



# Flexibility for Peak Seasons

## Replatform Smart, Retain Smarter

**Peach Fuzz**

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PRODUCT RELEASE BROCHURE

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# Executive Summary



**Preparing a loyalty strategy for the peak season – be it the holidays, Black Friday or Cyber Monday – requires preparation, months in advance. This applies to both B2C and B2B businesses.**

**So why not start preparing right away?**

To help companies get ready for the peak season rush, Antavo's latest product release delivers a series of new platform capabilities that allow smarter campaign management with better results.

# Antavo's Peach Fuzz Product Release

unlocks a wide range of capabilities to perform better and work smarter when it comes to peak season reward campaigns:



## Deliver rewards to millions of members with large-scale campaigns:

Thanks to a new API endpoint, hundreds of thousands of rewards can be delivered to members in just a couple of minutes.



## Smart incentives for B2B and B2B2C reward campaigns:

With the product combination capability, B2B and B2B2C businesses have entirely new avenues to promote cross-selling and upselling.



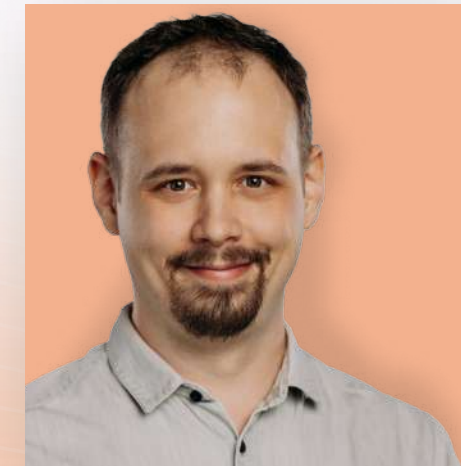
## Faster and Easier Data Imports:

Large data records can now be pre-loaded, allowing for faster data migration, significantly reducing costs and delays and leading to easier integrations.



## Update Mobile Passes in Real Time:

Customize your Mobile Wallet Passes to keep them on-brand, or to reflect the current season and holiday with the use of dynamic fields.



## Andras Taraszovics

Head of Product at Antavo Enterprise Loyalty Cloud

*" If you are planning to introduce powerful new reward campaigns before the holiday season, you can't wait until the last minute. You need to make sure your platform has all the features needed to handle rewards for millions of people – and if not, you better start looking for a better solution. Our latest developments help you in all of these areas."*

# Glossary



## Campaign:

A campaign is a type of workflow that is designed to run in a given timeframe with a defined start and end date. A campaign may include an unlimited number of workflows running while the campaign is active.

## Mobile Wallet:

Mobile Wallet solutions provide a frictionless way to boost your loyalty program with offline experiences. Wallets can hold bank cards, boarding passes, and loyalty cards. Loyalty cards, or “passes”, include a barcode or QR code for identification. Customers can download passes on their mobile devices and use them to collect points or redeem their rewards in your offline stores or at live events.

# Check Out Our Previous Releases



## The Q1/2023 Release covered:

- CPG loyalty programs capabilities
- Umbrella loyalty program features



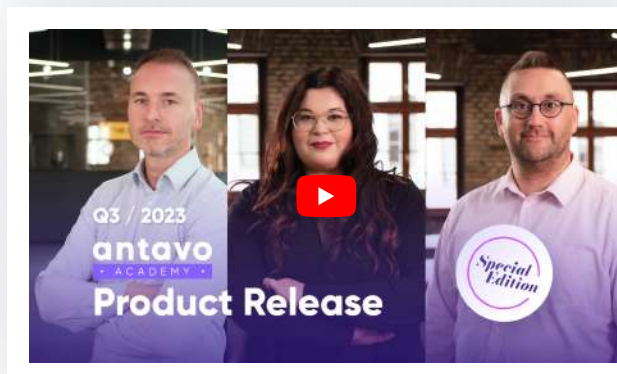
## The Q2/2023 Release covered:

- Guest checkout
- Reactivating inactive tier members
- Easing the expiration experience



