



Launching B2B2C Loyalty Programs

Electric Purple

PRODUCT RELEASE BROCHURE

Executive Summary

B2B2C (business to business to consumer) describes businesses that access customers through third parties, such as sales associates, consultants or retailers.

While there are many benefits to this model, one of the challenges is that businesses have a harder time engaging two audiences at once. B2B2C loyalty programs can solve that.

Of course, new, innovative reward engines aren't the only features that B2B2C loyalty program owners need.

For this reason, we've also introduced a series of developments for fraud prevention and smoother integration.

Antavo's Electric Purple Product Release

presents a series of new features and enhancements that help program managers and integrators work more efficiently:



B2B2C Loyalty Program Mechanisms:

Thanks to tiered campaigns and draft transaction functionalities, sales associates have access to more rewarding loyalty experiences.



Enhanced Fraud Prevention:

With better filtering, campaign caps, and the ability to suspend potential exploiters, stopping fraud before it impacts your business has never been easier.



New, More Secure Integrations:

By adding new authentication methods and allowing the setup of Trusted Sites, users face far less tedium during the configuration phase.



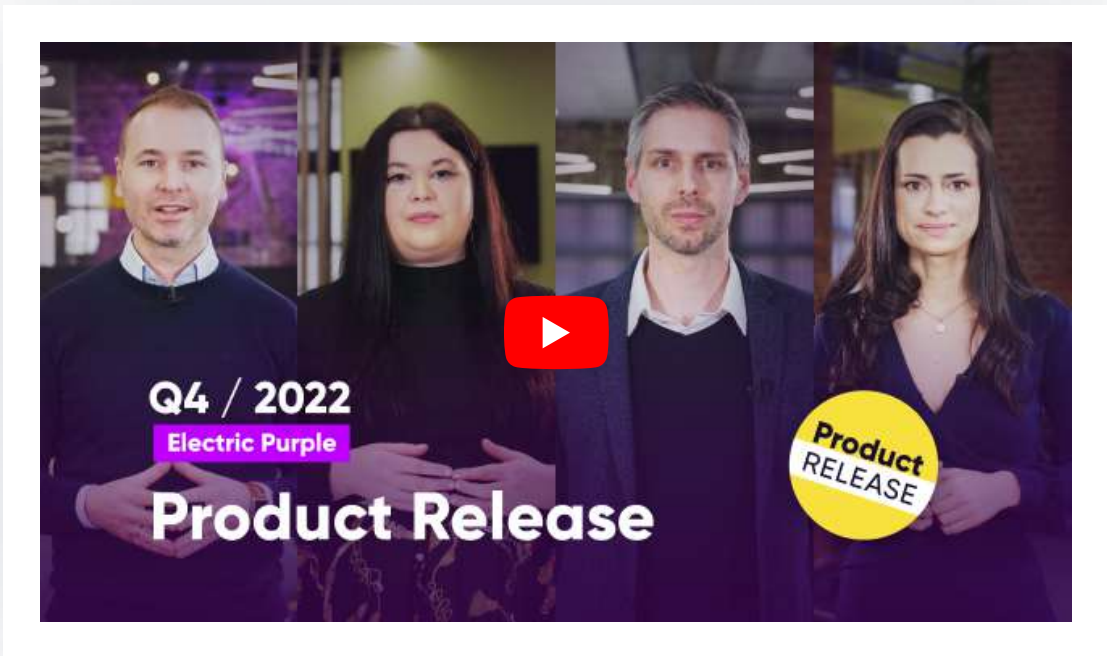
Viktor Fasi

Head of Product at Antavo
Enterprise Loyalty Cloud

" Our goal is to provide flexible and easy-to-use tools for businesses, no matter whether they want to build a B2C or a B2B2C loyalty program. From our perspective, loyalty programs should be capable of making the customer experience feel rewarding, no matter who the target audience is."

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



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Redefine Sales Commission Systems Through Tiered Campaigns

Antavo’s tiered campaigns capability is a revolutionary approach to reward systems in loyalty programs that feature multiple tiers.

Similarly to Workflows, tiered campaigns can be used to run and schedule reward campaigns, and to set up a wide range of custom triggers for events and transactions.

This unlocks new opportunities for B2B2C loyalty programs, because now sales associates can be part of a reward system that’s just as flexible, sophisticated and engaging as a top-tier B2C loyalty program.

