



Cost & Performance

Effectiveness

Pearl Aqua

PRODUCT RELEASE BROCHURE

Executive Summary

Running a loyalty program is an ongoing project that requires marketers, CRM executives and program administrators to interact with their chosen loyalty technology on a frequent basis.

In order to free up time and creativity, loyalty program managers and integrators need to be provided with straightforward management tools.

Fully aware of the needs of program managers and system integrators,

Antavo is constantly developing new ways to help businesses run and implement loyalty campaigns more effectively and save money by streamlining processes.

Antavo's Pearl Aqua Product Release

presents a series of new features and enhancements that boost the effectiveness of program managers and integrators:



Effectiveness for Program Managers:

From a cashback value converter to recurring offers and priorities for point usage, marketers now have access to more effective tools.



Effectiveness for the System Integrators:

With better filtering, dynamic integrations, and the Tiers API, implementing a loyalty program is now faster and easier.



Enhanced UI & UX:

Thanks to an overhauled interface, new tutorial functionalities and more efficient workflows, Antavo's platform is now more user-friendly.



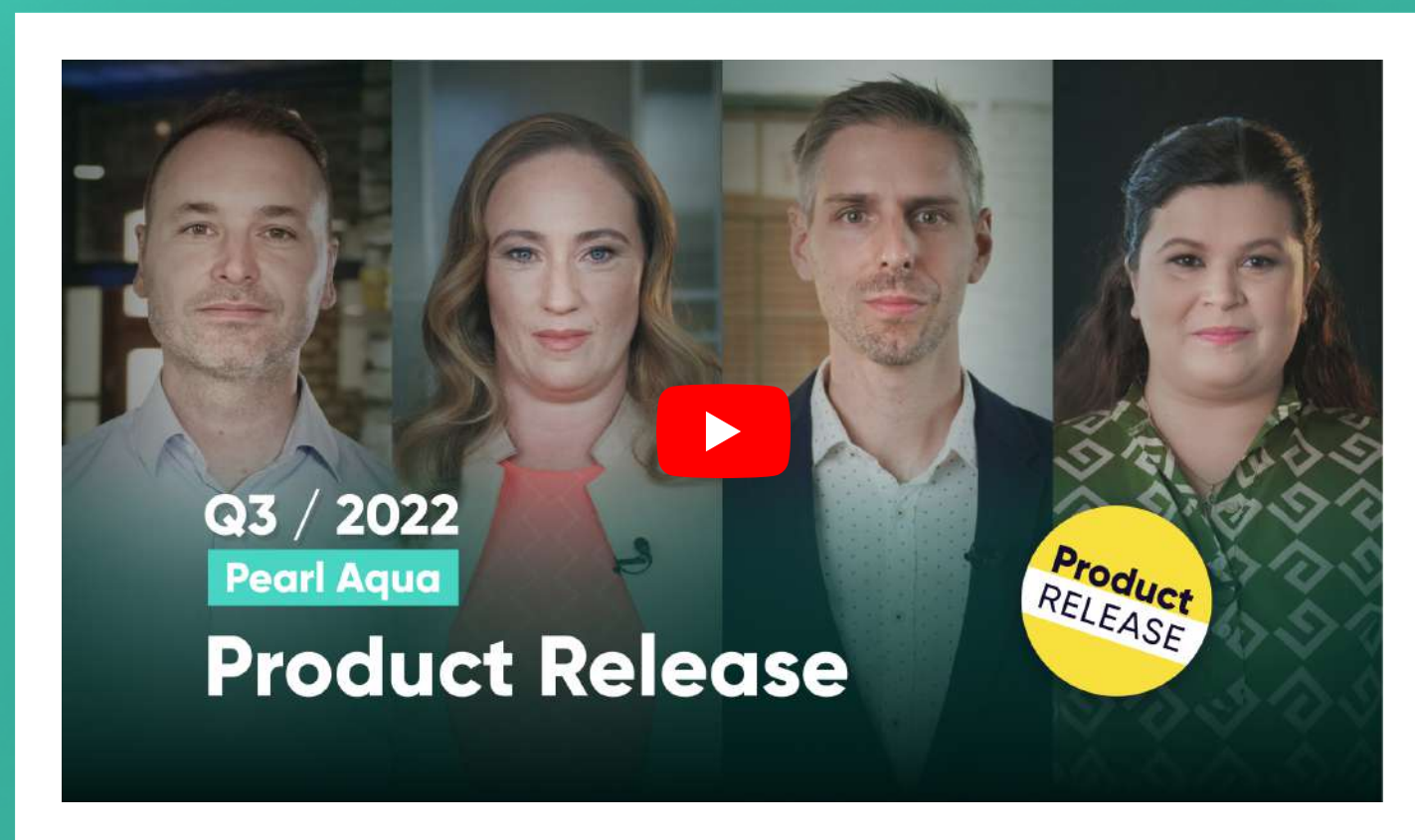
Viktor Fasi

Head of Product at Antavo
Enterprise Loyalty Cloud

" Giving our clients all the tools they need to integrate and manage their loyalty program is the key to their success. For this reason, we are always thinking of new ways to help them work more effectively, or to reduce the time and resources they require to accomplish tasks."

Table of Contents

Click on the video image to watch our related Q3 Product Release video.



Effectiveness for Loyalty Program Managers

Cashback Value Converter	5
Point Priority During Burn	6
Recurring Offers	7
Mass Update for Point Expiration	8

Effectiveness for the System Integrators

Better Filtering for Workflows	9
Dynamic Integrations With External ID	10
Tiers API for Easier Frontend Management	11

Enhanced UI & UX

Enhanced Look and Feel for the Platform	12
Guidance for Platform Users	13
Reassurance for Workflow Editing	14

Effectiveness for Loyalty Program Managers

Cashback Value Converter

For cashback rewards programs, accurately calculating the requested cashback amount is key. Though Antavo's Enterprise Loyalty Cloud doesn't handle payouts directly, its new value converter functionality **automatically calculates the cashback value of the number of points that members wish to spend.**