## The Q3/2023 Release covered:

- The launch of Antavo Academy
- Classes, certifications and courses



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



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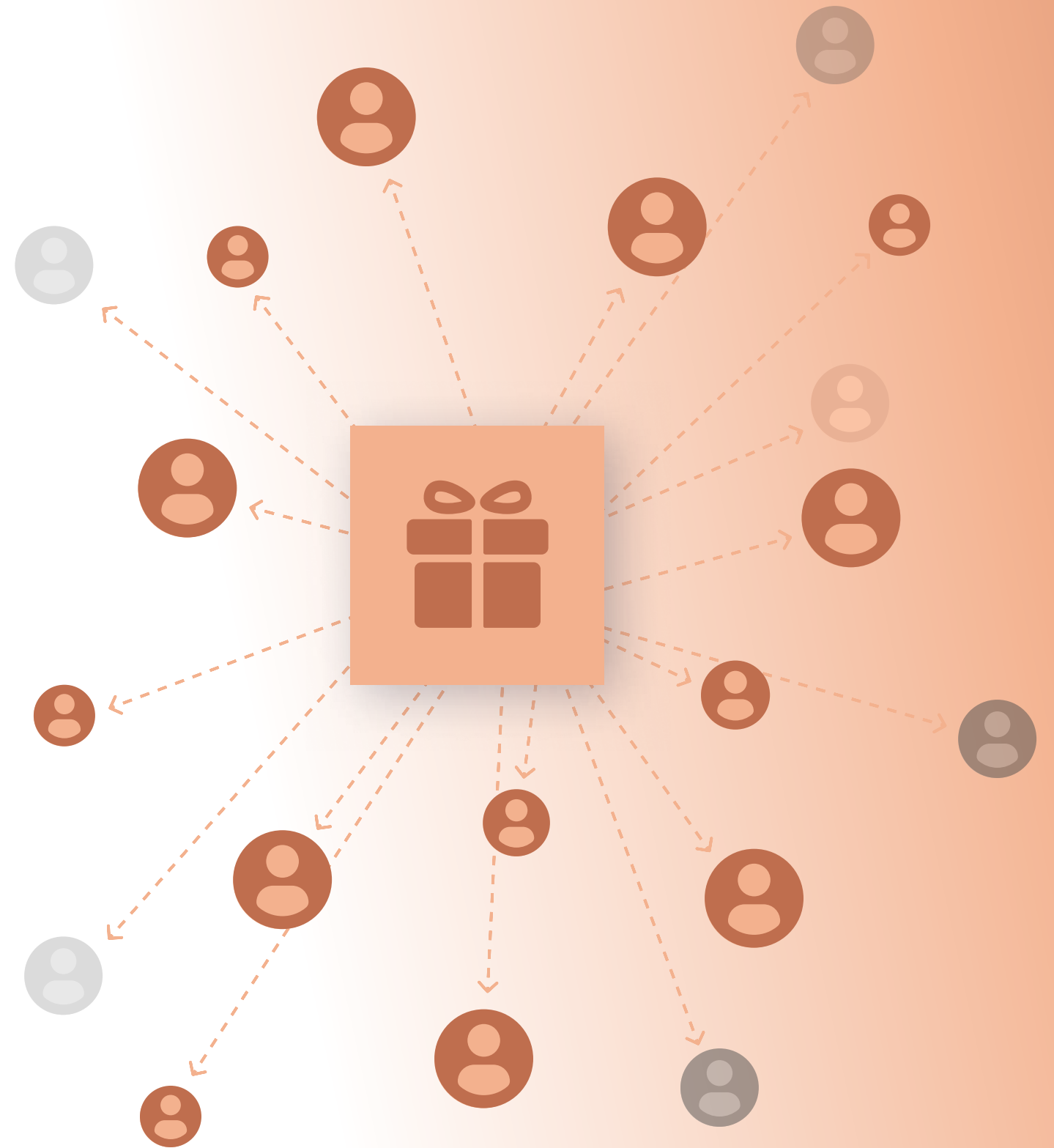
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# Deliver Rewards to Millions of Members With Large-Scale Campaigns

Peak seasons are a true test of strength for a company's loyalty strategy. Marketers have to prepare and **send offers or rewards to a huge crowd** of members, which can put a lot of traffic on their communication systems. Not to mention the planning efforts marketers must carry out, as they cannot afford last-minute changes. Or can they?

