



More Control for Marketers, More Freedom for Customers

Vivid Citrine

PRODUCT RELEASE BROCHURE

Executive Summary



One hallmark of successful loyalty programs is that they give customers more ways to engage with the brand. Giving customer more freedom can cause some complications for managers, however.

That is why program owners need technology that allows them to fine-tune the details without constraints – such as integration with other platforms – making implementation and management smoother.

Realizing the need for a loyalty platform that supports diverse reward journeys

as well as in-depth customization, Antavo's Enterprise Loyalty Cloud has introduced a series of new features and capabilities that give customers more freedom to select the experiences they prefer and give marketers more control.

Antavo's Vivid Citrine Product Release

helps businesses expand the horizons of customer engagement, while providing all the tools marketers and loyalty experts need to maintain control over the experience. **Here are the major highlights:**



Freedom for Customers:

Take your customer journeys to a new level with metric-based challenges. Give customers even more options when it comes to using their coupons.



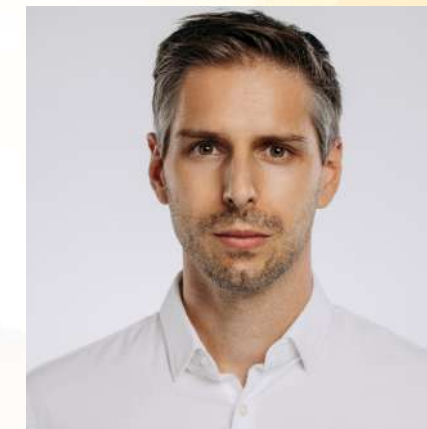
More Control for Marketers:

Diversify your customer experience with custom burn rates. Control reward progress using pending events and tier/country-driven point economies.



Easier Integrations:

The improvements made to customer tags, webhooks, APIs and Workflows make the integration process smoother.



Viktor Fasi

Head of Product at Antavo
Enterprise Loyalty Cloud

"Reducing complexity for customers increases transparency and engagement, speeds up new campaign rollouts and simplifies ongoing management. The only potential issue is that, with broad rules, it's harder to stay within your budget. That's why we've introduced tools – and will keep doing so – to help you maintain full control."

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Click on the image to watch our related Q2/2022 Product Release Video.



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More Freedom for Customers

■ Progress-Based Challenges

Challenges are special milestones you can set for your customers to reach, motivating them to perform certain actions in exchange for a reward. This module has been updated to allow you to set up progress-based challenges, such as **"run 10 miles in a week"** or **"buy €200 worth of products in the store"**. Combining multiple criteria, like **"Buy a new running gear and run a specific distance"**, is also a great way to leverage this function.

Offering both event and progress-based challenges allows your audience to choose from a larger pool of actions. Customers can freely pick the types of challenges that match their lifestyle and marketers, on the other hand, can grow engagement more easily.

The screenshot displays the 'CHALLENGES MANAGEMENT' interface. On the left, a sidebar contains icons for various functions, with the 'Challenges' icon highlighted. The main panel shows the 'Challenges' section with options to 'Create new challenge' and 'Sorting'. The configuration area for a challenge is visible, including a criteria selection dropdown set to 'Checkout', a filter section, and a table for defining challenge criteria. The table has columns for 'Minimum number of events', 'Maximum number of events', 'Attribute', and 'Overall'. The 'Minimum number of events' is set to 1, and the 'Overall' value is 200. The 'Attribute' is set to 'Total'. Below the table, there is a 'Criterion description' field with the text 'Buy \$200 worth of athleisure wear to earn 100 points!' and a 'Translate' button. At the bottom, there is a dropdown for 'accumulating' and an 'Add a criterium' button.

Minimum number of events *	Maximum number of events	Attribute *	Overall *
1		Total	200

Criterion description *

Buy \$200 worth of athleisure wear to earn 100 points!