Doing so enables the creation of a cashback loyalty program logic that's easy to overview and monitor by program managers.

Besides making it much easier to overview the value of cashback requests for users, the system is also more efficient in terms of traffic, as the cashback value converter requires a single API call to deliver results.

The screenshot displays the 'Store Club Account' configuration page in the Antavo Enterprise Loyalty Cloud. The left sidebar shows navigation options: Multi Accounts, Accounts, STORE CLUB ACCOUNT, Basic settings, Earn Rules, Burn Rules, Pending points, and Expiration. The main content area is divided into 'Exchange Rates' and 'Restrictions' sections.

Exchange Rates:

Exchange Rates *	Currency	Amount	Points
	USD	1	110
	EUR	1	100

+ Add exchange rate

Restrictions:

Restrictions #1

Segments * VIP x

Priority * 1

Exchange rates *

Currency	Amount	Points
USD	1	75
EUR	1	70

+ Add exchange rate

+ Add new restriction

Cancel Update

CLARITY ON CASHBACK

Effectiveness for Loyalty Program Managers

Point Priority During Burn

For loyalty programs that rely heavily on partnerships (especially travel and coalition programs), it is standard practice to allow members to redeem points earned from multiple sources simultaneously for high-value rewards.

Antavo's account priority feature for point burning takes it to the next level, giving members the option to **decide and prioritize which type of points they would like to spend**. This gives customers more freedom to customers and alleviates background administration, as the documentation requires fewer API calls.

If John Smith has 300 Airline Points, 500 Hotel Points, and 200 Car Rental points in a frequent flyer partnership program, they can decide to redeem all their airline points, then use 200 hotel and 100 car rental points for a reward that costs 600 points – all of which is handled under a single API call.

The screenshot shows a website header for 'THE STORE SINCE 1967' with navigation links for HOME, WOMEN, MEN, and LOYALTY PROGRAMS. A yellow circular callout on the right says 'FLEXIBILITY IN EARN & BURN'. The main content area features a large heading 'Claim Reward For 600 Points!' and a section titled 'YOUR POINT ACCOUNTS:'. Below this, there are three columns representing different point accounts: Airline Points (300), Hotel Points (500), and Car Rental Points (200). Each column has a corresponding icon (star, crown, and cube respectively) and a 'POINTS TO USE:' label with an input field.




THE STORE
SINCE 1967

HOME WOMEN MEN LOYALTY PROGRAMS

FLEXIBILITY IN EARN & BURN

Claim Reward For 600 Points!

