



antavo
Enterprise Loyalty Cloud

Taking Loyalty Program Essentials to the Next Level



Lime Green

PRODUCT RELEASE BROCHURE

Executive Summary

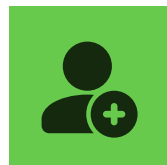


Being an innovative force in the loyalty industry is about more than just chasing trends. Sometimes program owners have to take a step back and reevaluate how they can improve their existing, tried-and-tested features.

From changing how businesses think about enrollment to broadening how point and tier expiration works through a new type of expiration, **Antavo's latest product release takes a look at how loyalty essentials can be improved.**

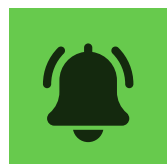
Antavo's Lime Green Product Release

redefines and enhances some of the essential pillars of a loyalty program:



Enhancing the member experience with enrollment after guest checkout:

Customers no longer miss out on potential point earnings, because they can now earn points even when they enroll after purchase.



More options to reactivate inactive tier members:

Instead of letting inactive members lose their hard-earned tier status, use flexible tier controls to re-activate them.



Easing the Expiration Experience:

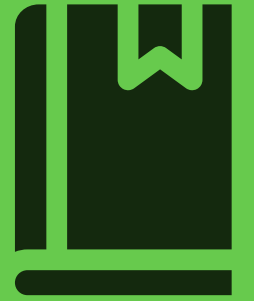
Point or tier expiration doesn't have to be a negative experience. Antavo's features make these events fair for everyone.



**Andras
Taraszovics**

Head of Product at Antavo
Enterprise Loyalty Cloud

" Developing a successful loyalty program is about more than just adding new features. Sometimes you have to revisit the essentials. Consider the way enrollment works, for example – you may find new ways to make it more engaging, smooth or extend its reach. Doing so ensures a truly versatile experience for members."



Expiration in loyalty programs:

Whether it involves tiers or points, generally there are two types of expiration: calendar-based expiration and rolling expiration. In the former, you can set a date, like January 1st, when all the points would generally expire, no matter when they were earned. In rolling expiration, the countdown is relative to the date the points are gained. This release also introduces a third type of expiration: anniversary expiration.

Tier points:

A point system that's used to calculate a member's tier level. These are often referred to as status points as well. Unlike regular earn & burn points, these points cannot be used to redeem coupons or rewards, and the overall amount cannot decrease unless the tier expires due to inactivity or other reasons.

Check Out Our Previous Releases



The Q2/2022 Release covered:

- Features, like progress-based challenges and coupon sharing, that give customers more freedom
- Tools, like engagement-driven tier structures and custom burn rates, that give marketers more control
- Improved webhooks & more flexible APIs

The Q3/2022 Release covered:

- Increased effectiveness for loyalty program managers via a cashback value converter and recurring offers
- Tools, like dynamic integrations and tiers APIs, that support System Integrators
- Enhanced UI & UX features

The Q4/2022 Release covered:

- B2B2C loyalty program capabilities
- Enhanced fraud prevention solutions
- More secure integrations via trusted sites

The Q1/2023 Release covered:

- CPG loyalty programs capabilities
- Umbrella loyalty program features

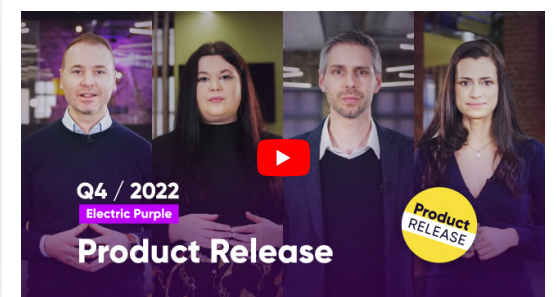


Table of Contents

Click on the video image to watch our related Q2 Product Release video.