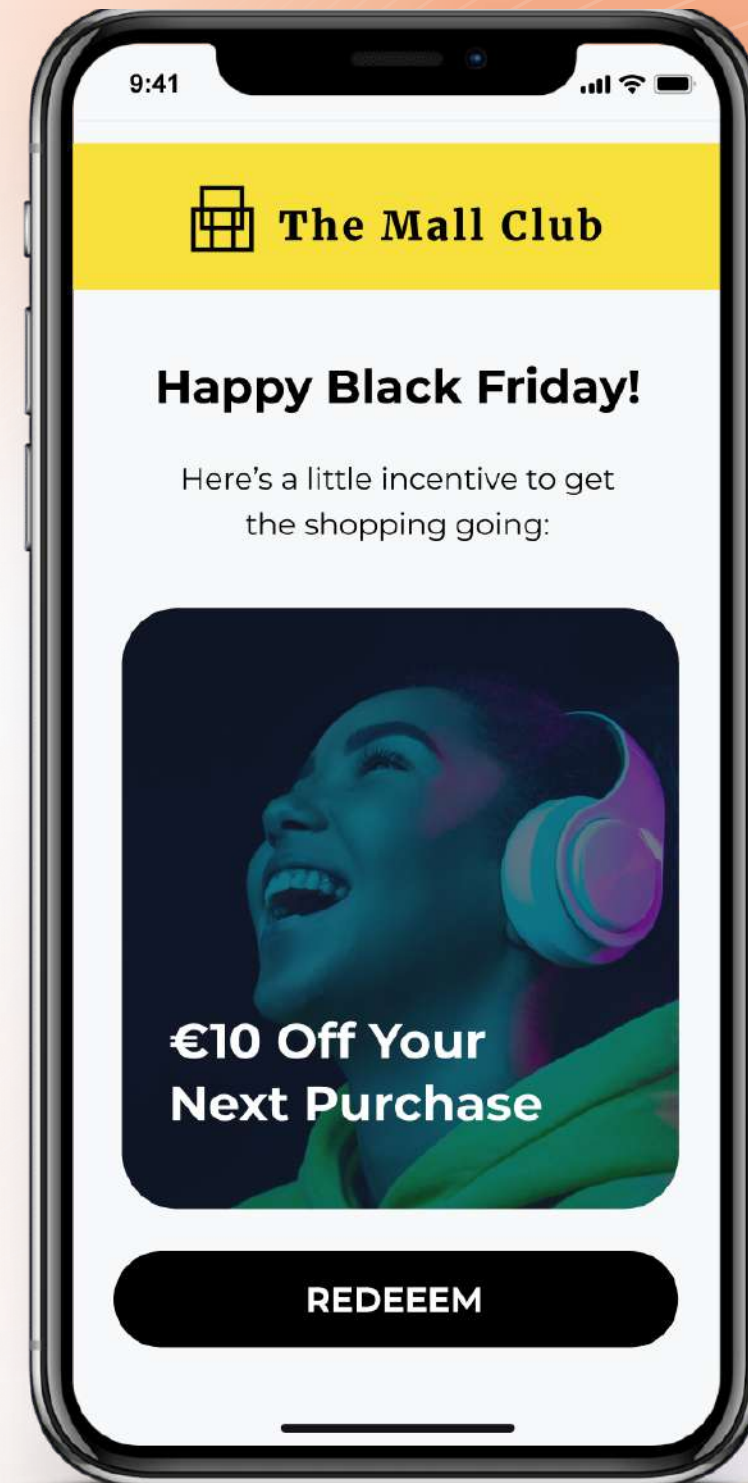
Antavo has released a new API endpoint that allows **bulk reward claims in the millions**. Due to its highly scalable nature, it can distribute rewards to 100,000 customers in just under 10 minutes. As a result, executing large-scale reward campaigns during peak seasons or introducing a new brand in a conglomerate's portfolio is now a breeze.



## Deliver Rewards to Millions of Members With Large-Scale Campaigns

Thanks to the now massively scalable campaigns, it takes less than a single day to deliver a reward, end-to-end, to millions of customers. Marketers and loyalty professionals using Antavo **no longer need to dedicate days or weeks** to delivering Black Friday or Cyber Monday rewards to program members, and the loyalty management team can enjoy more time to be creative.

Moreover, the solution is entirely based on REST APIs, so it works nicely for businesses with the most modern, composable architecture, as well as companies on their way to digital transformation and replatforming but still running on legacy systems. As communication plays a clear part in any campaign's execution, the solution provides an intelligent way to let downstream systems like **Marketing Automation tools or CDPs** know when rewards are assigned so these tools can trigger messages to the loyalty members.

