antavo
Enterprise Loyalty Cloud

New CPG and Umbrella Loyalty Program Capabilities

Deep Sapphire

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PRODUCT RELEASE BROCHURE

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Executive Summary

Each and every loyalty program faces its own challenges. Some businesses want their loyalty programs to make the engagement more sophisticated, while others seek new ways to reach their audiences. The goal of a next-gen loyalty program provider is to accommodate all of these needs and provide a simple yet satisfying solution.

In an effort to go deeper and help more niche loyalty programs,

Antavo has developed new capabilities for **umbrella and CPG loyalty programs.**

Glossary

Loyalty programs for CPG companies:

Because they sell through retailers, CPG (Consumer Packaged Goods) loyalty programs use coupon codes within product packaging (such as a code printed on the inner side of a yogurt cup's foil lid) to connect with customers, and need loyalty capabilities that enhance this user journey.

Umbrella loyalty programs:

Uniting multiple loyalty programs under the same roof, umbrella loyalty programs require loyalty logic that provides interconnectivity and flexibility so that customers can spend their points any way they want. Famous examples include the Virgin Red reward club and Neiman Group's InCircle.

Antavo's Deep Sapphire Product Release

unlocks a series of new loyalty program capabilities that are in particular valuable for CPG and umbrella program owners:

Umbrella Loyalty Program Capabilities:

Antavo's Accounts module supports umbrella loyalty program owners in seamlessly uniting multiple earn & burn systems under one roof so that customers can spend their points with more flexibility.

CPG Loyalty Program Capabilities:

Thanks to its new bulk coupon generation capability, Antavo extends its services in the field of coupon management. With this feature, CPG companies can manage the complete lifecycle for massive number of coupon codes.

Viktor Fasi

Head of Product at Antavo
Enterprise Loyalty Cloud

" *Every loyalty program type and every industry requires its own unique solutions. We are constantly expanding our product capabilities to diversify our platform and have the right capability for every occasion. This way companies have access to more custom-tailored technology instead of a one-size-fits solution.*"

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*Click on the video image to watch our related **Q1 Product Release** video.*

Accounts Module

Loyalty programs are sometimes more complex and require more than a single point currency or multiple accounts per customer. Antavo's **Accounts module** now offers more freedom in determining the connection between customer actions and the available benefits.

This allows companies to branch out and manage multiple earn & burn systems in one place.