Tiered Campaigns

Tiered Campaigns

Edit

Create new Campaign

Campaign rules

Event type *

Checkout

Attribute to aggregate *

Total

Attribute for date

Date

Limit hit type *

Amount

Please note that the 3 different hit type has different point calculation method:

* Percentage: Within the tier limit you get the x percentage of the amount.

* Hit limit: If you reach the tier you get the points 1 time.

* Amount: For each of the time, you get the point for the given attribute within the tier

Tiers	From	To	Points / increment	
	1	10	30	x
	11	20	40	x
				x

+ Add

Bracketed

Unlimited

If it is turned on, the last Tier top limit is not considered.

Criteria

Products

+ Add item

All the selected product(s) should be presented in the transaction.

Filters

+ OR

Power New Sales Commission Use Cases With Tiered Campaigns

The key benefit of Antavo’s tiered campaigns functionality is that sales personnel can earn more rewards or unlock higher commissions rates by reaching specific milestones.

Doing so motivates them to be more proactive and push for higher goals. As a result, sales associates’ productivity increases, which leads to better results for the business.

For instance, a car dealer’s commission rate could depend on the category of the car they sell. For low-end vehicles, valued below \$20,000, associates would earn only 10%; selling high-range cars between \$50,000 and \$100,000 would yield 12%; while making a deal for luxury cars above the \$100,000 price range would result in a 15% commission.

Tiered Campaigns

Tiered Campaigns

Edit

Create new Campaign

Grace period *

1 week

Segments of a campaign

Sales Partners

Campaign rules

Event type *

Checkout item

Attribute to aggregate *

subtotal

Attribute for date

Date

Limit hit type *

Percentage

Please note that the 3 different hit type has different point calculation m

* Percentage: Within the tier limit you get the x percentage of the amount.

* Hit limit: If you reach the tier you get the points 1 time.

* Amount: For each of the time, you get the point for the given attribute within the tier

Tiers	From	To	Percentage	
	1	1900	10	x
	2000	50000	11	x
	50001	100000	12	x
	100001		15	x

+ Add

Tiered campaigns can go beyond just creating brackets based on spend or determining commissions. For example, a representative at a health and lifestyle company can earn points in an incremental way based on the amount of products they sell.

So, selling 1-50 products per deal might give them 100 points, while selling 51-100 products per deal would give them 200 points, etc. These points could be used on cashback—similar to how commissions work—or be spent on other benefits like free training or partner rewards.

In this case, sales associates are motivated to sell as much product as they can. However, tiered campaigns also enable reward campaigns where selling a specific brand or product yields higher bonuses.

Tiered Campaigns

Tiered Campaigns

Edit

+

Create new Campaign

Preview generated on *

Monthly

Grace period *

1 week

Segments of a campaign

Sales Partners

Campaign rules

Event type *

Checkout item

Attribute to aggregate *

Total

Attribute for date

Date

Limit hit type *

Amount

Please note that the 3 different hit type has different point calculation method:

* Percentage: Within the tier limit you get the x percentage of the amount.

* Hit limit: If you reach the tier you get the points 1 time.

* Amount: For each of the time, you get the point for the given attribute within the tier

