antavo
Enterprise Loyalty Cloud

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.
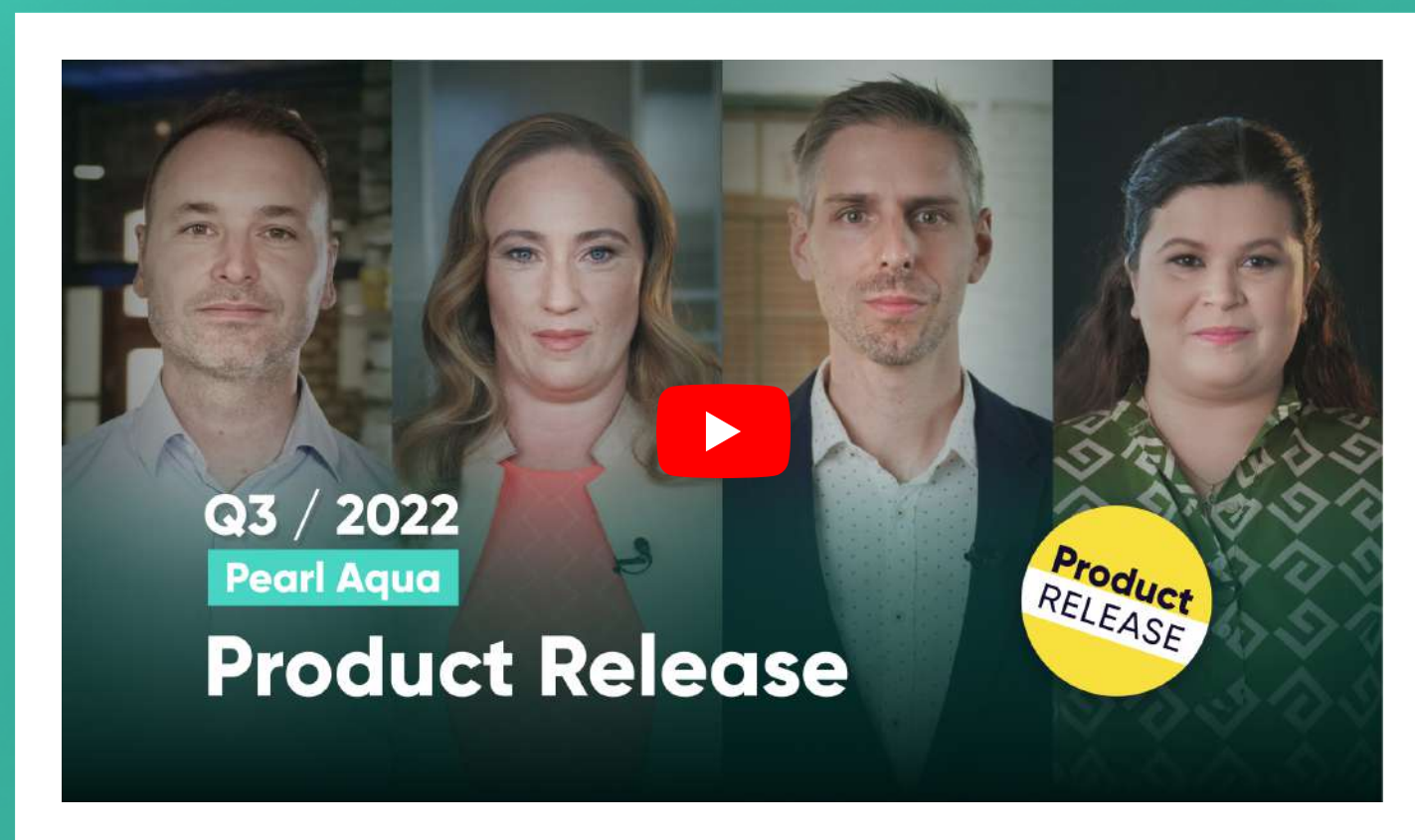
Viktor Fasi

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

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.

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 STORE SINCE 1967

HOME   WOMEN   MEN   LOYALTY PROGRAM

FLEXIBILITY IN EARN & BURN

Claim Reward For 600 Points!