YOUR POINT ACCOUNTS:

		
300 Airline Points	500 Hotel Points	200 Car Rental Points
POINTS TO USE: <input type="text"/>	POINTS TO USE: <input type="text"/>	POINTS TO USE: <input type="text"/>

Effectiveness for Loyalty Program Managers

Recurring Offers

One of the ways a successful product can support efficiency is by reducing unnecessary actions as much as possible. In this spirit, a new implementation now allows loyalty program managers to **set up recurring reward offers on the same day, instead of repeatedly assigning them each week, month, or year.**

This saves a considerable amount of time and effort for marketers, CRM executives and program administrators.

In practice, marketers can schedule recurring offers – such as ‘Get 3 Spicy Wings for the price of 2’ – by using date pickers to create offers that are available weekly, monthly, or even annually.

**100%
AUTOMATED
OFFERS**

The screenshot displays the 'Offer Management' interface. On the left, a sidebar contains icons for various functions, with the 'Offers' section highlighted. The main panel shows the configuration for a '\$5 off on appetizers' offer. The 'Name' field is set to '\$5 off on appetizers', and it is noted as being 'Displayed in POS system offer selection'. The 'Type' is set to 'Item' and the 'Weight' is '1', with a note that 'Lower number means higher priority'. The 'Coupon pool' is currently empty. Under the 'Restrictions' section, the 'Recurring' checkbox is checked, with a note to 'Check if you want to make the offer recurring.' The 'Recurring Options' are set to 'Weekly', with days of the week (Mon, Tue, Wed, Thu, Fri, Sat, Sun) displayed below. The 'Start Time' is set to '05:00 PM' and the 'End Time' is '09:30 PM', both with clock icons for selection. The 'Number of applications' is set to '1', with a note that it is the 'Number of times the offer can be used. Leave empty for no limit'. The 'Redemption frequency' is set to '1' and 'per month'. The 'Segments' field is currently empty. In the top right corner, there are links for 'Set inactive' and 'Help'.

