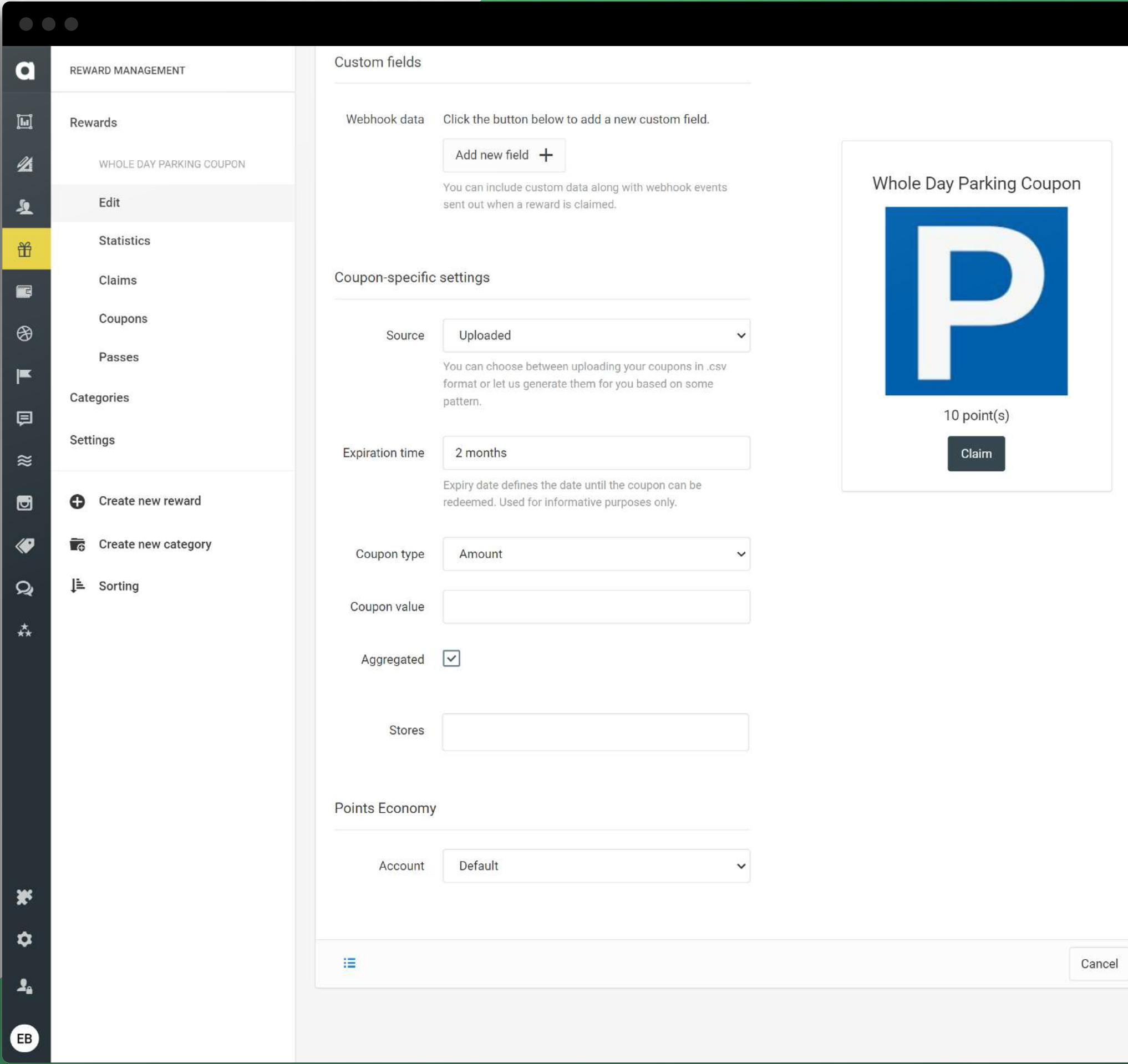
Enriched Adoption & Acquisition

● **Multiple Use Coupons**

Sometimes extending your brand's reach means the number of rewards also needs to be increased. Rewarding a customer with multiple coupons at once may help to boost engagement and, thanks to Antavo, this can be achieved without multiplying coupon codes.