> *Thanks to the Accounts module, Antavo is an ideal platform for establishing umbrella loyalty programs, which unite the loyalty programs of multiple brands that belong to the same group under one roof.*
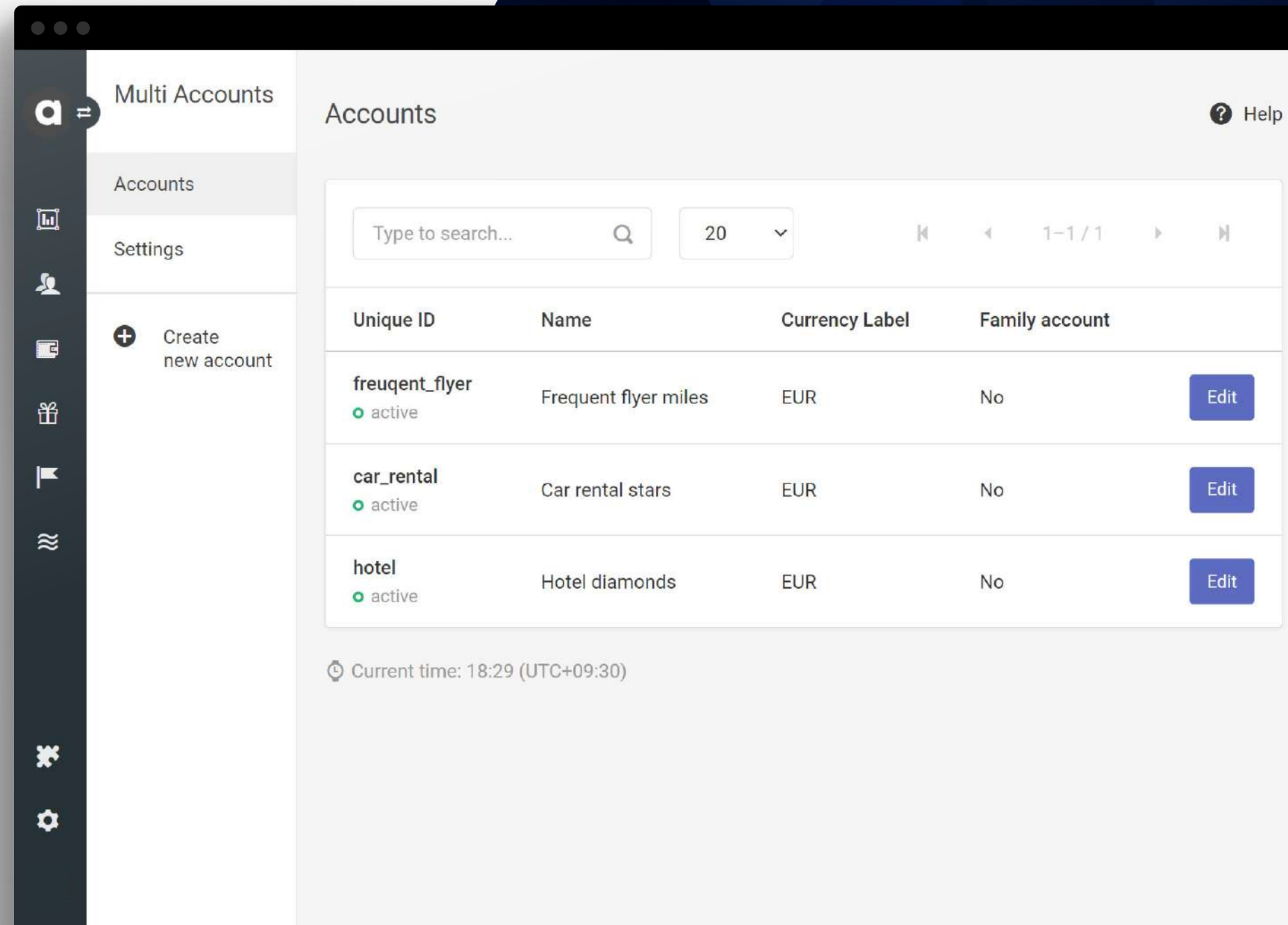
Travel Points Use Case

The Accounts module allows multiple sub-accounts to be created within a single customer profile, each governing a **different earn & burn logic.**

This way customers who are members in an umbrella loyalty program can earn points across multiple participating programs — all using a single login. Then members can transform them to a single point type and exchange their points for a high-value reward.