**Enhancing the Member Experience
With Enrollment After Guest
Checkout** **7 - 8**

**More Options to Reactivate Inactive
Tier Members** **9 - 10**

Easing the Expiration Experience **11 - 12**

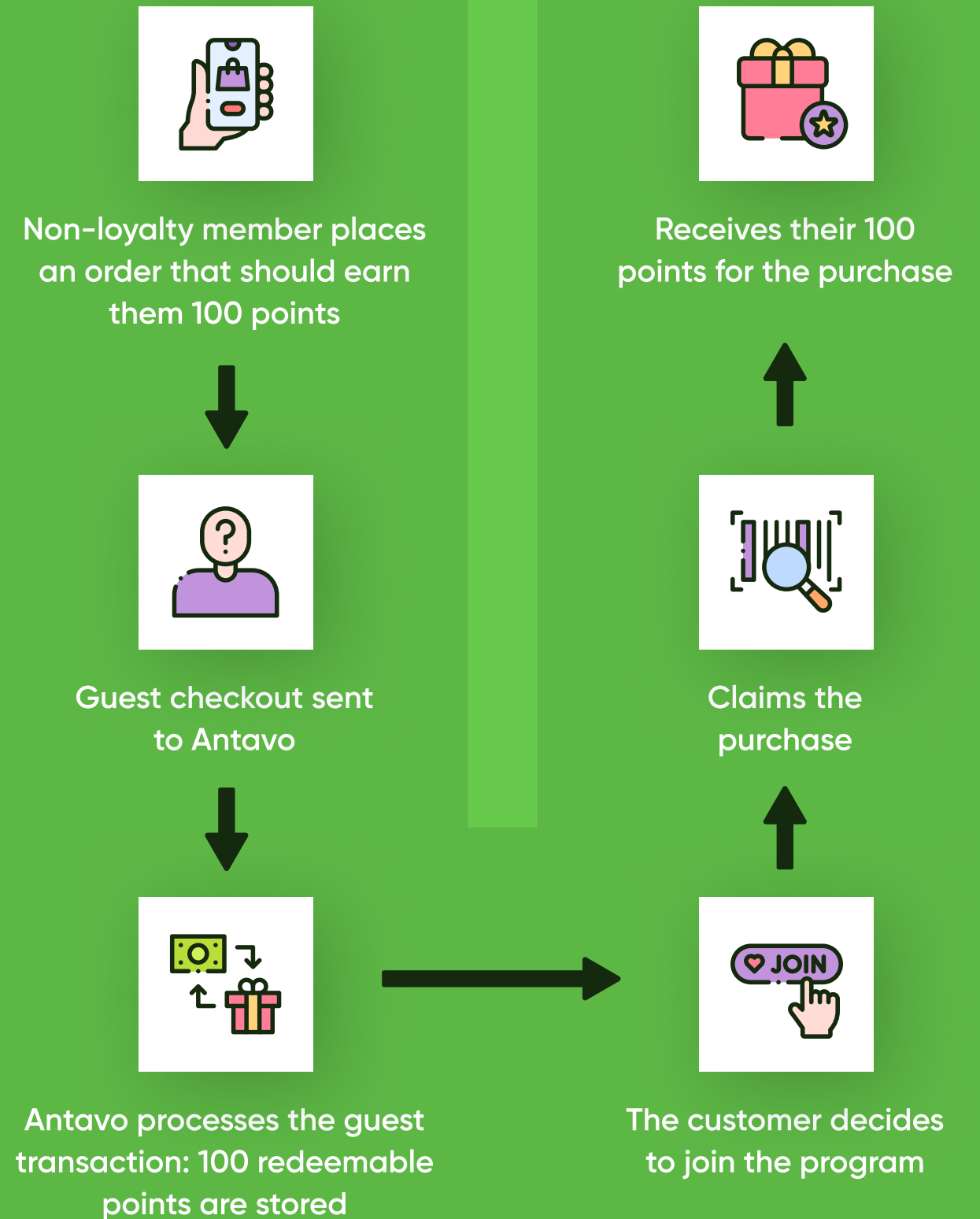


Enhancing the Member Experience With Enrollment After Guest Checkout

When customers find out that they have missed out on a benefit because they weren't a loyalty program member after they make a purchase leads to feelings of disappointment and regret. With Antavo's latest capability, businesses can turn this negative experience into a positive one by letting buyers earn their rewards – even if they signed up after the transaction.

Thanks to a feature called **Guest Checkout**, Antavo's platform now puts the points non-members would have earned in pending status. Once they have enrolled, they can identify their previous purchase by entering the transaction ID from their receipt or invoice. Then, the pending points are added to their balance and are available to spend right away.