Tiers	From	To	Points / increment	
	1	50	100	x
	51	100	200	x
	101	150	300	x

+

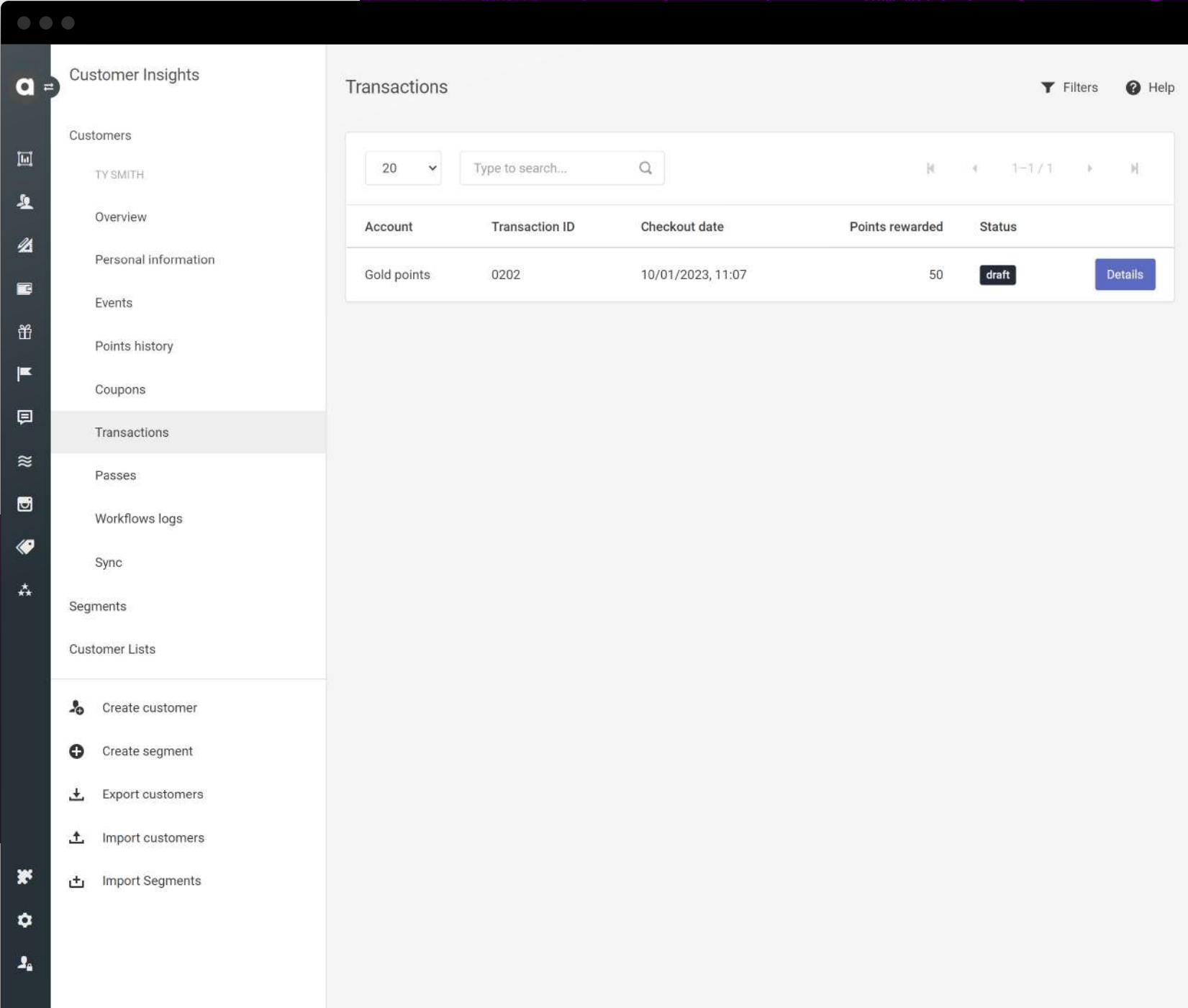
Add

Reward Sales Affiliates' Non-Transactional Actions

Rewarding non-transactional behavior, such as friend referrals, content consumption, survey completion, or even donations are a staple of next-gen B2C loyalty programs.

However, B2B2C loyalty programs tend to remain transaction-focused. Thanks to Antavo's new draft transactions capability, sales affiliates can now be rewarded for a wider range of actions that generate sales intent—not just sales.

In practice, Antavo's draft transactions capability functions as a sales support selling tool that keeps track of customer actions that are tied to purchase intent, but aren't transactional in nature. For example, a booking agent for a hotel can earn an extra 1% in commission if they convince their client to download all the brochures and complete a survey before the deal.