For example, in an umbrella loyalty program for the travel industry, members can earn miles in a frequent flyer program, stars in the car rental company's loyalty program, and diamonds in the hotel company's rewards program. Members can then exchange their miles and stars for diamonds so they can redeem an offer for a free extra night at their favorite hotel.
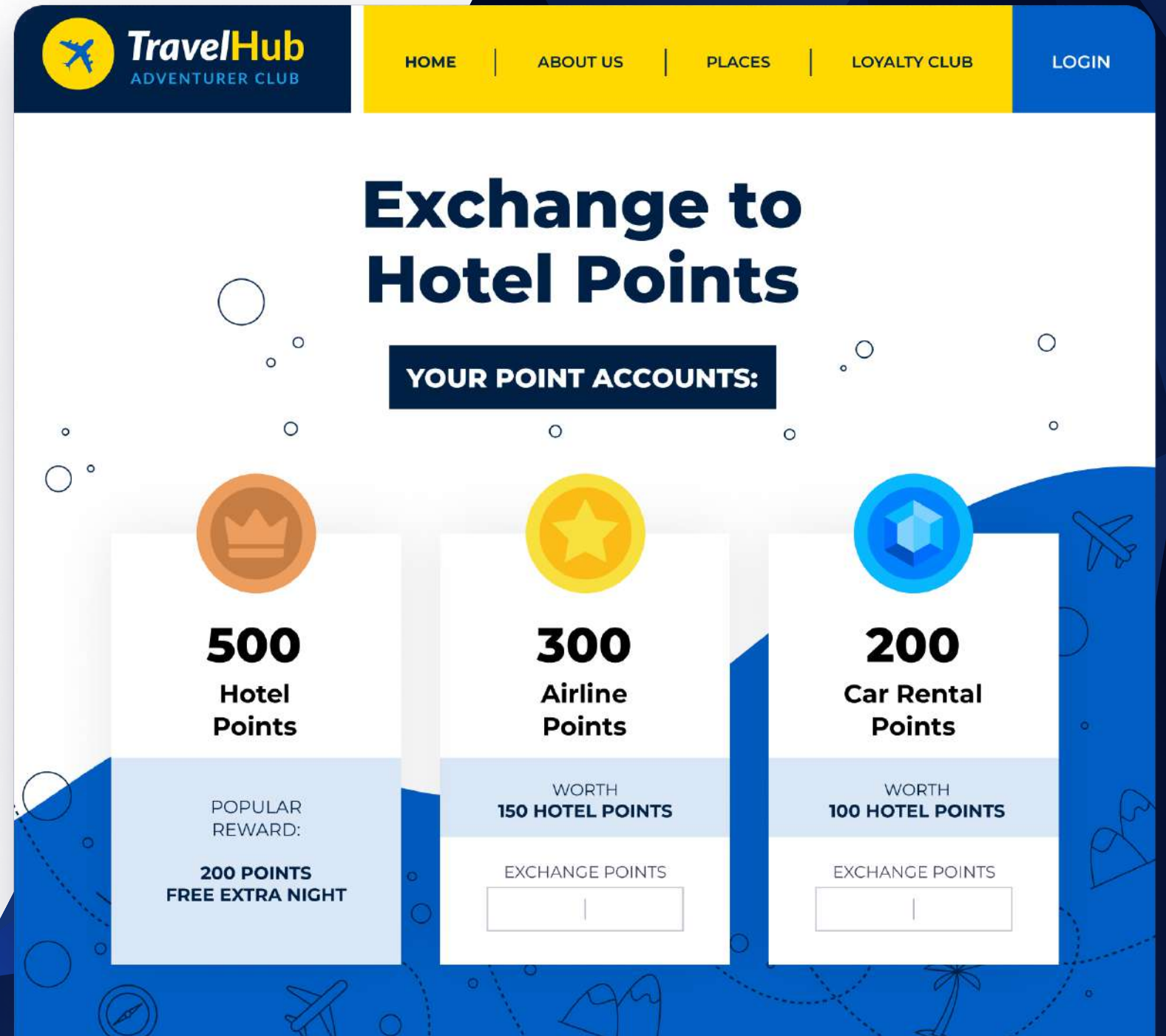
Two Tokens Use Case

Another way Antavo's **Accounts module** enhances loyalty programs is by letting businesses award different point currencies for different kinds of customer interactions.

For instance, members of a cruise line loyalty program can earn **"trip tokens"** for booking trips and **"review tokens"** for writing reviews, using friend referrals and participating in social media contests. The company can then assign different reward types to each of these two token types.

As the trip tokens come from spending money, they can be used on discounts, while the review tokens depend on engagement, so they can be redeemed for special brochures and member-exclusive content. This ensures that members won't earn high-value rewards with lower-value interactions.

TravelHub
ADVENTURER CLUB

HOME | ABOUT US | PLACES | LOYALTY CLUB | LOGIN

Exchange to Hotel Points

HERE'S THE DEAL:

EARN
Trip Tokens
for booking trips

EARN
Review Tokens
for writing reviews

Bulk Coupon Generation

Coupon management is a tool that's relevant for both loyalty programs and marketing management. Antavo now allows brands to **manage all aspects of a member's coupon provisions**, especially in large quantities. This includes status management, exporting to internal systems, and other steps that come with a massive coupon-based campaign.