Effectiveness for Loyalty Program Managers

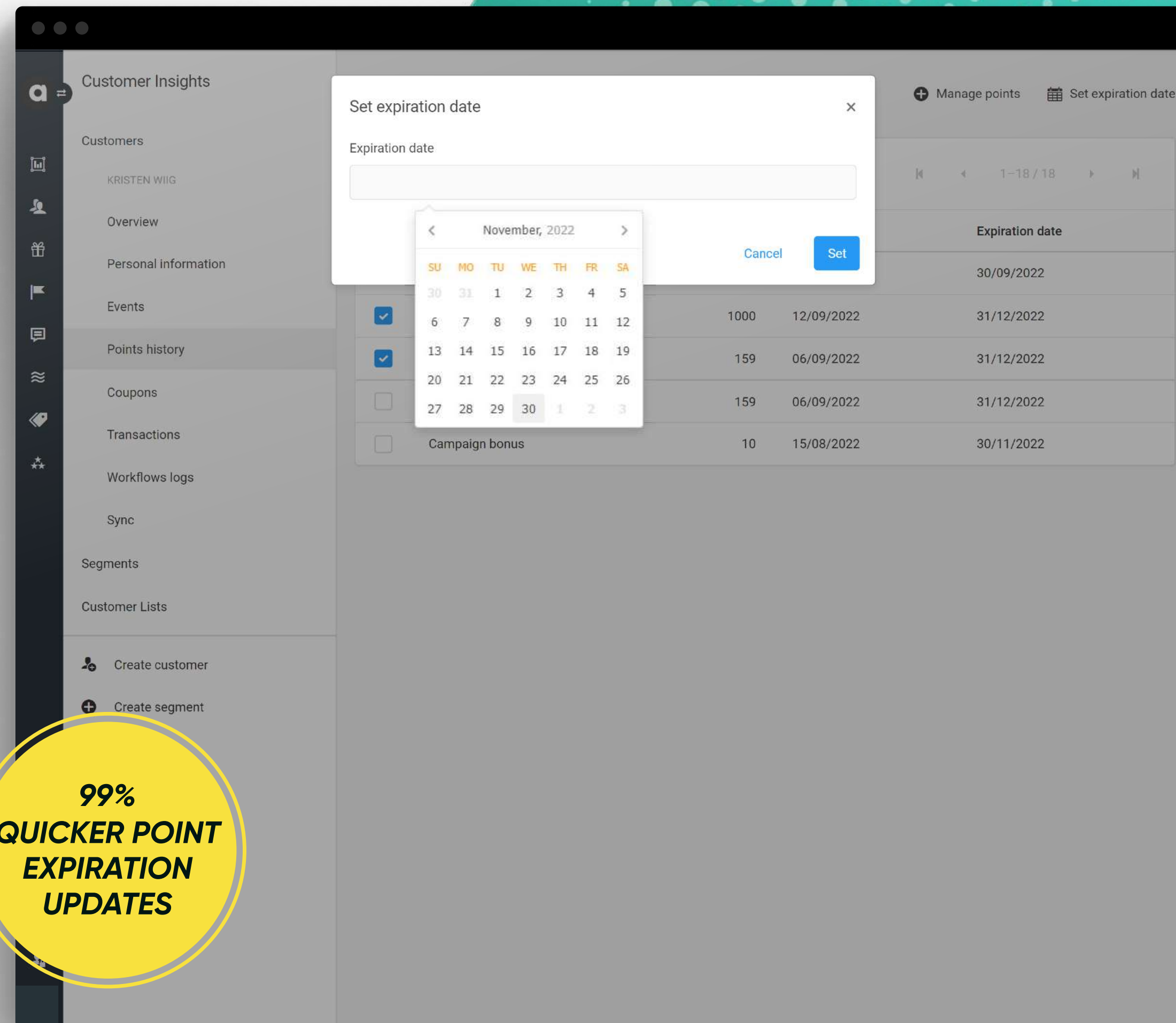
Mass Update for Point Expiration

Sometimes it's necessary to suspend or delay members' loyalty point expiration to a universal date. For instance, in 2020, airlines had to delay point expiration due to the pandemic cutting down on air travel.

Performing this task manually is monotonous and time-consuming, not to mention there is room for error. To save users from such chores, **Antavo's platform allows administrators to mass-update point expiration for customers on an individual level**

Accompanying this new feature is a simple visual interface that gives administrators a crystal clear overview of the whole process.