Human readable version of the rule you've assembled. This text appears on the card of the challenge.

accumulating Add a criterium +

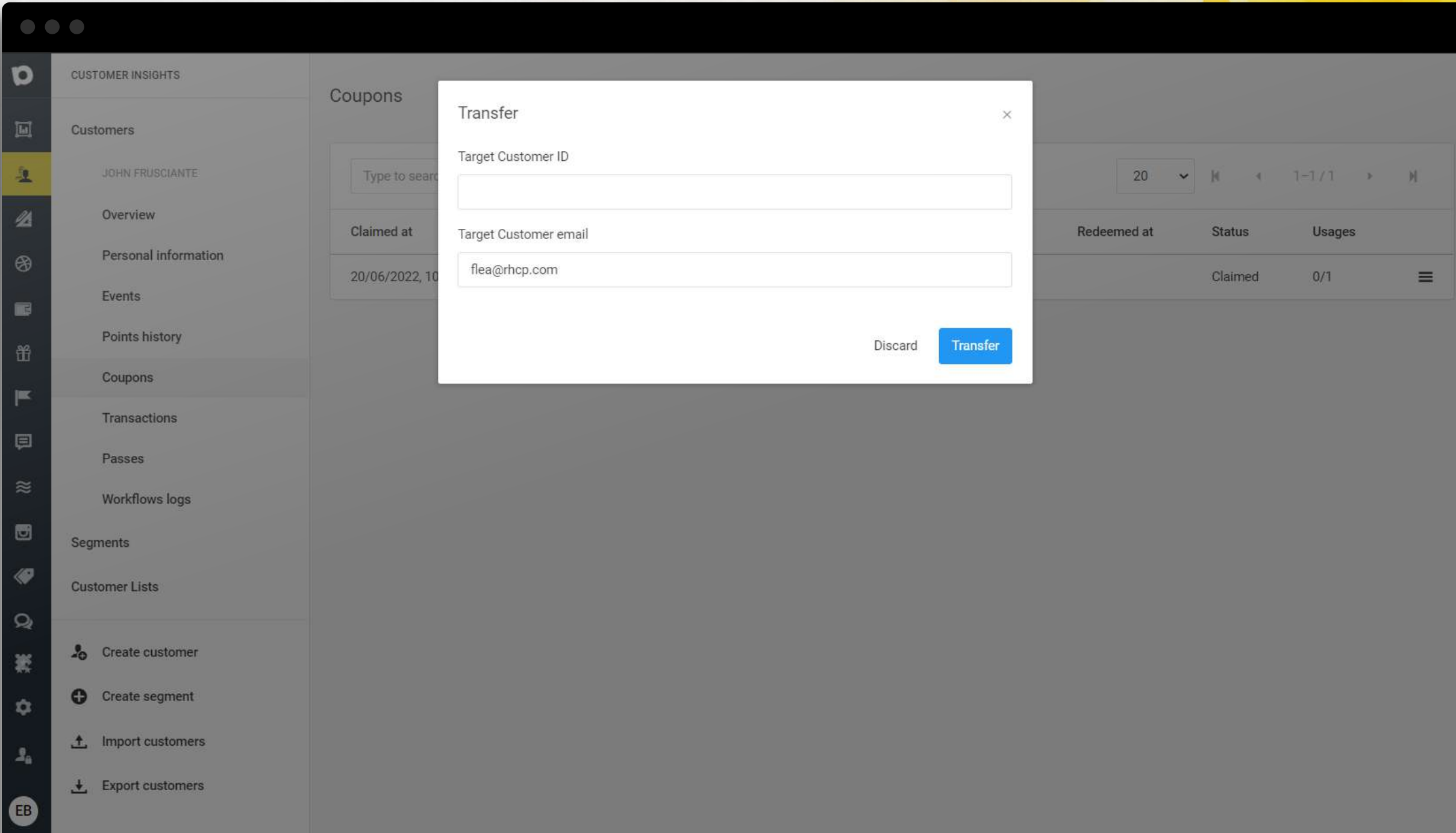
More Freedom for Customers

■ Coupon Sharing With Charities & 3rd Parties

Antavo’s coupon sharing feature has always been a means for customers to freely share their rewards with friends and family members. But thanks to the latest improvements, **members can now share coupons with third-party organizations** as well.