With a new option to create **"Aggregated coupons"**, loyalty program managers are able to, for instance, assign 10 parking discount tickets to a customer, which can be redeemed in quick succession.

And because all discount tickets share the same coupon code, scaling up this type of offer won't take up additional space in the database, and the speed of API requests won't slow down.

Enriched Adoption & Acquisition

● Transaction Details

Besides expanding their reach horizontally by acquiring new members, program owners can also extend vertically by learning more about existing members.

When navigating to the customer's page in Antavo's Back-end, you'll find -, which displays valuable information about the customer's transaction IDs, total purchase value and/or the refund value. Below that, there is a list of items involved in the transaction, including the product's name and ID, quantity, price, discount, and subtotal value of each item.

With easier access to these transaction details, marketers now have a treasure trove of information to create more relevant offers.
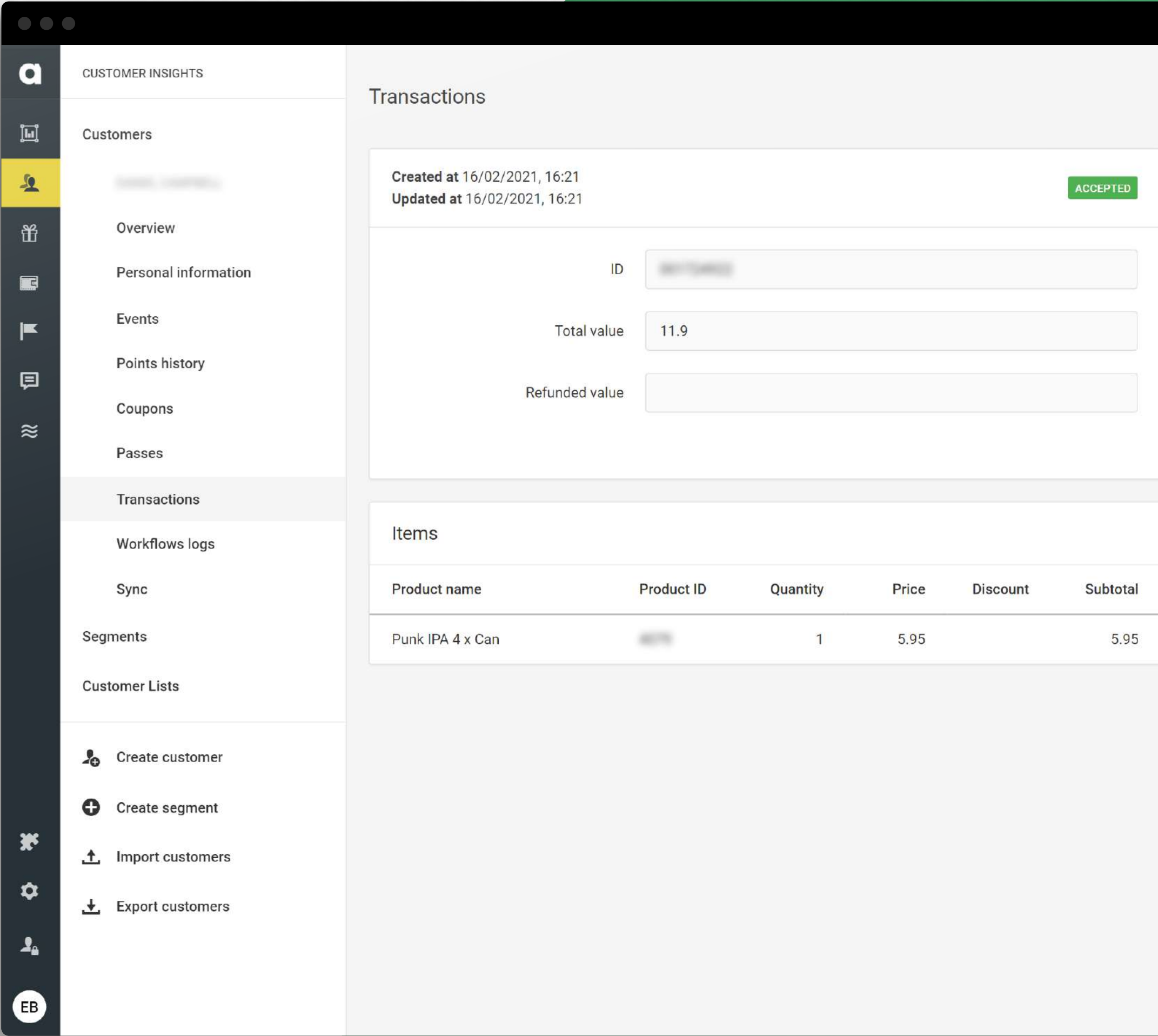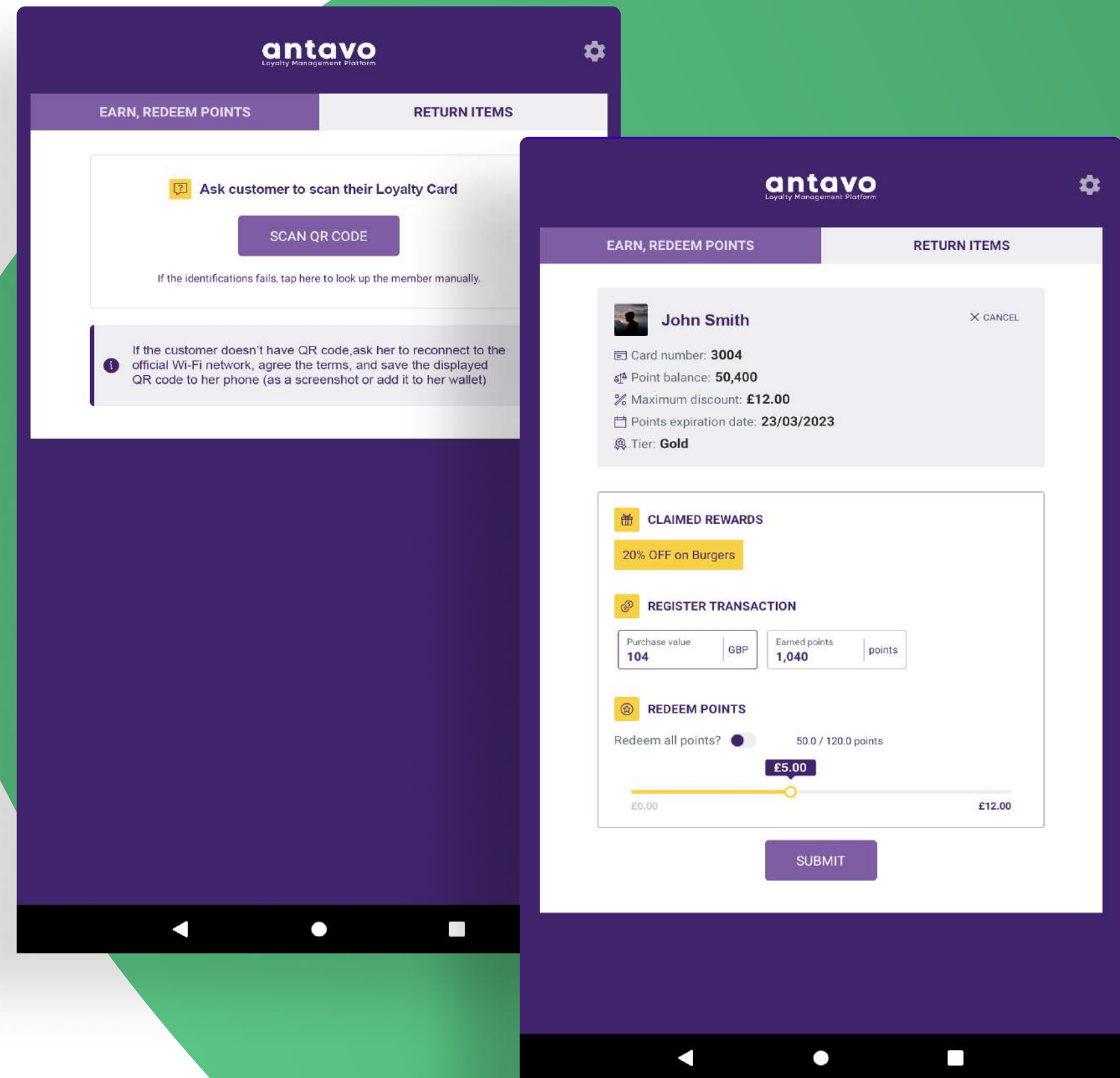
More Ways to Connect In-Store