**99%
QUICKER POINT
EXPIRATION
UPDATES**



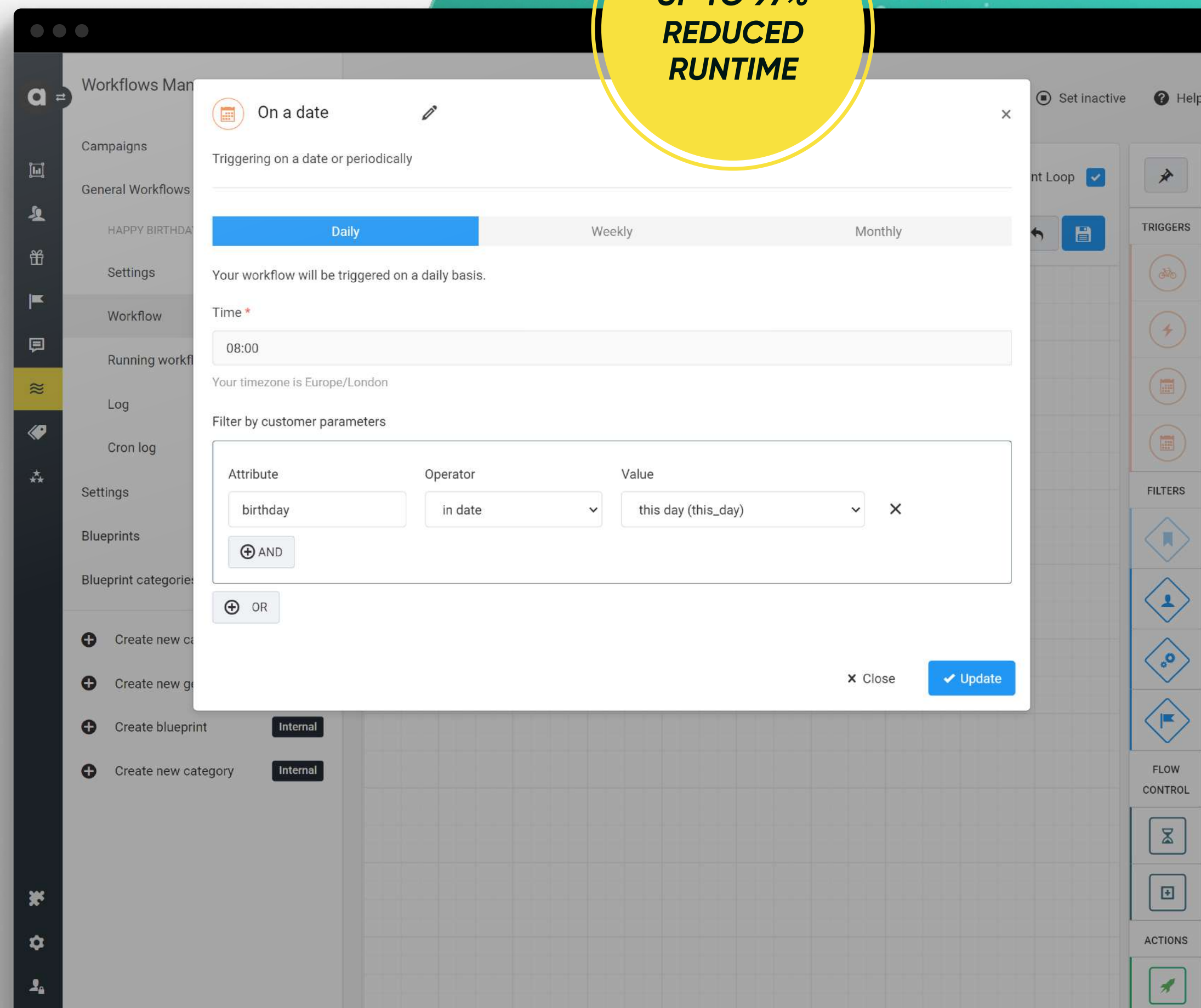
Effectiveness for the System Integrators

Better Filtering for Workflows

In a loyalty program, even simple actions, such as distributing a reward coupon, can take long hours when applied to millions of customers. By introducing improved filtering for workflows, Antavo not only supports a wider range of custom reward journeys, but **significantly reduces the time required to execute campaigns**. As such, this enhancement encourages companies to integrate more complex and sophisticated reward campaigns.

This example shows how a birthday reward workflow can be set up to filter for customers whose birthday is on that day. With this improved pre-filtering capability, a campaign that would usually require 20 hours to filter the entire customer base, can be reduced to just 30 minutes.

UP TO 97%
REDUCED
RUNTIME



Effectiveness for the System Integrators

Dynamic Integrations with External ID

Reaching customers via a variety of external IDs (not just the company's own internal ID) is absolutely necessary for a seamless, centralized integration environment. External IDs have always been a cornerstone feature for Salesforce and, even though **Antavo is not a CDP and does not aim to be one**, this feature has been introduced to help companies build a more comprehensive, more dynamic integration with other platforms.

A lot of third-party platforms, like CDPs and marketing automation platforms, rely on external IDs to exchange data. Therefore the use of external IDs places Antavo's technology at the center of the integration environment and reduces potential confusion and ID conflicts.

**A MUST-HAVE
FOR
INTEGRATIONS**

The screenshot displays the 'Create new field' configuration page in the Antavo system. On the left is a sidebar menu with icons for various settings: General settings, API, Security, Security logs, Translations, Customers (with sub-items: Fields, Access Levels, Settings), Users (with sub-items: Active, Banned, Roles, Changes, Multicurrency), and a 'Create new field' button. The main panel is titled 'Create new field' and contains the following configuration options:

- Unique ID ***: A text input field containing 'loyalty_barcode'. Below it, a note states: 'Machine-readable — You will be able to reference the field using APIs and mathematical expressions by its unique identifier. Please take extra care when setting this as the value of this field cannot be changed later on.'
- Label**: A text input field containing 'loyalty barcode' with a 'Translate' button to its right. Below it, a note states: 'Human-readable — This is how users will be able to find the field when creating segments, setting up rules or when looking at the customer profile.'
- Description**: A text input field containing 'Membership pass barcode customer ID' with a 'Translate' button to its right. Below it, a note states: 'This description will be displayed as a help text to guide users when filling out this field in the platform.'
- Type ***: A dropdown menu set to 'Numeric'. Below it, a note states: 'The data type determines how the value of the field will be stored and accessed, also the filtering capabilities that will be enabled when selecting this field in the Rules Editor or in segmentation.'
- Tags**: A tag input field containing 'external_id' with a close icon (x).
- Access level**: A dropdown menu set to 'PII Data'.
- Fieldset**: A dropdown menu.