For instance, members can send their unused coupons to charities of their choosing. Recipient charities can then redeem the coupons on goods or services.

This new and improved form of coupon sharing helps customers to exercise goodwill and involve their community in the loyalty experience. From a business perspective, this feature acts as a conduit to spread positive word-of-mouth for the program and drives enrollment.



More Control for Marketers

■ Product-Specific Coupons

Antavo's coupons module has also been updated to support a wider range of scenarios. Instead of restricting coupons to a specific order volume (€10 off from all €100 orders), coupons can now be applied to specific products. In other words, **a coupon can now be tied to a given product** and, as long as an item that meets the criteria is in the customer's cart, the coupon can be applied to the order.

These extended coupon capabilities allow marketers to aim loyalty point usage towards specific products they would like to promote, helping them increase product visibility.

The screenshot displays the 'COUPONS' management interface. The left sidebar contains navigation icons for various features, with the 'COUPONS' icon highlighted. The main content area is divided into sections: 'COUPONS', 'Pools', and 'Settings'. Under 'Pools', there are options to 'Create coupon pool' and 'Upload coupons'. The 'Create coupon pool' form is open, showing fields for 'Name', 'Source', 'Type', 'Value', 'Aggregated', and 'Products'. The 'Name' field contains '20% off for cycling gear'. The 'Source' dropdown is set to 'uploaded'. The 'Type' dropdown is set to 'percentage'. The 'Value' field is empty, with a note below it stating 'You can enter both integer and real values.' The 'Aggregated' checkbox is unchecked. The 'Products' field contains three selected items: 'Dark blue cycling shorts (616962247e220da4410002f7)', 'Hawaii Floral Cycling Jersey (62b6fd1ed9f2145e577f10d9)', and 'Helmet (62b6fd57ed1c2a33616c956e)'. A note below the products field states: 'If the Product Catalog module is enabled, you can only select existing products from the dropdown, otherwise you can freely type in any product ID.' The 'Pass template' dropdown is also empty, with a note below it stating: 'Determines which Pass will be assigned to the customer after a coupon claim.' At the bottom right, there are 'Cancel' and 'Save' buttons.

COUPONS

Pools

Create coupon pool

Settings

Create coupon pool

Upload coupons

Name *

20% off for cycling gear

Source *

uploaded

Type *

percentage

Value

You can enter both integer and real values.

Aggregated

Products

Dark blue cycling shorts (616962247e220da4410002f7) ×

Hawaii Floral Cycling Jersey (62b6fd1ed9f2145e577f10d9) ×

Helmet (62b6fd57ed1c2a33616c956e) ×

If the Product Catalog module is enabled, you can only select existing products from the dropdown, otherwise you can freely type in any product ID.

Pass template

Determines which Pass will be assigned to the customer after a coupon claim.