> *One vertical that benefits immensely from this new feature is CPG. These companies have a hard time connecting with their customers because they are selling through third parties. By putting coupon codes that they have generated via Antavo on their packaging, they can identify and reward their loyalty program members.*
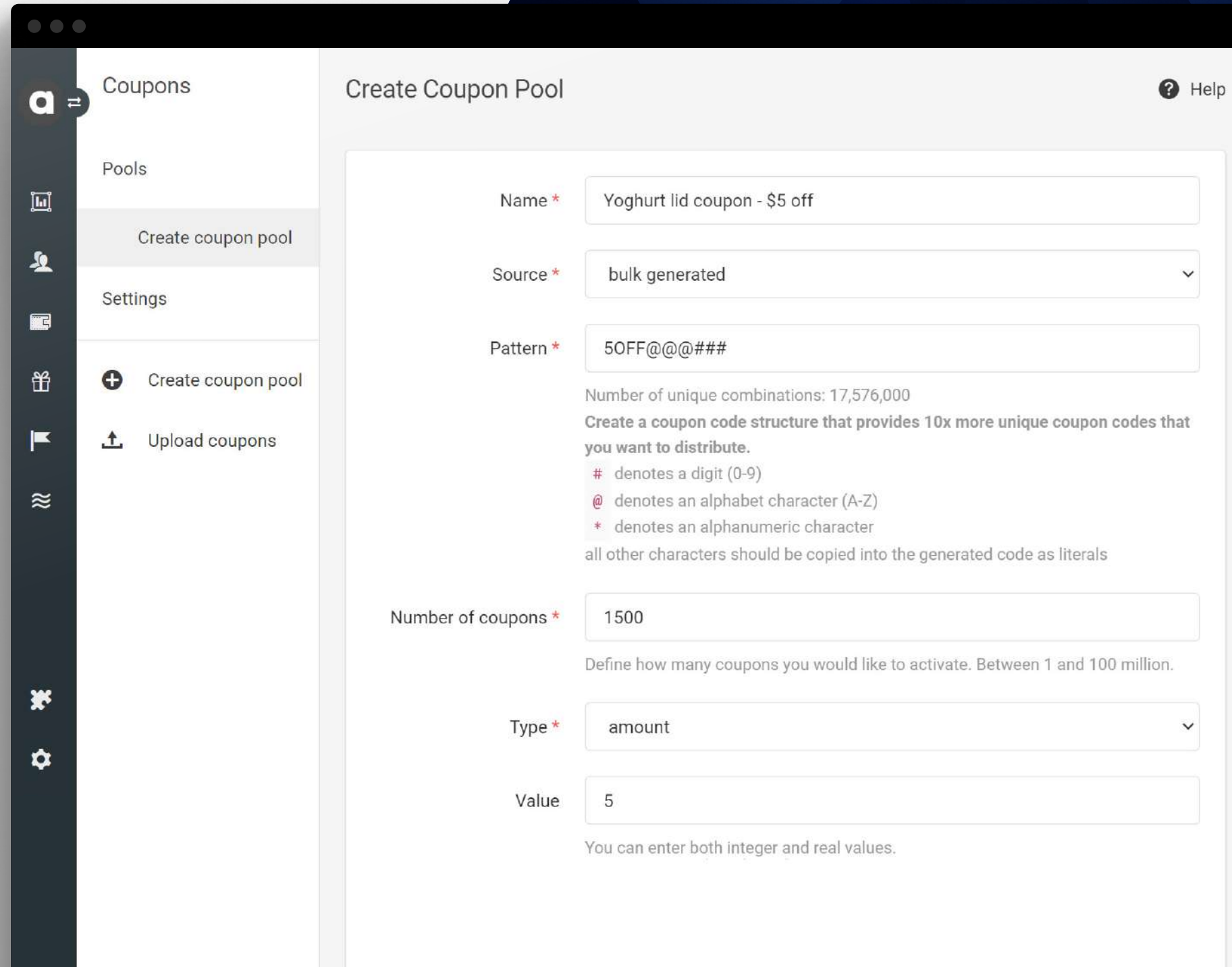
Yogurt Coupons Use Case

By combining coupon generation and loyalty programs, CPGs and brands that sell through retailers are able to **establish a direct link with their customers.** When customers redeem codes from the products, they can earn coupons, loyalty points, or other rewards, depending on the loyalty program's structure.