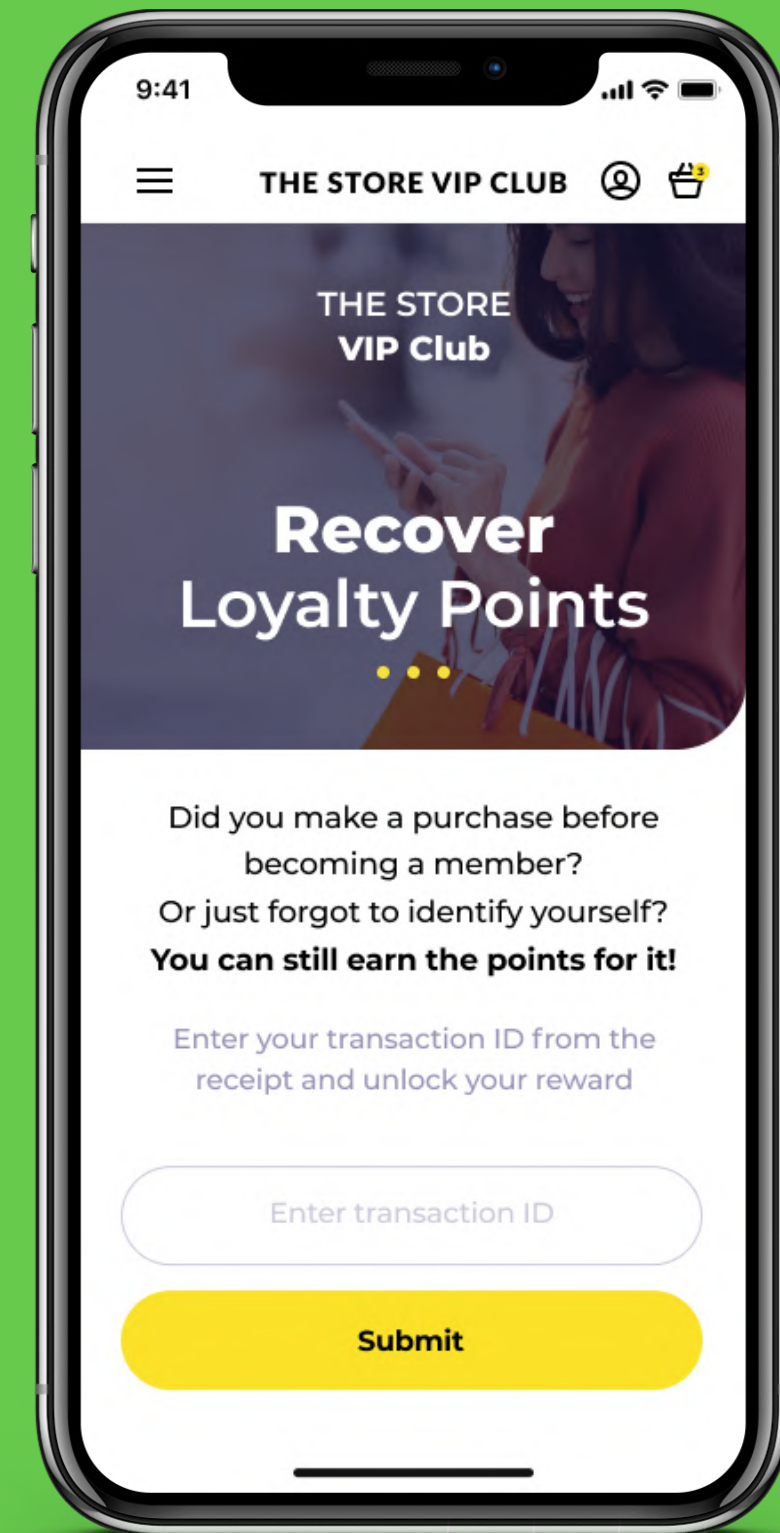
Guest Checkout Capabilities



Enhancing the Member Experience With Enrollment After Guest Checkout

With the new Guest Checkout capability, businesses can **significantly boost the enrollment rates** for their loyalty program. This feature works online and in stores, and is **especially beneficial for retailers and stores with high purchase frequency**. For these organizations, having people register at the cashier often causes long lines and frustration (as well as extra costs for the business), but is necessary in order to connect with buyers.