Below these fields is a section titled 'Data & privacy control' with the instruction: 'Specify if the field is mandatory and therefore should be filled out at all times, and set display restrictions if necessary.'

- Required**: A checkbox that is checked.
- Computed**: An unchecked checkbox. Below it, a note states: 'Do not display the field when editing customer profiles.'
- Sensitive**: A checked checkbox. Below it, a note states: 'The content of the field will be masked and the user will be prompted to confirm their login credentials before accessing it.'

Effectiveness for the System Integrators

Tiers API for Easier Frontend Management

Loyalty program implementation often requires a lot of back and forth on how to display information on the frontend. In order to help businesses save time and money, Antavo has made sure that **all tier-related information set on the platform can be displayed on the loyalty program interface**, thanks to the dedicated Tiers API. In addition, because this information isn't burned into the frontend, it can be dynamically changed anytime with minimal effort.

Because Antavo's Tiers API immediately displays tiered structures in the frontend, fewer resources are required from frontend developers and IT staff during integration.

ALL
FRONTENDS
SUPPORTED

The screenshot displays the 'Tiers management' interface within 'The Store Club' application. The left sidebar contains navigation icons and a menu with 'Structures', 'BASIC', 'Edit', and 'Settings'. A '+ Create new structure' button is visible. The main content area shows three tier configuration forms: 'bronze', 'silver', and 'gold'. Each form includes fields for 'ID *', 'Name *', and 'Threshold *', along with a 'Translate' button. A note below the ID field states: 'A machine-readable name of the tier you are setting up. This will be used in API requests and Webhook messages.'

Tier	ID *	Name *	Threshold *
bronze	bronze	Bronze	500
silver	silver	Silver	1500
gold	gold	Gold	3000