For instance, a yogurt company could generate 5 million coupon codes and print them on the inside of their yogurt cup lids. Some coupon codes might give customers a $5 discount, while others add 200 points to the customer's point balance. Since all codes are uploaded and handled on Antavo's platform, the corresponding reward is instantly assigned when customers upload their code.
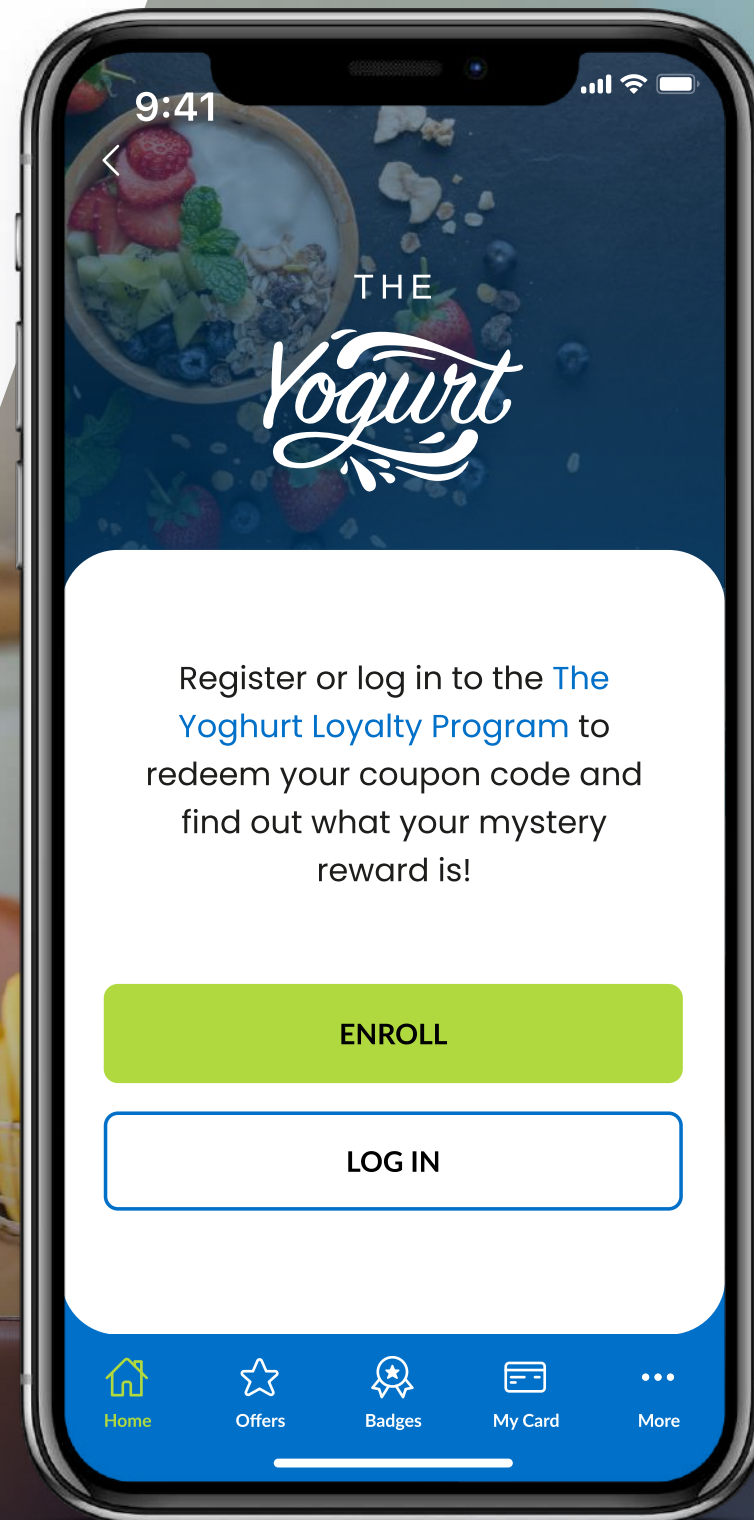
Pamphlet Code Use Case

Adding coupon codes on products is one way to connect with your customers. However, Antavo offers **more room to be creative.** For example, companies can also print a large number of limited-edition coupon codes on pamphlets and brochures and distribute them at events and celebrations. The codes on these pamphlets can be redeemed for special, limited-edition rewards using Antavo's platform.