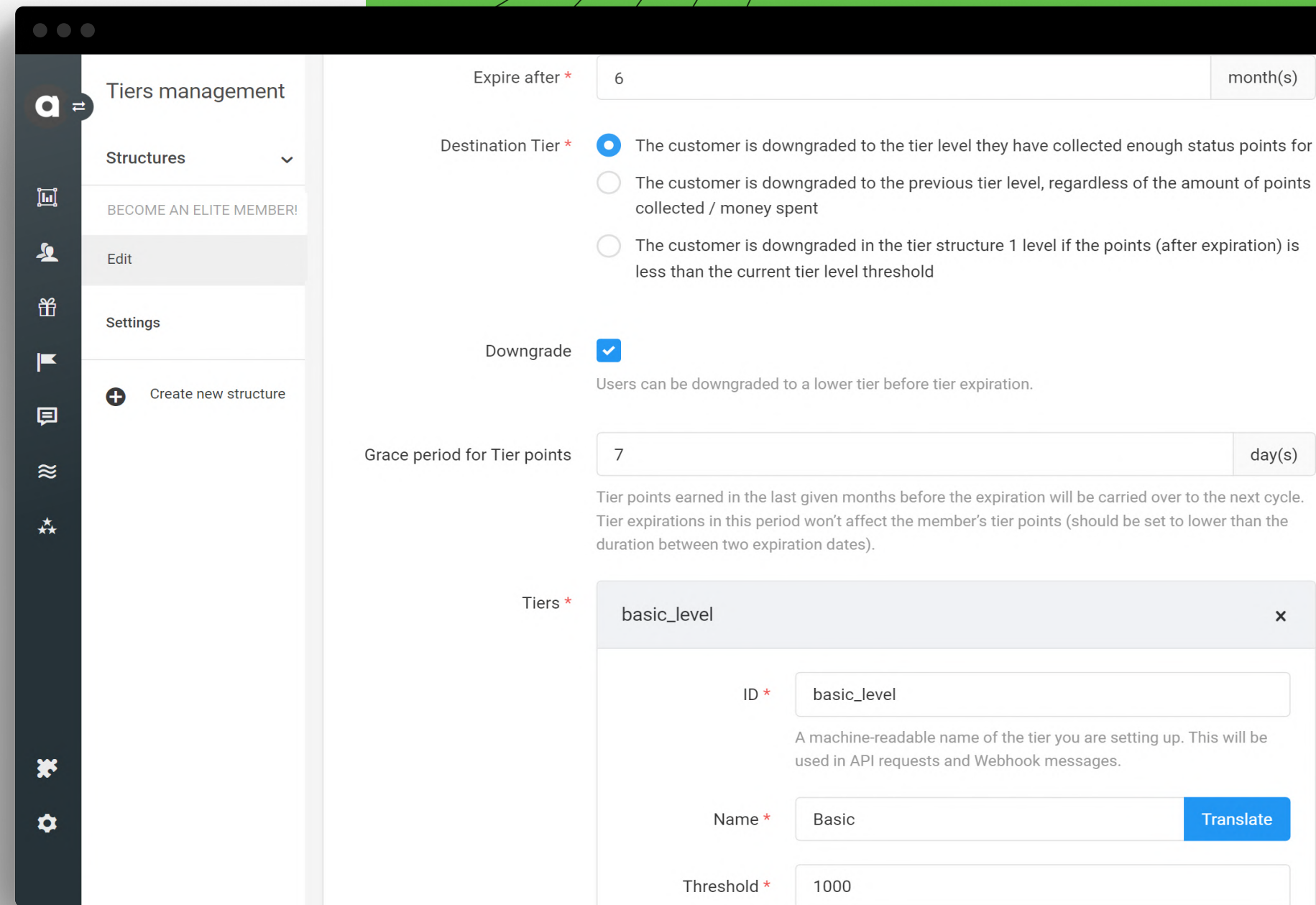
Thanks to Guest Checkout, there's no longer a rush for customers to enroll before purchase. **This feature was designed to be 100% GDPR compliant**, as only purchase-related information and the transaction ID are saved on Antavo's platform before customers give consent to use their personal data.