Cancel Save

More Control for Marketers

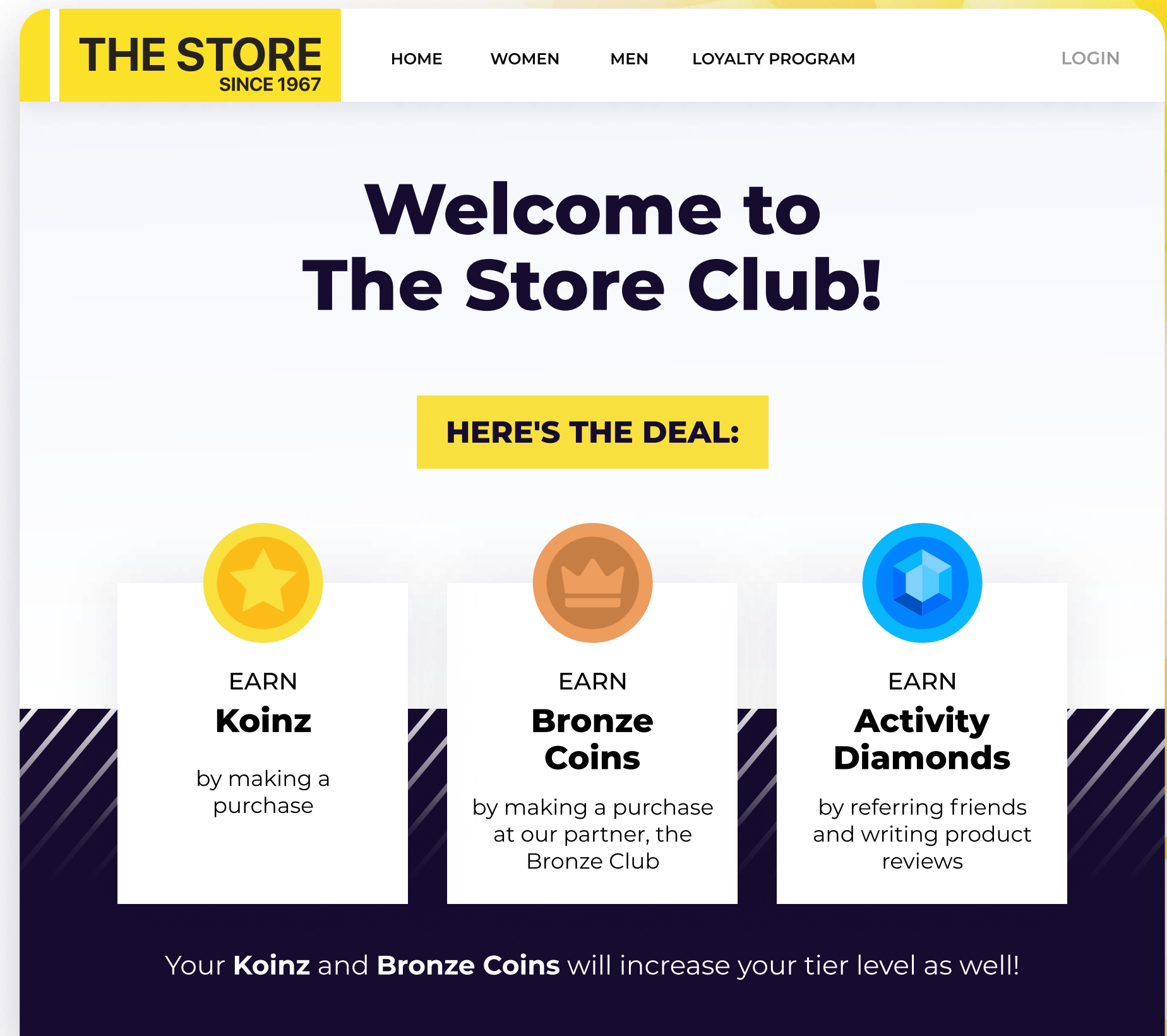
■ Engagement-Driven Tier Structures

For companies wanting to run a hybrid loyalty program that has both earn & burn and tiers, deciding which activities further the tier progress is a key decision. In order to help marketers **maintain control over complex reward systems**, Antavo's platform now allows brands who reward both transactional and non-transactional activities to decide which kind of actions count towards reaching a new tier.

Imagine a loyalty program where:

- Koinz are earned by making purchases
- Bronze Coins are earned by making purchases at a partner company
- Activity Diamonds are earned by referring friends and writing product reviews

Antavo's feature allows currencies such as Koinz and Bronze Coins to count towards reaching new tiers, while limiting currency like the Activity Diamonds for use on low-value coupons.



More Control for Marketers

■ Custom Burn Rates for Customers

Custom burn rates are another feature that allows marketers to exercise more control over their loyalty program. In short, from now on, **the points-to-currency rate can be completely different for various regions** and customer segments to offer more personalization. That means that while in some countries 10 points is worth a €1 discount, in other regions, 20 points are worth a €1, so you can offset regional price differences.

Custom burn rates can be applied in other ways, too: tiered program owners are able to give top-tier members twice as much value for their points as lower-tier members.