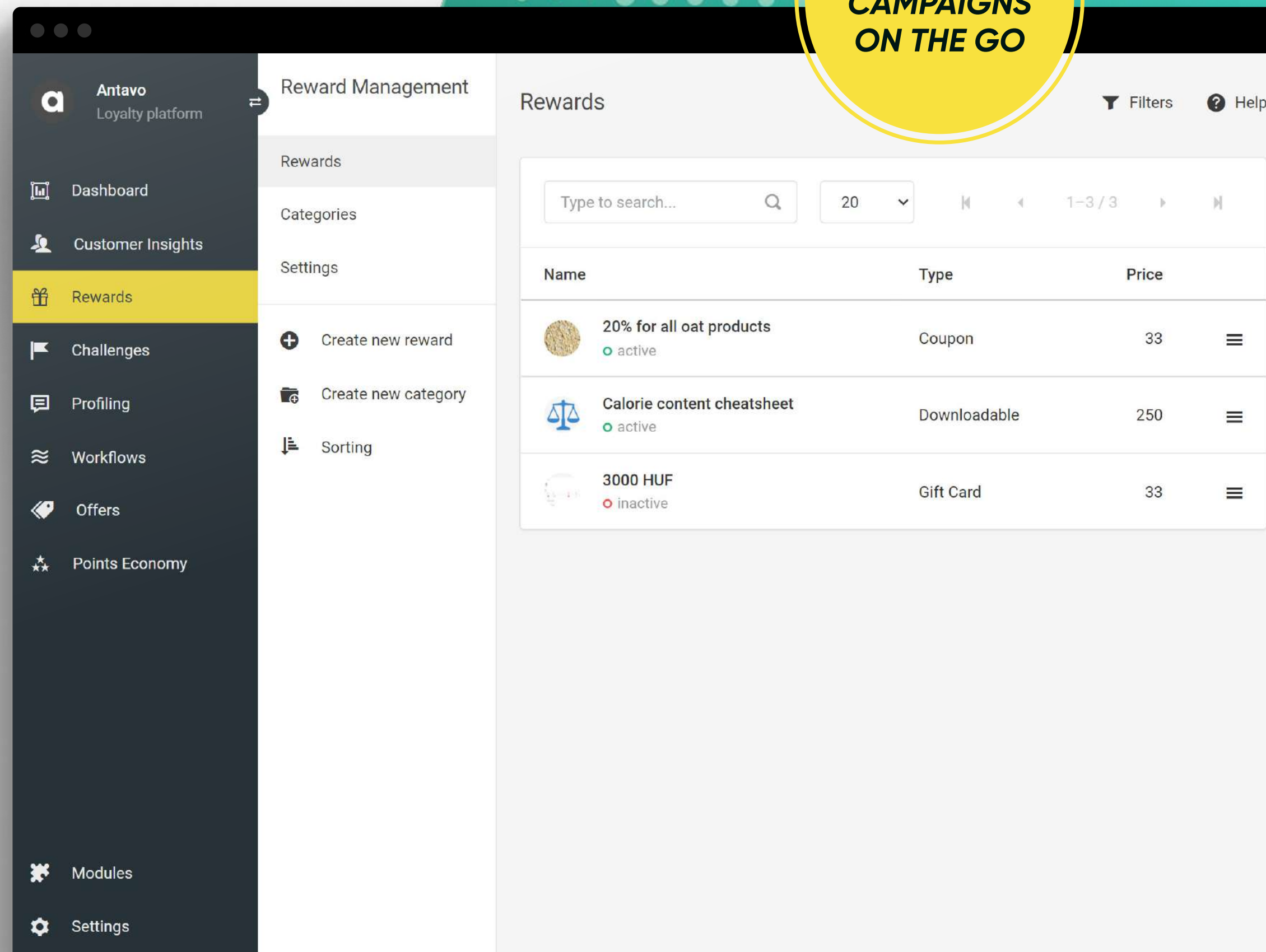
Enhanced UI & UX:

Enhanced Look and Feel for the Platform

Because marketers and program administrators interact with Antavo's platform on a regular basis, it's an ongoing effort to **improve the user interface to offer a better experience**. With the updated look and feel of the platform, the visual experience has been upgraded, and navigating can be personalized.

Moreover, the layout of the interface has been overhauled to support usability without moving any key functions or requiring re-training. Certain menus and submenus have been redesigned too, and they offer more information on best practices as well as a cleaner interface when opened.

**ADJUST
CAMPAIGNS
ON THE GO**



Enhanced UI & UX:

Guidance for Platform Users

In order to help marketers and administrators familiarize themselves with the platform, Antavo has developed a **tutorial functionality** to guide users through using key modules and functionalities.

To lend even more aid to users, there's now a more prominently displayed, **context-sensitive help button** in each menu, which directs people to relevant instructions in the User Manual.

Even though the tutorial function doesn't substitute training, it can still provide invaluable guidance during new user onboarding, or when new features are introduced.

STEP-BY-STEP TUTORIALS

The screenshot displays the 'Custom event management' interface. The sidebar on the left contains a 'Help' icon and a 'Start tutorial' button. The main content area is titled 'Create new custom event'. A yellow circle highlights the 'ID' field, which is marked as required. A tooltip explains: 'Start by defining the machine-readable ID of the event. This is how the event should be referred to in API requests.' The form includes fields for 'Label', 'Description', 'Points', 'One-time', and 'Hidden', each with a 'Translate' button. The 'Points' field is set to '0'. The 'One-time' and 'Hidden' checkboxes are unchecked. The form has 'Cancel' and 'Save' buttons at the bottom right.