More Options to Reactivate Inactive Tier Members

Tiers are an extremely effective retention system, as they provide long-term goals for program members. With the latest developments, **Antavo offers users better control over how tiers work** when a program member has been inactive for too long.

First, Antavo has introduced a grace period for tier points. If a member's tier expires, program owners can specify a time period, such as the previous two months, **from which their tier points will be carried over and used to calculate their new, post-expiration tier level.** Doing so ensures that some of the effort members have put into their progression won't be lost, as they won't have to start from zero.



The screenshot displays the 'Tiers management' interface. On the left, a sidebar contains navigation icons and a 'Create new structure' button. The main content area shows the configuration for a tier structure named 'BECOME AN ELITE MEMBER!'. Key settings include:

- Expire after ***: 6 month(s)
- Destination Tier ***: Three radio button options:
 - The customer is downgraded to the tier level they have collected enough status points for
 - The customer is downgraded to the previous tier level, regardless of the amount of points collected / money spent
 - The customer is downgraded in the tier structure 1 level if the points (after expiration) is less than the current tier level threshold
- Downgrade**: Users can be downgraded to a lower tier before tier expiration.
- Grace period for Tier points**: 7 day(s). Description: Tier points earned in the last given months before the expiration will be carried over to the next cycle. Tier expirations in this period won't affect the member's tier points (should be set to lower than the duration between two expiration dates).
- Tiers ***: A dropdown menu showing 'basic_level'.

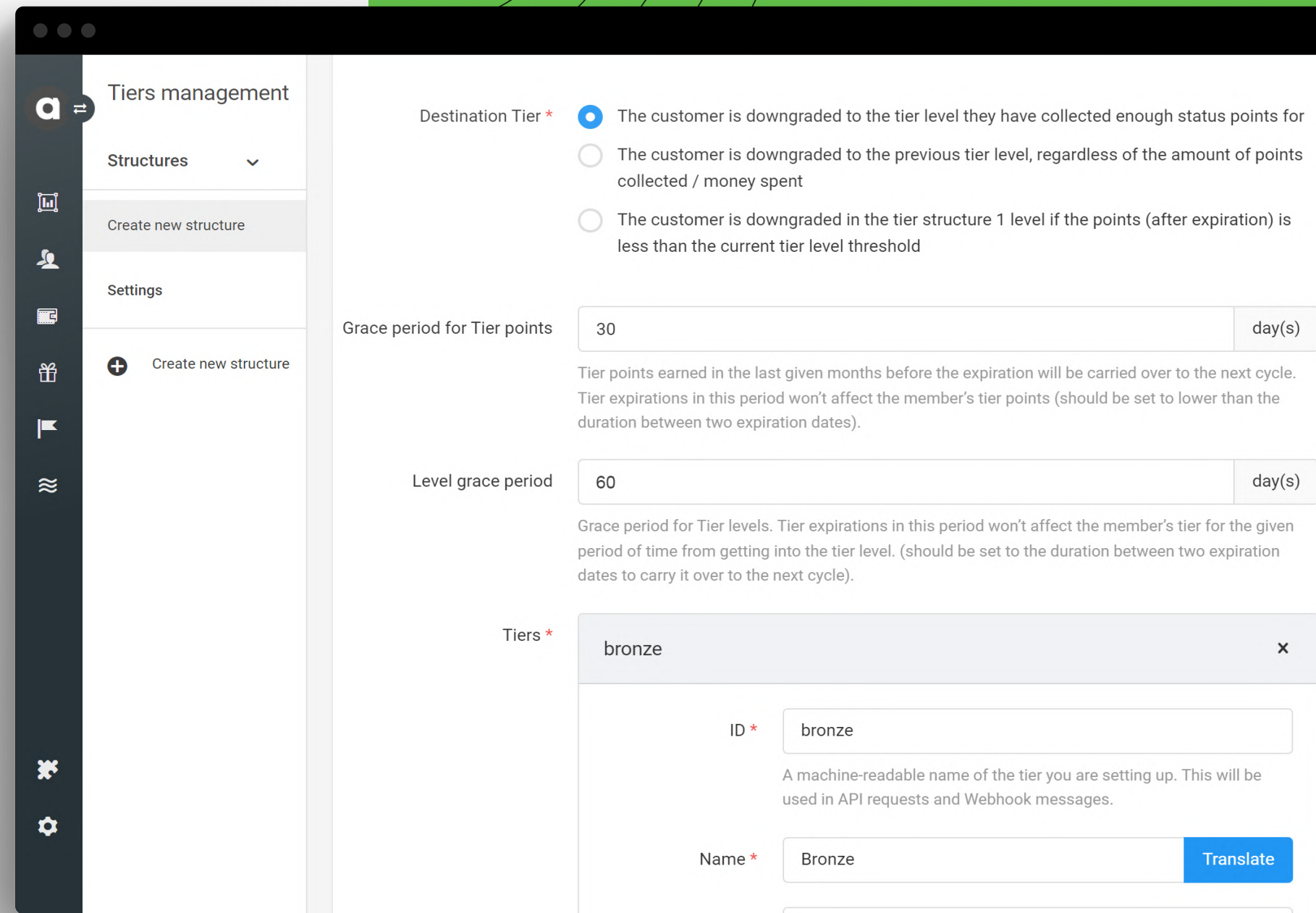
A modal window for the 'basic_level' tier is open, showing the following fields:

- ID ***: basic_level (with a note: A machine-readable name of the tier you are setting up. This will be used in API requests and Webhook messages.)
- Name ***: Basic (with a 'Translate' button)
- Threshold ***: 1000

More Options to Reactivate Inactive Tier Members

Another new addition is the **tier-level grace period**. Unlike the grace period for tier points, this prevents the expiration if the tier was earned during a specific time period. **This feature is highly recommended if your tiered program uses calendar-based expiration** because if a member's gold tier privilege expires a week after they earned it, it's likely to cause a terrible experience – leading to additional prolonged inactivity.

The last feature helps program owners to reactivate members. In particular, it can be calculated and showcased how many tier points a member has to collect in order **to avoid tier expiration**. This information can be used in emails or push notifications, and is **especially useful for engaging high-tier members**, who are at risk of losing the most privileges

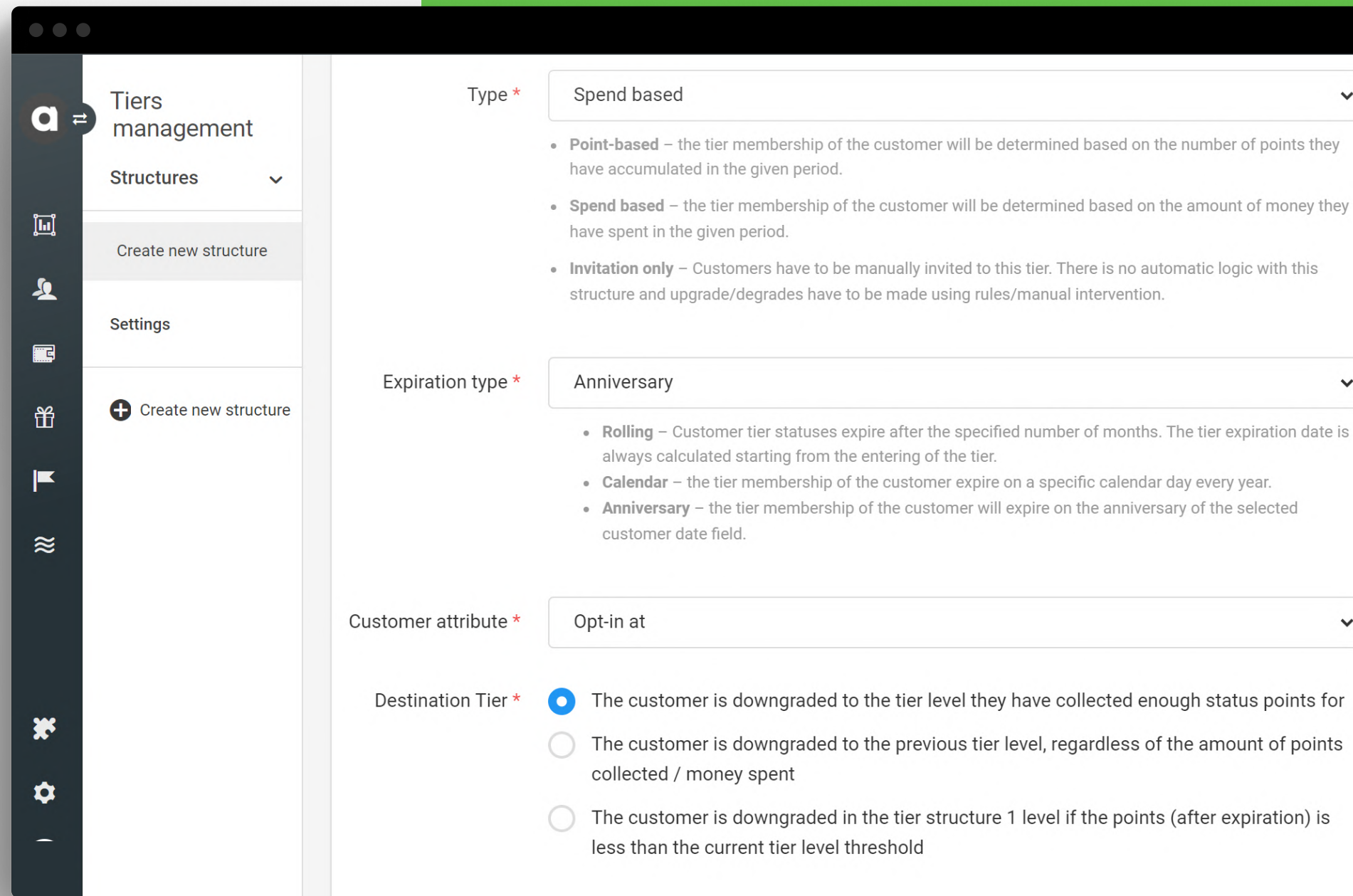


Easing the Expiration Experience

Setting expiration conditions for tiers and points is a necessary evil. It might upset members, but otherwise members might not recognize the privileges their tier comes with or be incentivized to engage as frequently with their favorite brands. **With Antavo's latest new capabilities, program owners can make sure that the expiration settings are flexible enough to not ruin the experience.**

For starters, Antavo implemented a new type of expiration. In addition to calendar-based and rolling expiration, **points and tiers can now expire based on anniversaries.** This can be set based on the day a member joins the program, their birthday, or any other special occasion set by the loyalty program owner.

The benefits of anniversary-based expiration are that it's unique for everyone and allows for a more personalized tier experience.