MULTI ACCOUNTS

Accounts

BURNING POINTS

Basic settings

Earn Rules

Pending points

Burn Rules

Expiration

Create new account

Burning Points

Exchange Rates *

Currency

Amount

Points

EUR

1

10

x

Add exchange rate

Exceptions

Restrictions

Restrictions #1

Segments *

France x

Define the segment(s) to which you wish to apply the exception rule.

Priority *

1

Specify how high this exception rule should be ranked (1, 2, 3, ...). The order determines when to apply this exception if there are multiple exception rules associated with a segment.

Exchange rates *

Currency

Amount

Points

EUR

1

8

x

Add more currencies if necessary.

Add exchange rate

Restrictions #2

Segments *

France x Switzerland x

Priority *

2

Exchange rates *

Currency

Amount

Points

EUR

1

6

x

Add exchange rate

Add new restriction

Cancel Update

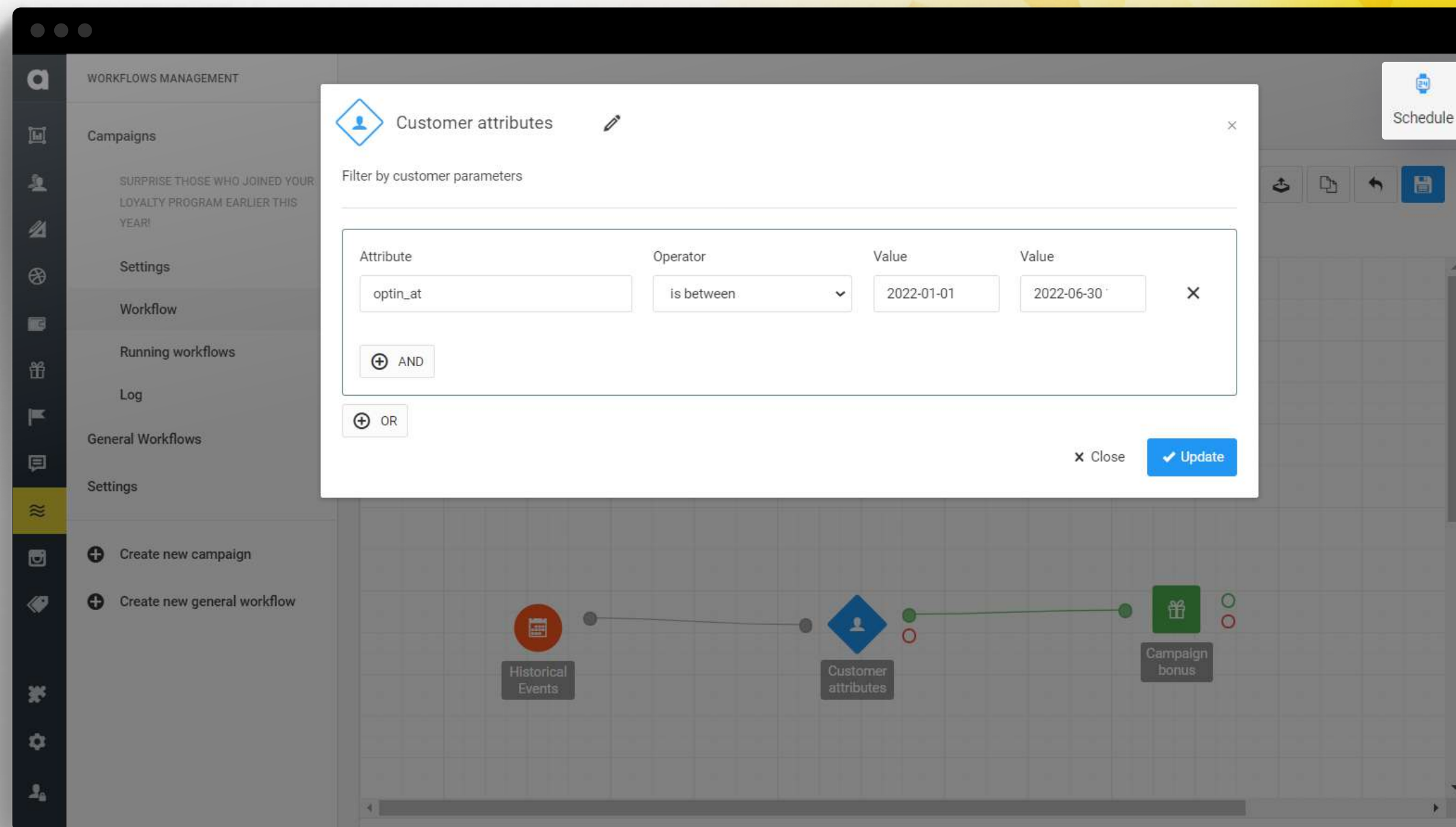
Easier Integration

▪ Scheduled Campaigns

There are cases when points in a loyalty program need to be rewarded retroactively, for example, when customers shop at retailers where data is received afterward.

Antavo's Scheduled Campaigns functionality enables users to **run historic campaigns that occurred in recent days, weeks, or months**, helping companies reward customer actions that already happened.

With Scheduled Campaigns, companies are able to effortlessly cover gaps in the loyalty program's operation and manage points more flexibly.