This way, Antavo's Bulk Coupon Generation capability can be used by CPGs that want to build a like-minded community by rewarding members who participate in group gatherings or special events.
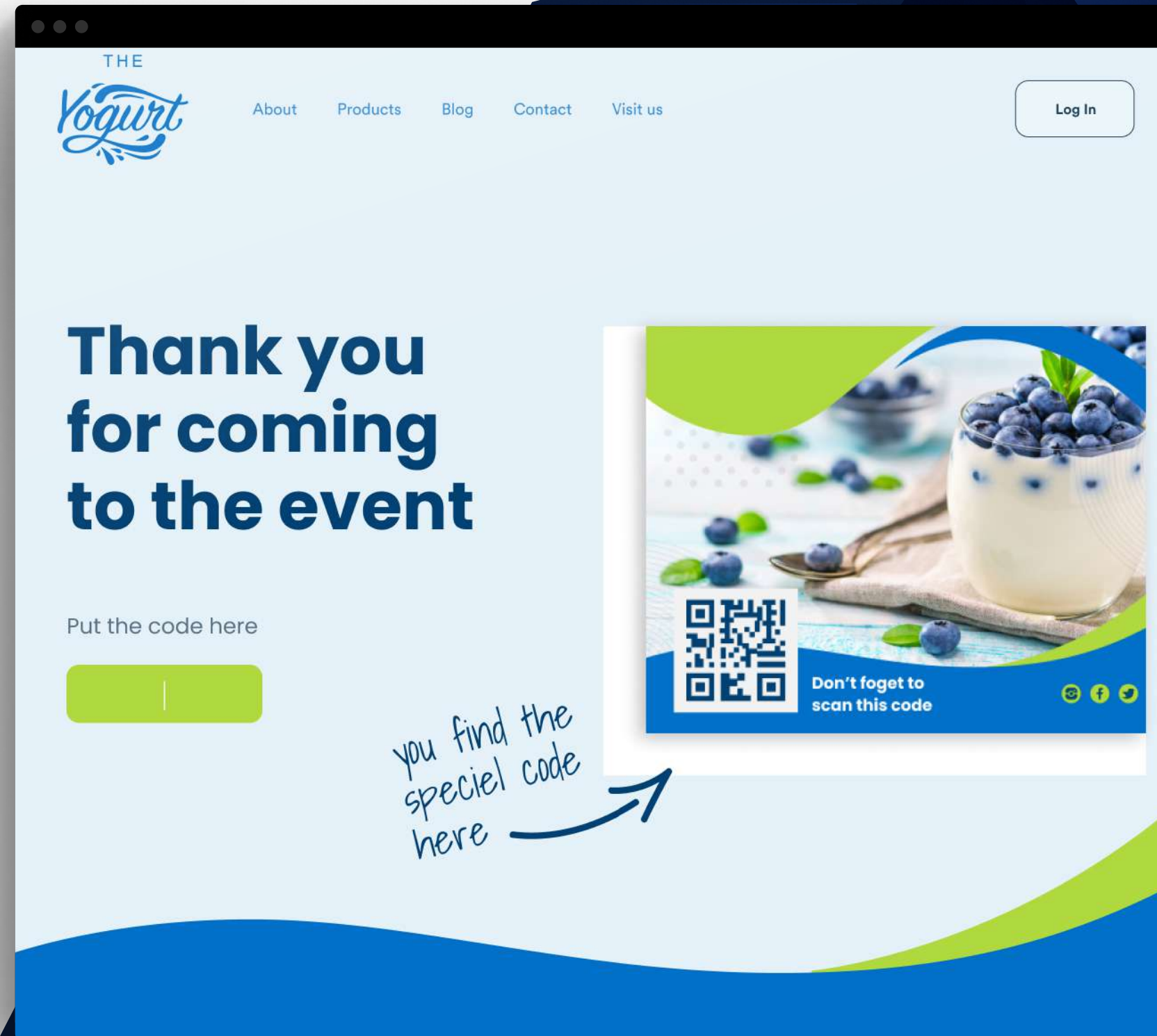
Ready to learn more about our developments?

These features represent the major highlights from a series of developments made by Antavo over the past three months. Additional developments include both minor and major improvements, customized features for individual clients, as well as bug fixes.

Want to learn more?

Visit our **Support Portal** to find detailed information about our latest 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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