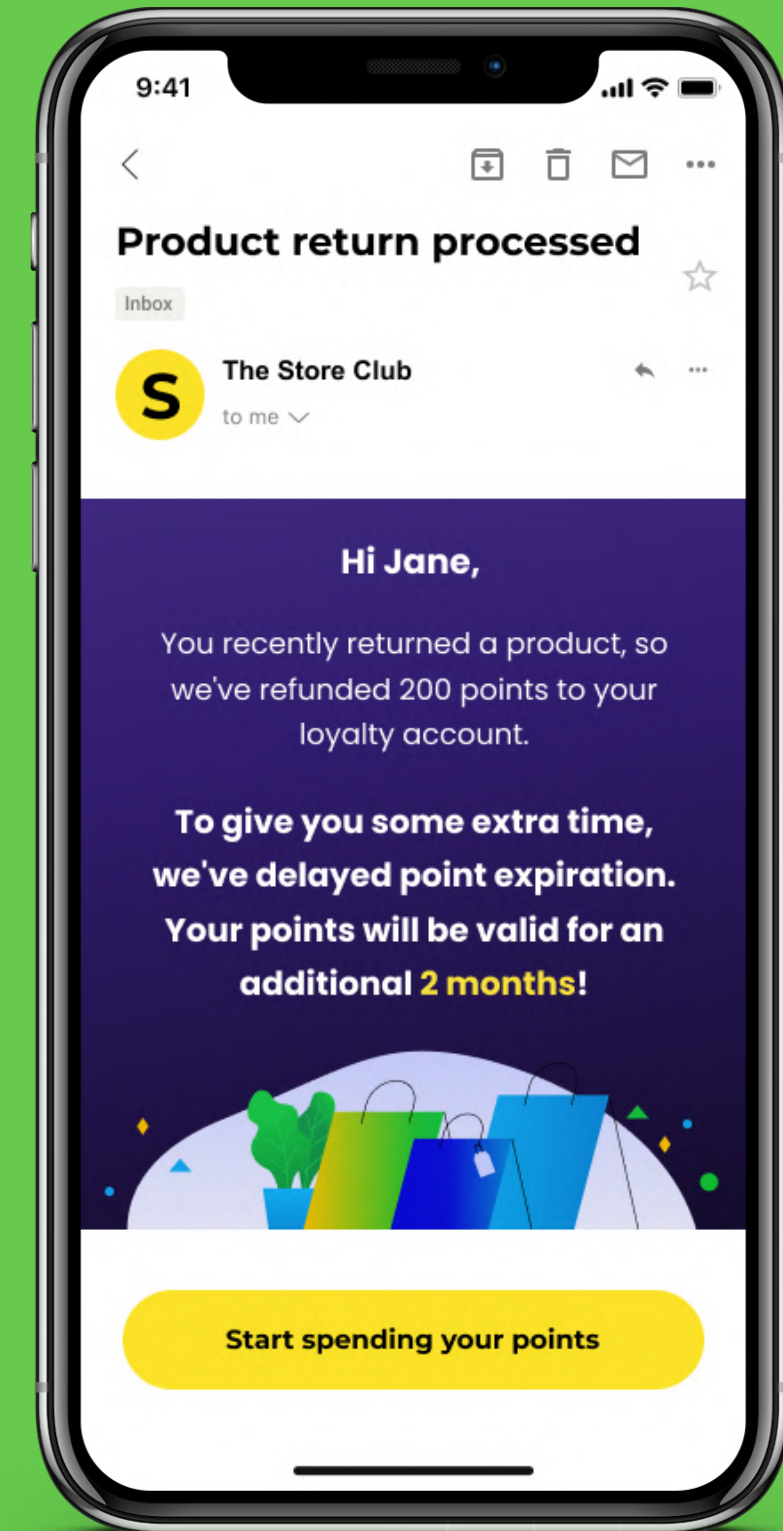


Easing the Expiration Experience

Another potential issue that stems from rigid expiration dates may occur when a product is returned.

For instance, let's say a member redeems their remaining 200 points to get \$2 off a pair of shoes they purchased, one week before the points were set to expire. If that customer returns the product 10 days later, they would get their 200 points back, but because this transaction happens after the expiry period, the system would instantly take it away from them.

Antavo's expiration capability for burnt points now prevents this scenario from happening. With