● Store Assistant Portal

Retail customers represent untapped potential in terms of in-store loyalty program interactions. Bridging the gap between offline and online loyalty program capabilities requires specialized software and hardware solutions, however.

To help businesses establish a strong presence in the physical space with their loyalty programs, Antavo presents the Store Assistant Portal: a custom-build application that allows staff members to administer purchases, returns, and point management for their Antavo-empowered loyalty ecosystem.

The only prerequisite for this application is a tablet-sized Android device.

More Ways to Connect In-Store

- ## Store Assistant Portal

The biggest advantage of the Store Assistant Portal is that it enables staff members to handle loyalty management tasks in the physical environment smoothly and efficiently.

After having the customer's loyalty card scanned with the tablet's camera, the Store Assistant Portal guides staff members through the most essential management tasks, such as looking up purchases or arranging the returns.

After every transaction, the point balance will be automatically updated.

The Store Assistant Portal provides immense value for brands that want to create a seamless omnichannel experience and more interactive shopping journeys for their customers.

More Ways to Connect In-Store

- ## Store Assistant Portal

The Store Assistant Portal, just like Antavo's other in-store solution, the Coalition Loyalty Hub, helps retail staff members serve loyalty program members quickly and conveniently. However, while the CLH is a solution built for malls, airports and in-store-focused coalitions, the Store Assistant portal is intended for a wider audience.

What you should know about the Store Assistant Portal:

- It's an app-based solution that can run on an Android tablet, making it easy to adopt across multiple stores

- Recommended for single-brand stores or store chains that would like a unified loyalty solution that doesn't require additional staff training

- It offers more options for reward management, including a burning capability, where shoppers can turn points into discounts in custom increments

Multi-Country Enhancements
• Translations

For businesses running a loyalty program in multiple countries, it's imperative to have the means to handle translations within the platform and simplify marketers' day-to-day management duties.

With the new translation capabilities added to Antavo's platform, **all program communications can be localized using built-in translation interfaces** for both the loyalty website and app, where you can translate the same offers into multiple languages.

The process is rather simple: after specifying which languages are needed, text can be freely translated across the platform, greatly increasing the value marketers can produce when introducing new offers and campaigns.

Chinese Platform Language

● New Language Support

Antavo's management interfaces are now available in two languages: **English and Chinese**. The latter is a new addition allowing businesses with a presence in APAC and China, in particular, to set up regional loyalty program management teams who can run the loyalty program in their native language.