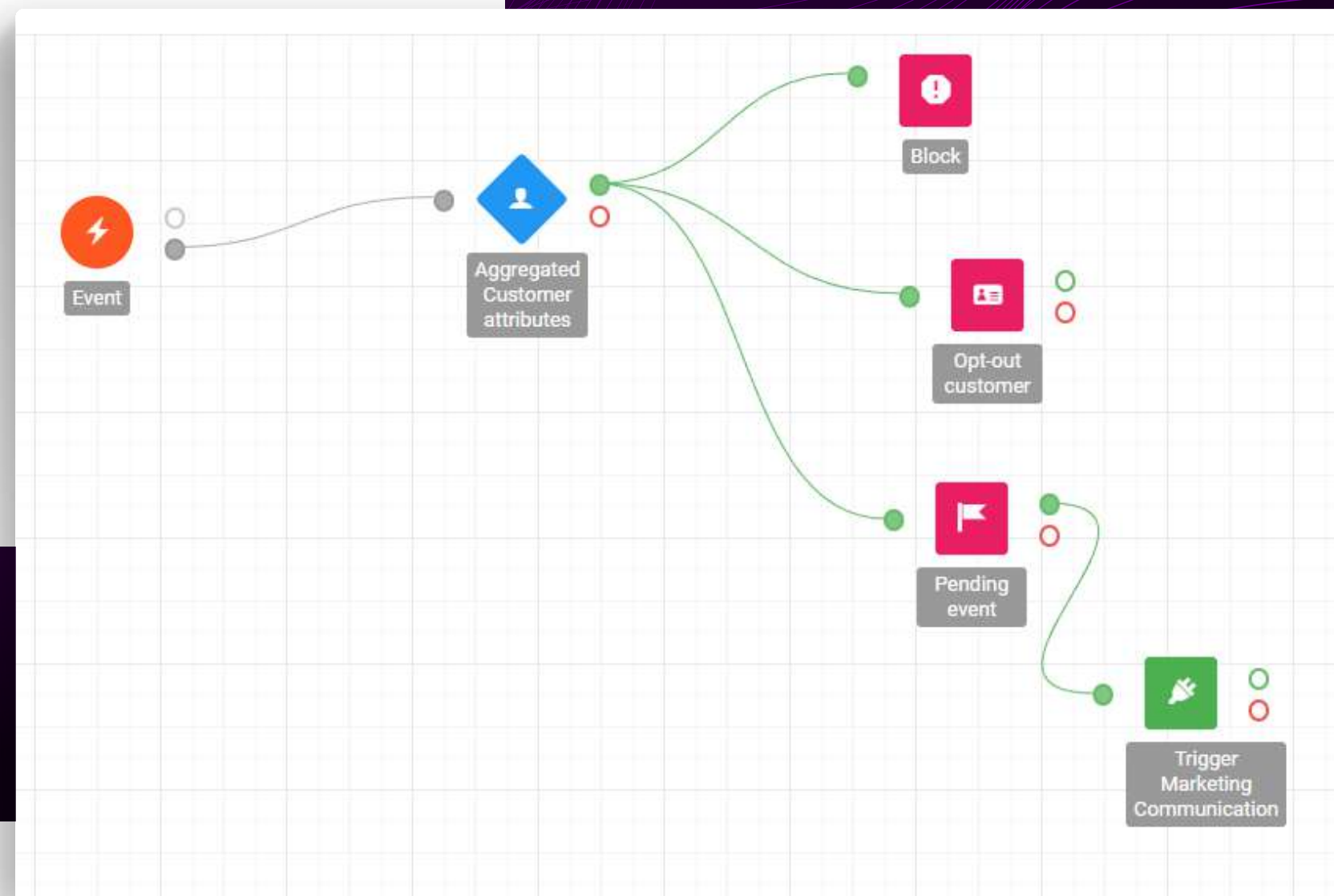
Enhanced Fraud Prevention

Filter Suspicious Point Gains Thanks to Aggregated Attributes

Automated workflows that are capable of filtering out suspicious user actions are the cornerstone of fraud prevention.

Called aggregated attributes, Antavo's Workflows system already supported this functionality, but the latest updates make it far easier for marketers to build workflows that keep track of how many points individual members have collected, and filter out or suspend bad actors based on a custom node.

Antavo's fraud detection workflows help you identify suspiciously high point gains, so you can decide whether to take immediate action against the user, or group them together in a customer segment to keep an eye on.



Use Campaign Point Caps to Stop Overspending

Staying within budget and ensuring that neither customer nor employee fraud cuts into profit margins is key for loyalty programs. The new campaign point cap feature allows marketers and program managers to set a maximum limit for how many points can be earned in any given campaign.

Typically these high thresholds won't be reached but, in case of fraud, the caps will prevent excessive financial loss.

In addition to preventing fraud, campaign point caps are useful tools for B2B2C program owners, especially those who reward affiliate sales. Businesses can now encourage performance among sales personnel without the risk of going over budget.

Create Campaign

Name *

End of the year sale: earn double points!