YOUR POINT ACCOUNTS:

300
Airline Points

POINTS TO USE:

500
Hotel Points

POINTS TO USE:

200
Car Rental Points

POINTS TO USE:

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

Offer Management

$5 off on appetizers

Set inactive   Help

Offers

$5 OFF ON APPETIZERS

Edit

Create new offer

Sorting

Name *	$5 off on appetizers

Displayed in POS system offer selection

Type *	Item

Weight	1

Lower number means higher priority

Coupon pool	

Restrictions

Recurring ☑

Check if you want to make the offer recurring.

Recurring Options — Weekly | Monthly | Yearly

Mon | Tue | Wed | Thu | Fri | Sat | Sun

Start Time *
05:00 PM

End Time *
09:30 PM

Number of applications   1

Number of times the offer can be used. Leave empty for no limit

Redemption frequency   1   per month

Segments

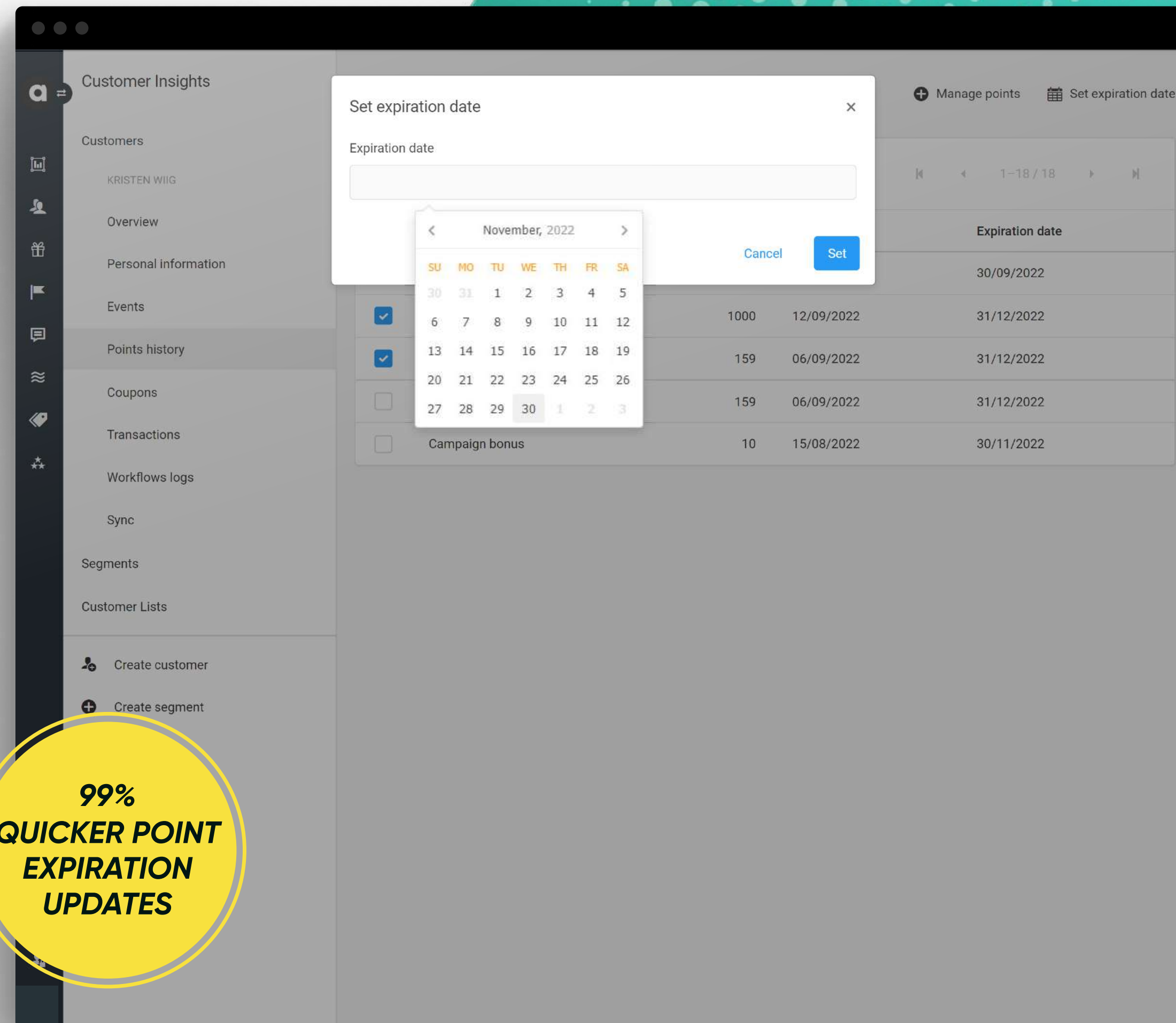# Effectiveness for Loyalty Program Managers