Any future additions to the Antavo Loyalty Management Platform—be they new modules or updated modules—will also be automatically translated to Chinese.
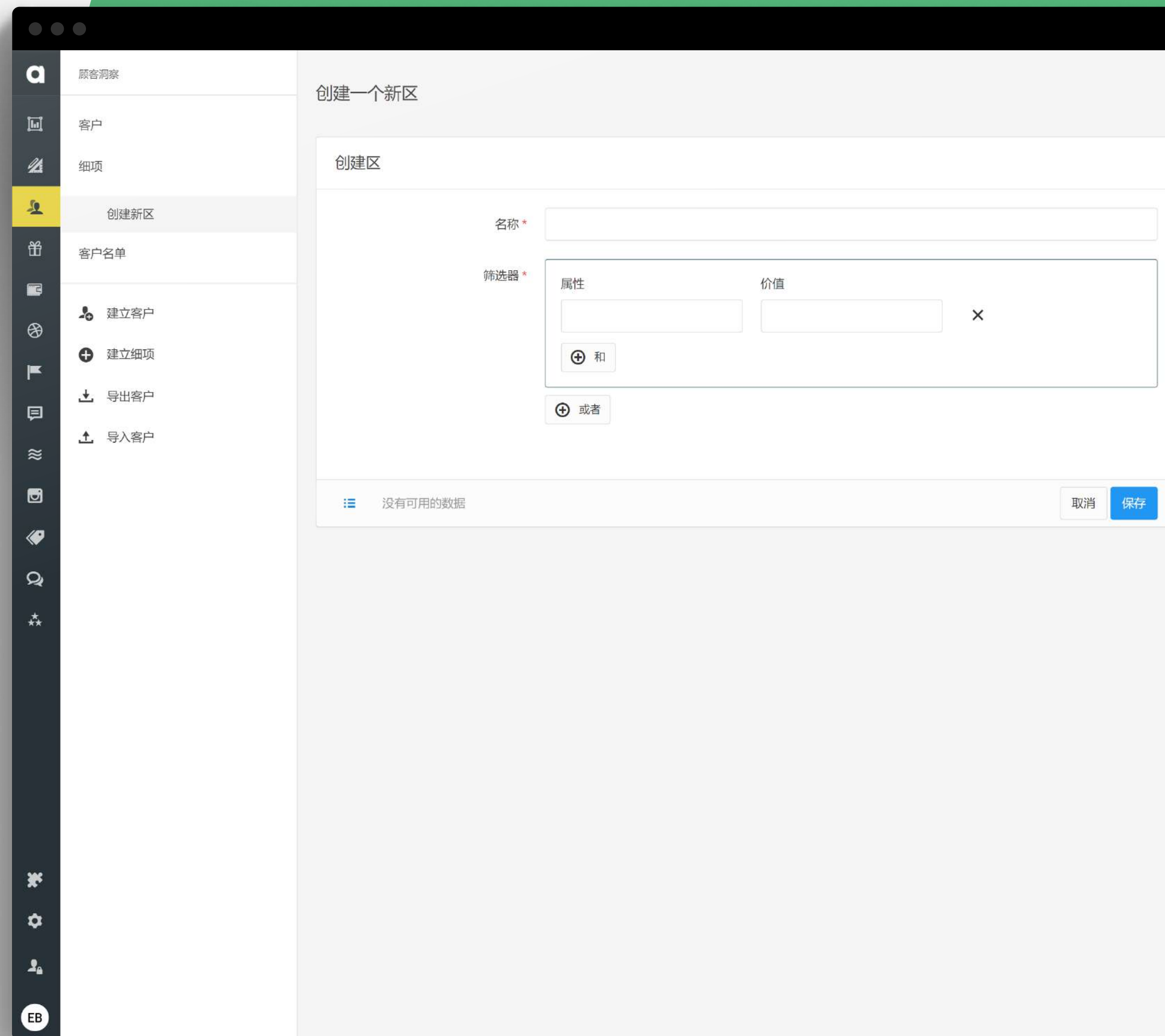
Ready to learn more about our developments?

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

Additional development has included both minor and major improvements, customized features for individual clients, as well as bug fixes.

As an Antavo client, you can visit our **Support Portal** to find detailed information about our developments.

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.

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Loyalty Management Platform

Enter the Next Era of Customer Loyalty

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