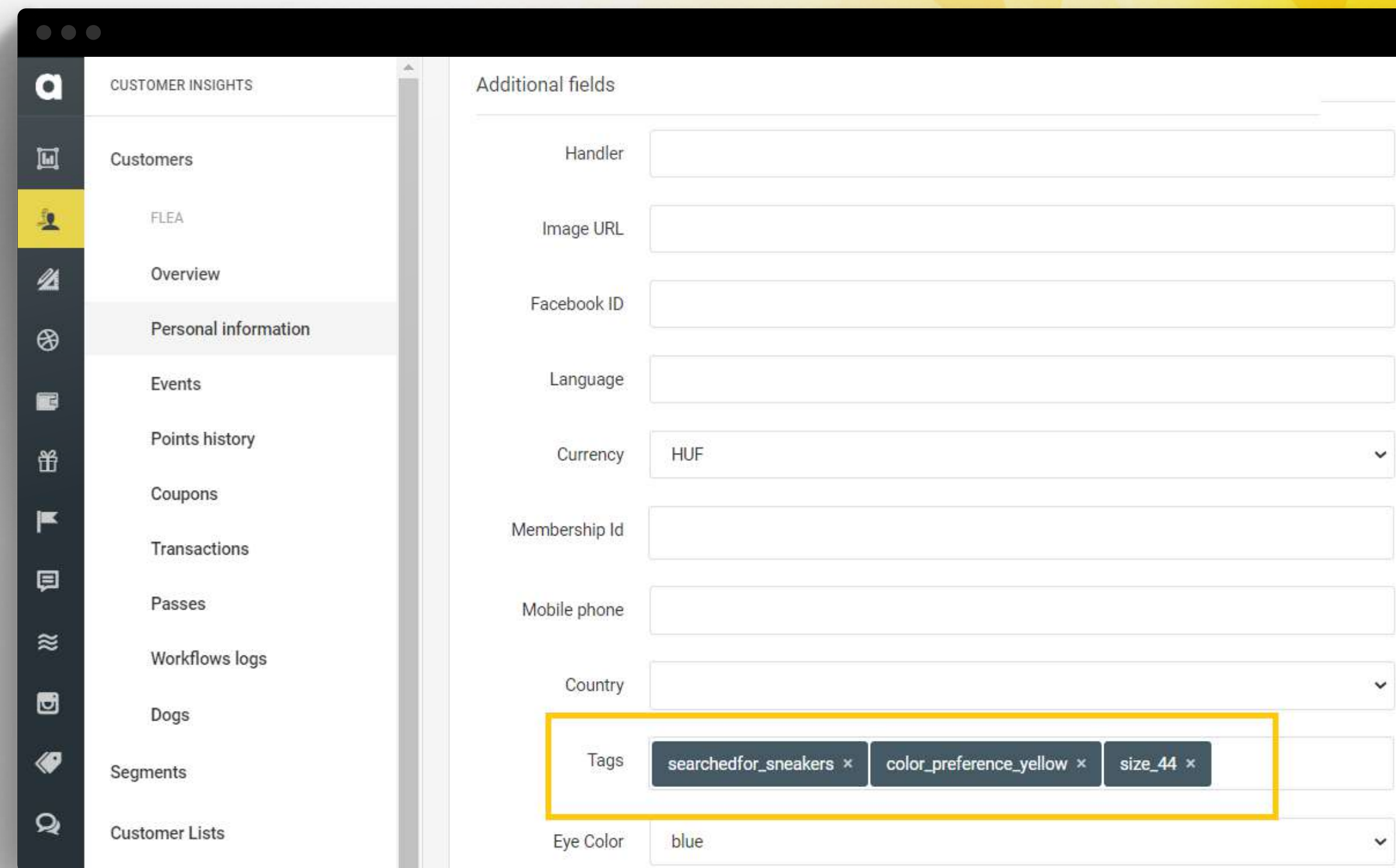
Easier Integration

■ Capturing Customer Tags

With Antavo's tagging system, multiple labels can be assigned to each customer profile, **unlocking even more possibilities for segmentation**, which is reason behind capturing re-usable zero-party data and target-driven reward campaigns.

For instance, if a customer has two tags indicating that they love the color yellow and are fond of sneakers, the next step should be to associate the two tags with an offer granting the person double points for purchasing a yellow sneaker.

*And to make the process even more efficient, the **Customer Tags** feature can effortlessly capture data from CDPs, thanks to an improved integration.*



The screenshot displays the Antavo Customer Insights interface. On the left, a sidebar menu lists various sections: CUSTOMER INSIGHTS, Customers, FLEA, Overview, Personal information (highlighted), Events, Points history, Coupons, Transactions, Passes, Workflows logs, Dogs, Segments, and Customer Lists. The main content area is divided into two panels. The left panel shows the 'Additional fields' section with input fields for Handler, Image URL, Facebook ID, Language, Currency (set to HUF), Membership Id, Mobile phone, and Country. The right panel shows the 'Tags' section, which is highlighted with a yellow border. It contains three tags: 'searchedfor_sneakers', 'color_preference_yellow', and 'size_44'. Below the tags, there is a dropdown menu for 'Eye Color' set to 'blue'.

Easier Integration

■ Improved Webhooks & More Flexible APIs

Thanks to the addition of incoming webhooks, Antavo now provide a mapping interface for any kind of push service to convert incoming data into an Antavo-compatible format and log it as an appropriate event in our event-driven platform.