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
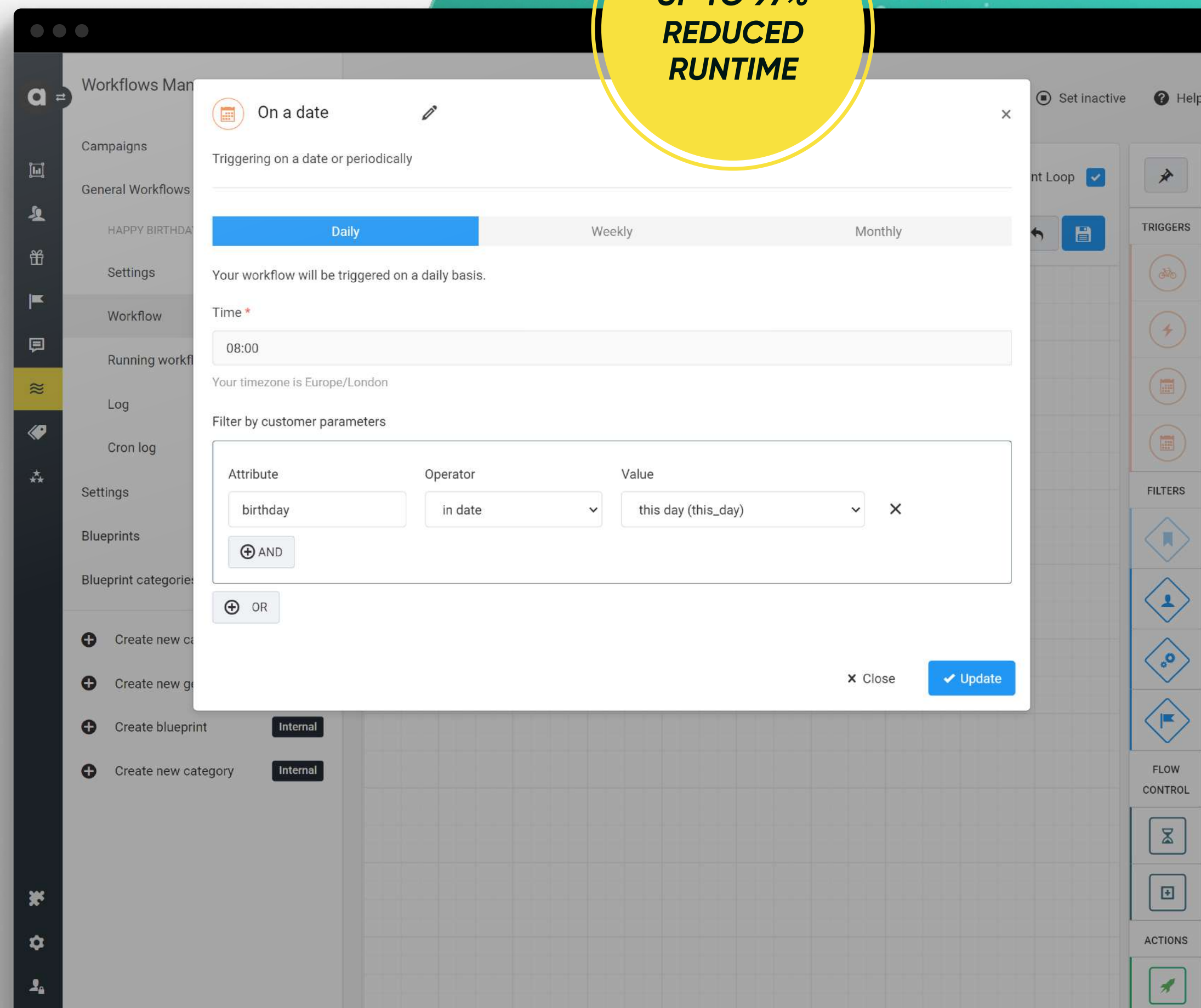
Effectiveness for the System Integrators

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.