Description

Collect double points in December!

G

Start date *

2022-12-01 11:31

GMT

End date *

2022-12-31 11:31

GMT

Max bonus points

10000

Add a positive number or 0. If you add 0, no bonus points are distributed, regardless of having a Campaign bonus node in the workflow. When left empty, no limit applies.

Max customer points

75

Bonus point limit that a single customer can earn in one workflow.

Limit behavior

☒ Soft limit

 - Assign all bonus points only for the **last** action below the limit, even if the limit is exceeded

☐ Dynamic limit

 - Dynamically reduces the number of bonus points assigned for the **last** action to ensure that the limit is not exceeded

☐ Hard limit

 - Assign **no** bonus points for an action that would exceed the limit

Campaign bonus behavior for an action which exceeds the bonus limit.

Enhanced Fraud Prevention

Stop Suspicious Activity by Suspending Customers and Reserving Points

In order to make a fair judgment regarding fraud, program managers might need time to investigate the case. Antavo offers two solutions to this problem. First, members who are tagged by a workflow as potentially harmful can be suspended.

Members with accounts that have a 'Suspended' status will not be able to spend their points, but will still be able to earn points for their purchases, meaning their engagement will not be fully restricted.

The second option is to reserve points for a specific transaction ID. This solution could be used when, for example, fraudsters exploit a lag in the administration of in-store point redemption and double-spend their points with a simultaneous online purchase.

Robert Baker

Claim a rewardImpersonationResyncMore

✓ Customer has been suspended

Point statistics

Account	Earned	Spent	Pending	Reserved	Expired	Spendable
My Points	2,214	0	0	0	0	2,214
Total	2,214	0	0	0	0	2,214

HUF 1,000

Average basket value

This customer ordered 1 times.

HUF 1,000.00

Total amount of purchase

2022-10-14

Last order date

Gold member

Expires after 21 Jun 2023

This is the highest tier

Personal information:

ID:

3210awr15daa

Name

Robert Baker

E-mail:

robert.baker@gmail.com

Opt-in date:

14/10/2022

Status:

suspended

Birth date:

11/07/2002 (20 years old)

Currency:

EUR

Language:

Currency:

EUR

Edit

Latest actions

Checkout item action for 2,214 points.

Today

See all

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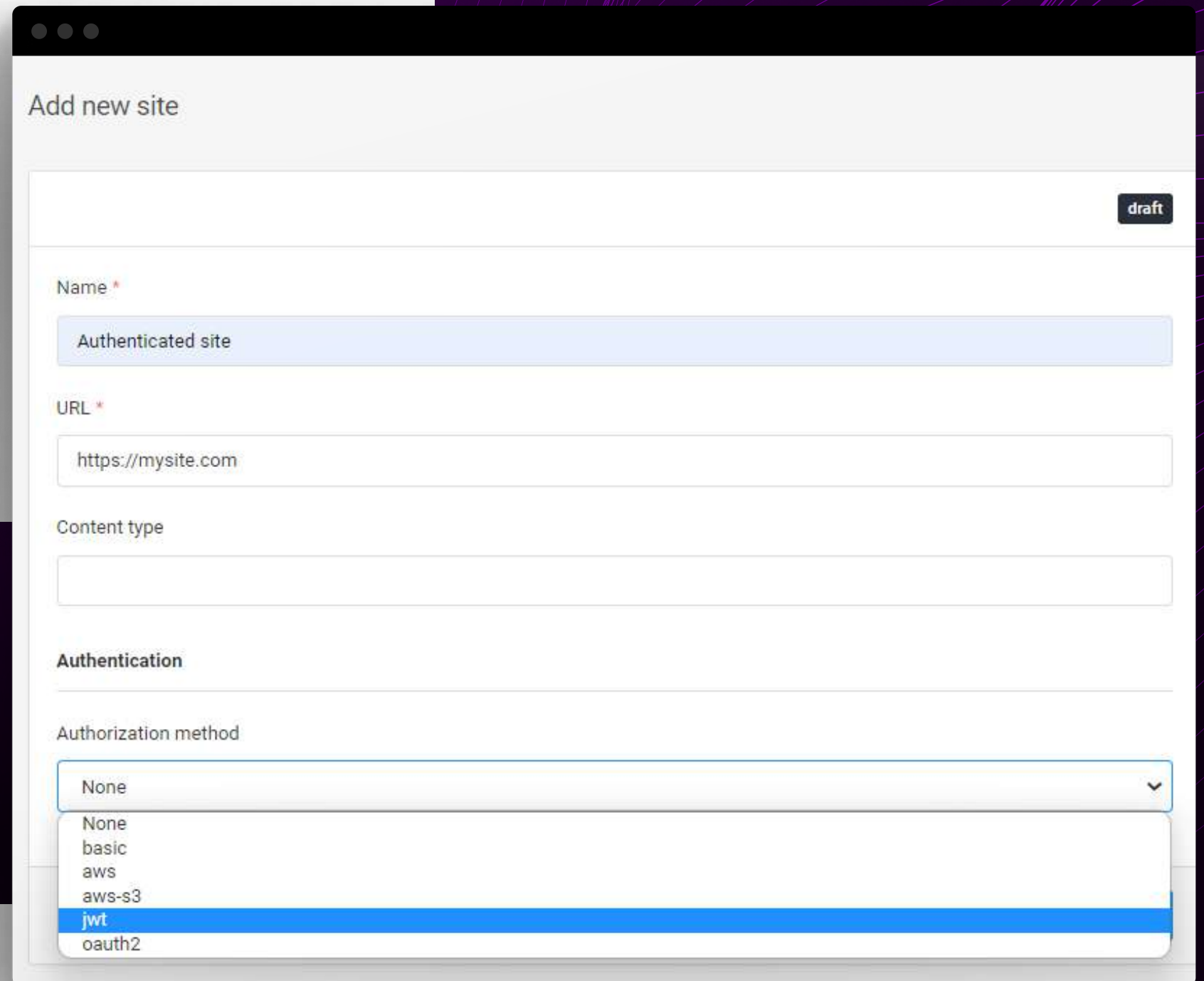
New, More Secure Integrations