This custom integration that compliments the standard outgoing webhooks **makes real-time cooperation possible between Antavo and any other platforms**, including CDPs and marketing automations.

Lastly, there are multiple filtering options available for the Display API endpoints, so that any kind of customer event can be easily queried. Doing so makes API use even more flexible, and alongside the improved webhooks, speeds up the frontend building process.

The screenshot shows the 'INCOMING WEBHOOKS' configuration page in the Antavo interface. The left sidebar contains navigation icons. The main panel is titled 'Incoming Webhooks' and includes a 'Create new webhook' button. The configuration form for a new webhook is displayed, showing the following fields:

- Name ***: Point_add
- Method ***: POST (dropdown menu)
- Endpoint ***: /webhooks/custom/2650/
- Filters**: + OR
- Action ***: Point add (dropdown menu)
- Mapping**: +

The 'Request' section is empty. The 'Response' section contains two text areas:

- Success message**: {"ok":true}
Write a valid JSON string here. Leaving this field empty will result in a 204 No content status
- Error message**: {"notok":false}
Write a valid JSON string here. To receive the default error message leave this field empty

At the bottom right, there are 'Cancel' and 'Create' buttons.

Ready to learn more about our developments?

These features represent the major highlights of a series of developments made by Antavo over the past three months. For the detailed release notes, please visit Antavo's related [User Manual pages](#).

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.



Enter the Next Era of Customer Loyalty

Learn more about our enterprise
customer retention technologies

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and get in touch with our experts!

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