Enhanced UI & UX:

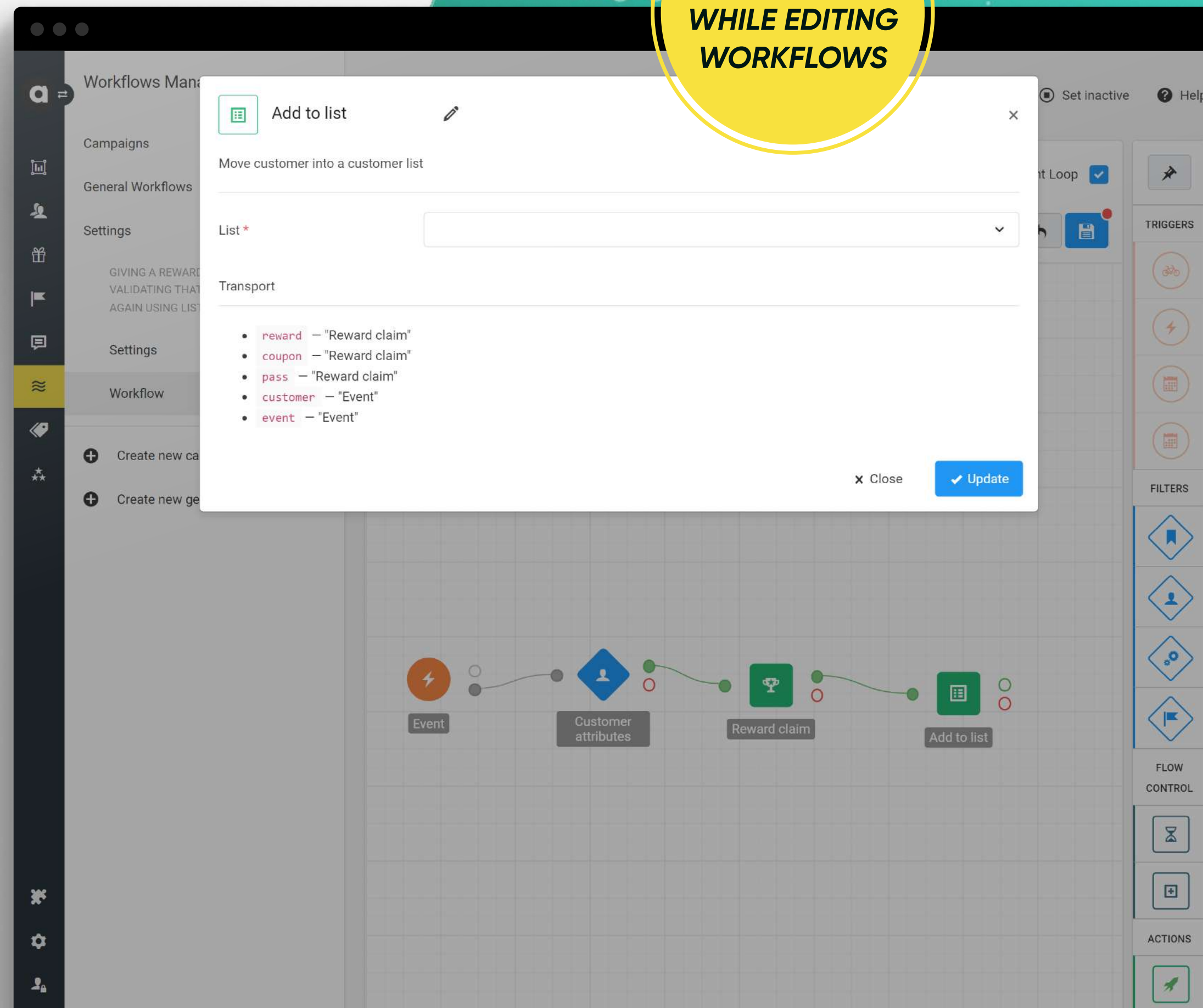
Reassurance for Workflow Editing

Ensuring that Antavo's Workflow editor can be used easily and logically is a continued priority. With the latest update, **nodes in the Workflow editor display the data/value they received from previous nodes.**

This helps users in configuration, as they can review what kind of information they are working with at each stage of a reward campaign. And the ability to **copy-paste nodes in the editor** can save hours of work when creating or adjusting workflows.

Thanks to the data transport functionality, each workflow node now shows the entities that are in transport from their predecessor nodes. This helps users identify what kind of variables are being used in the node that they are currently working on.

**100% CLARITY
WHILE EDITING
WORKFLOWS**




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

Wish to learn more?

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.



Enter the Next Era of Customer Loyalty

Learn more about our enterprise
customer retention technologies

Contact Antavo
and get in touch with our experts!

[Loyalty Blog](#)

[Demo](#)

www.antavo.com