Streamlined Authentication Via Trusted Sites

In an effort to ensure data safety, Antavo has expanded its authentication methods by introducing JSON Web Token (JWT) and OAuth 2.0.

This means that Antavo now not only offers five different authentication methods, but external URLs or API endpoints can be selected as 'Trusted Sites'.

Being able to mark endpoints in a brand's ecosystem allows Antavo's platform to communicate more efficiently, without the risk of data leaks. Moreover, this more streamlined authentication is a great aid for system integrators and makes implementation easier for B2B2C loyalty programs, which tend to have a more sophisticated, enterprise-level tech infrastructure.



The screenshot shows a web interface for adding a new site. The title is "Add new site". In the top right corner, there is a "draft" button. The form contains the following fields:

- Name ***: A text input field containing the value "Authenticated site".
- URL ***: A text input field containing the value "https://mysite.com".
- Content type**: An empty text input field.
- Authentication**: A section header.
- Authorization method**: A dropdown menu with the following options: "None", "basic", "aws", "aws-s3", "jwt" (which is highlighted in blue), and "oauth2".

New, More Secure Integrations

Use Trusted Sites for Easier Configurations

As a highly API-centric solution, the easier authentication that comes from Trusted Sites makes platform configuration much easier. For instance, each time a webhook of an external URL is put into Antavo's Workflows, it needs to be authenticated, even if it has been already used in another workflow.

However, if this URL has been marked as a Trusted Site, the validation only needs to happen once.

Being able to conveniently handle Trusted Sites in one place speeds up the work during integrations and after launch, because platform administrators and program managers are able to create new workflows with less effort and frustration.

The screenshot shows the 'Trusted sites' configuration page in the Antavo interface. The left sidebar contains navigation icons, and the main area is titled 'Antavo Website'. The configuration form includes the following fields:

- Name ***: Antavo Website
- URL ***: https://antavo.com
- Content type**: (empty)
- Authentication** section:
 - Authorization method**: jwt
 - Algorithm ***: RSA Signature with SHA-256 (RS256)
 - Secret ***: (masked with dots)
 - Payload ***: 231313 and 1241131
 - Add new field** button with a plus icon
 - Time-To-Live**: (empty)


At the bottom right, there are 'Cancel' and 'Update' buttons. A 'draft' status indicator is visible in the top right corner of the form area.

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 prefer to speak to us personally about the state of our technology and recent developments, feel free to [contact us here](#).



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