this setting, the expiration date can automatically be extended after the points are returned to the customer. Platform users can also choose not to alter the expiration date if they wish.



Ready to learn more about our developments?

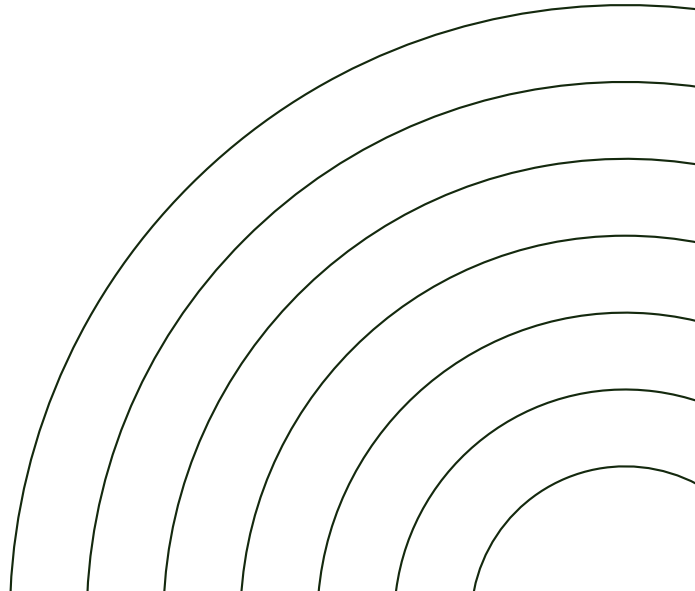
These features represent the major highlights from a series of product enhancements made by Antavo over the past three months. Additional developments include both minor and major improvements, customized features for individual clients, as well as bug fixes.

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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