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.*

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
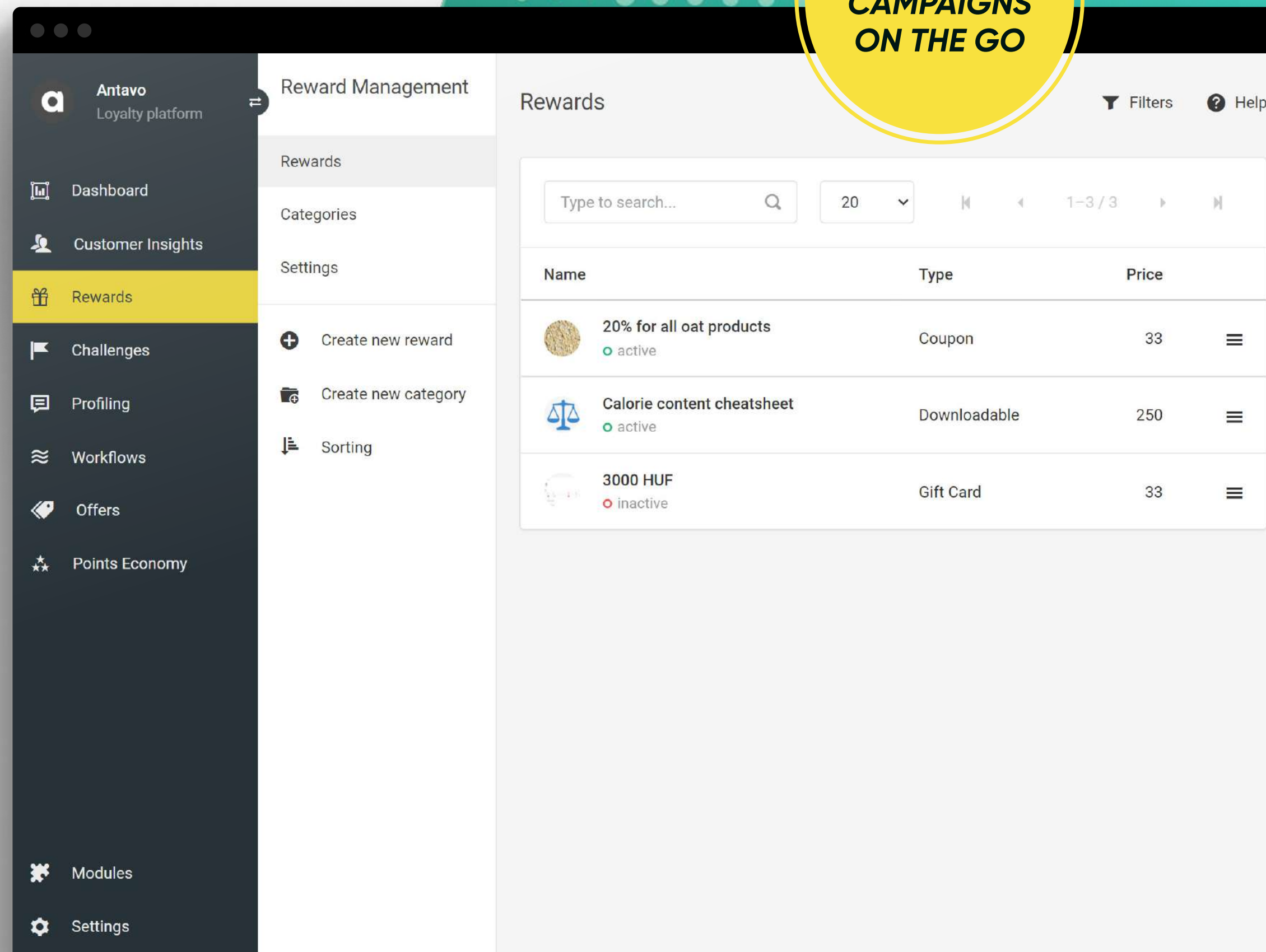
Enhanced UI & UX:

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

Custom event management

Create new custom event

Actions

Create new custom event

⊕ Create new custom event

⊕ Extend factory action

? Help   📖 Start tutorial

ID *

The ID of the event. The ID of factory events cannot be edited.

Label

Translate

Human reada

Start by defining the machine-readable ID of the event. This is how the event should be referred to in API requests.

Next

Description

Translate

Describe the purpose of the event

Points

0

Set the number of points added when the event is registered.

One-time

☐

Tick the checkbox to register the event only once in the customer lifecycle.

Hidden

☐

Tick the checkbox to remove the event from the response provided by the Points History API.

Cancel   Save

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
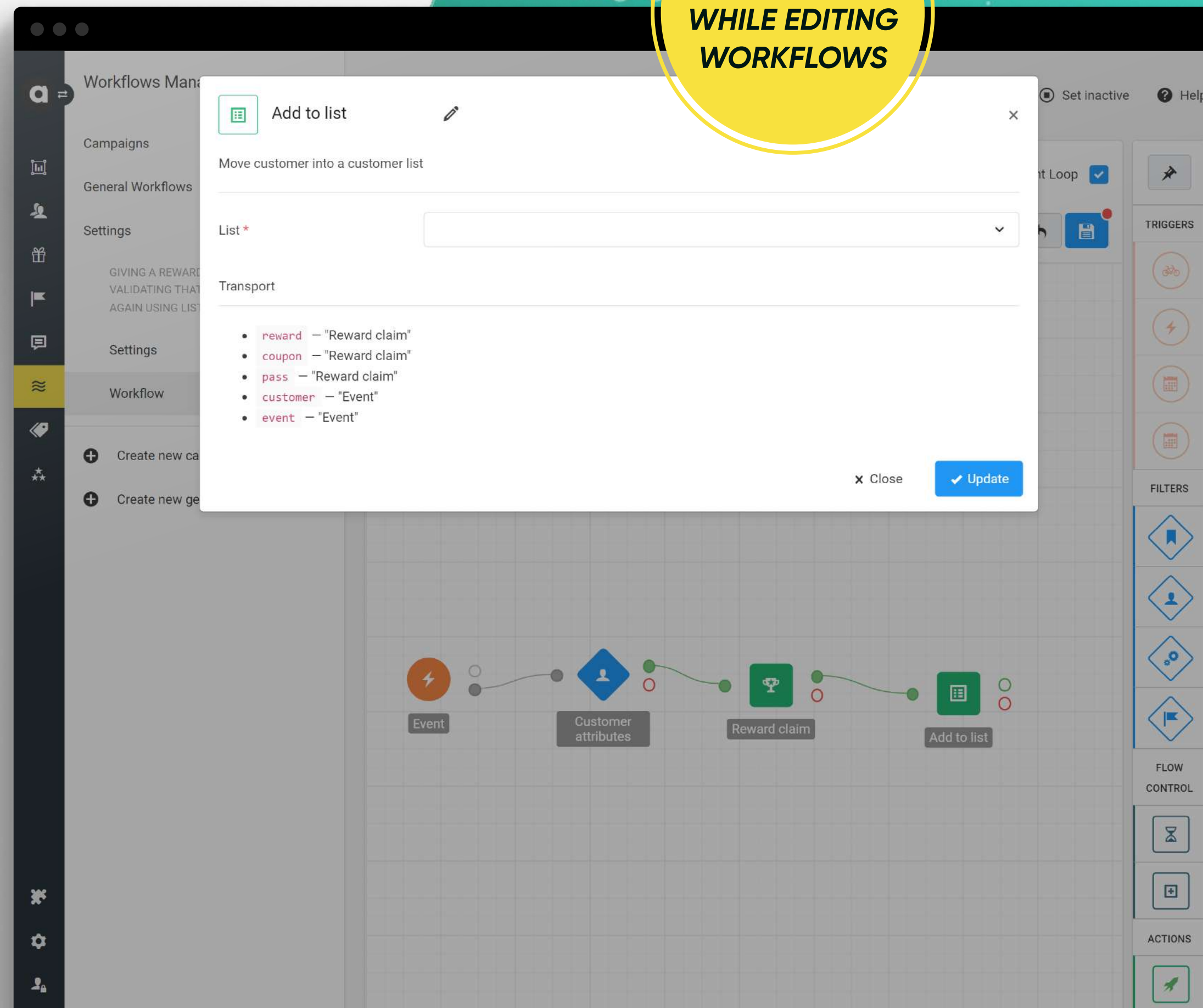
Ready to learn more about our developments?

These features represent the major highlights if 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.

antavo
Enterprise Loyalty Cloud

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