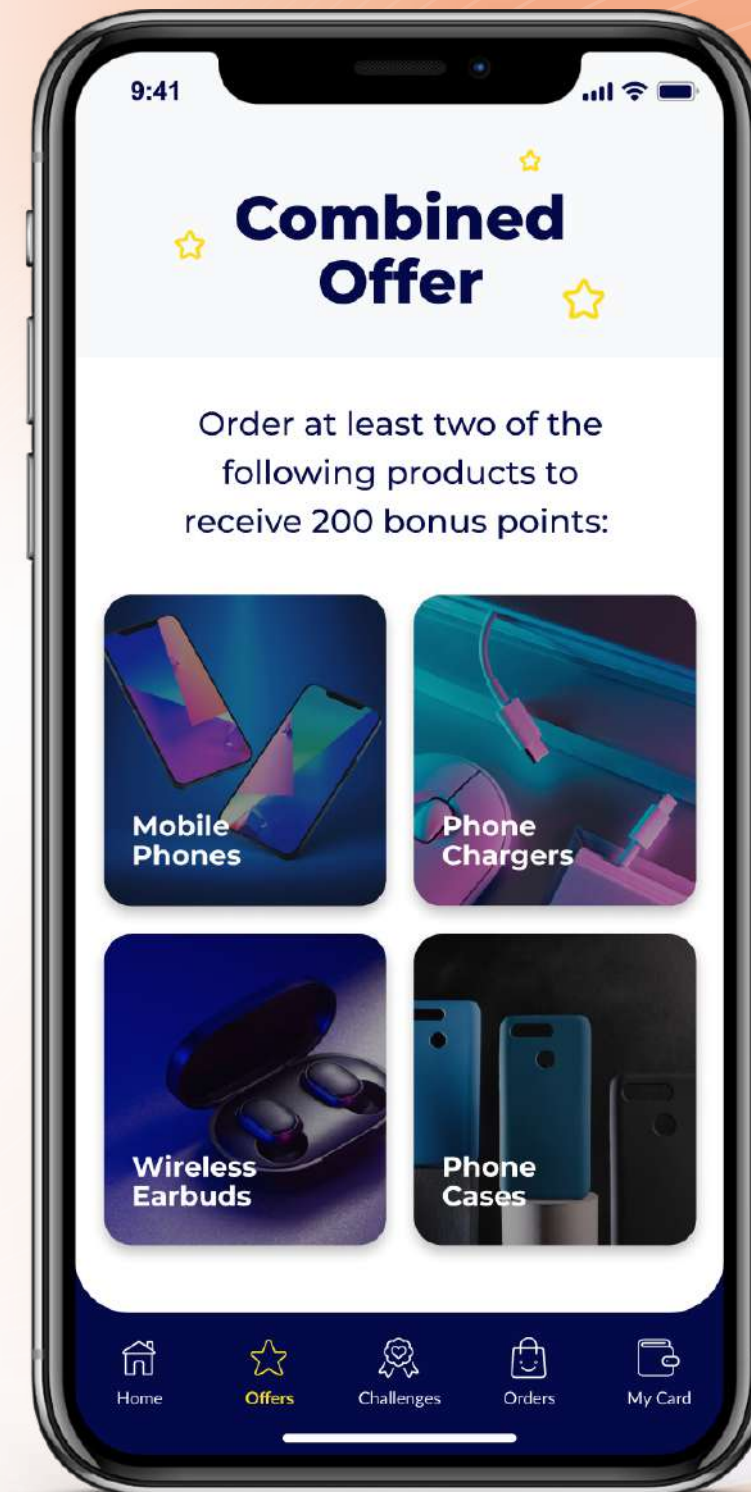




# Smart Incentives for B2B and B2B2C Reward Campaigns

Last year, Antavo officially introduced Tiered Campaigns for B2B and B2B2C customers who wish to offer robust, highly flexible campaigns. Upon popular request, Antavo now lets customers reward those who buy or sell different product combinations. Companies can now reward **product combinations** purchased or sold in single or multiple transactions.

The Tiered Campaigns' product combination capability is especially beneficial for B2B and B2B2C businesses **selling seasonal or holiday-related products** or services, as they can create annual campaigns in just a few clicks.



# Smart Incentives for B2B and B2B2C Reward Campaigns

This new product combination enhancement allows sellers to put upselling and cross-selling into focus. For example, they can offer more points for agents who cross-sell travel insurance alongside a life insurance policy. Businesses can also set the quantities for the required purchase, granting **greater control and flexibility over their campaigns.**

The purchases and sales associated with a specific product combination don't need to happen at once. So, in the previous example, the agent would receive the points if they sold the travel insurance a month after the life insurance policy. This promotes **upselling and cross-selling** without forcing sales associates to be too aggressive.

The screenshot displays a web interface for configuring a campaign. On the left, a sidebar shows 'Tiered Campaigns' with options for 'Edit' and 'Statistics', and a '+ Create new Campaign' button. The main area is titled 'Campaign rules' and contains several dropdown menus: 'Entity type' (Transaction), 'Attribute to aggregate' (Product Combination), 'Attribute for date' (Checkout date), and 'Limit hit type' (Amount). Below these are instructions: 'In product combination the system will calculate the quantity of the combinations based on the defined criteria. The tier from to value is related to the number of combinations.' and 'Please note that the 3 different hit type has different point calculation method: \* 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'. A table defines the tiers:

Tiers	From	To	Points / increment
	1	3	15
	3	5	25
	5		50

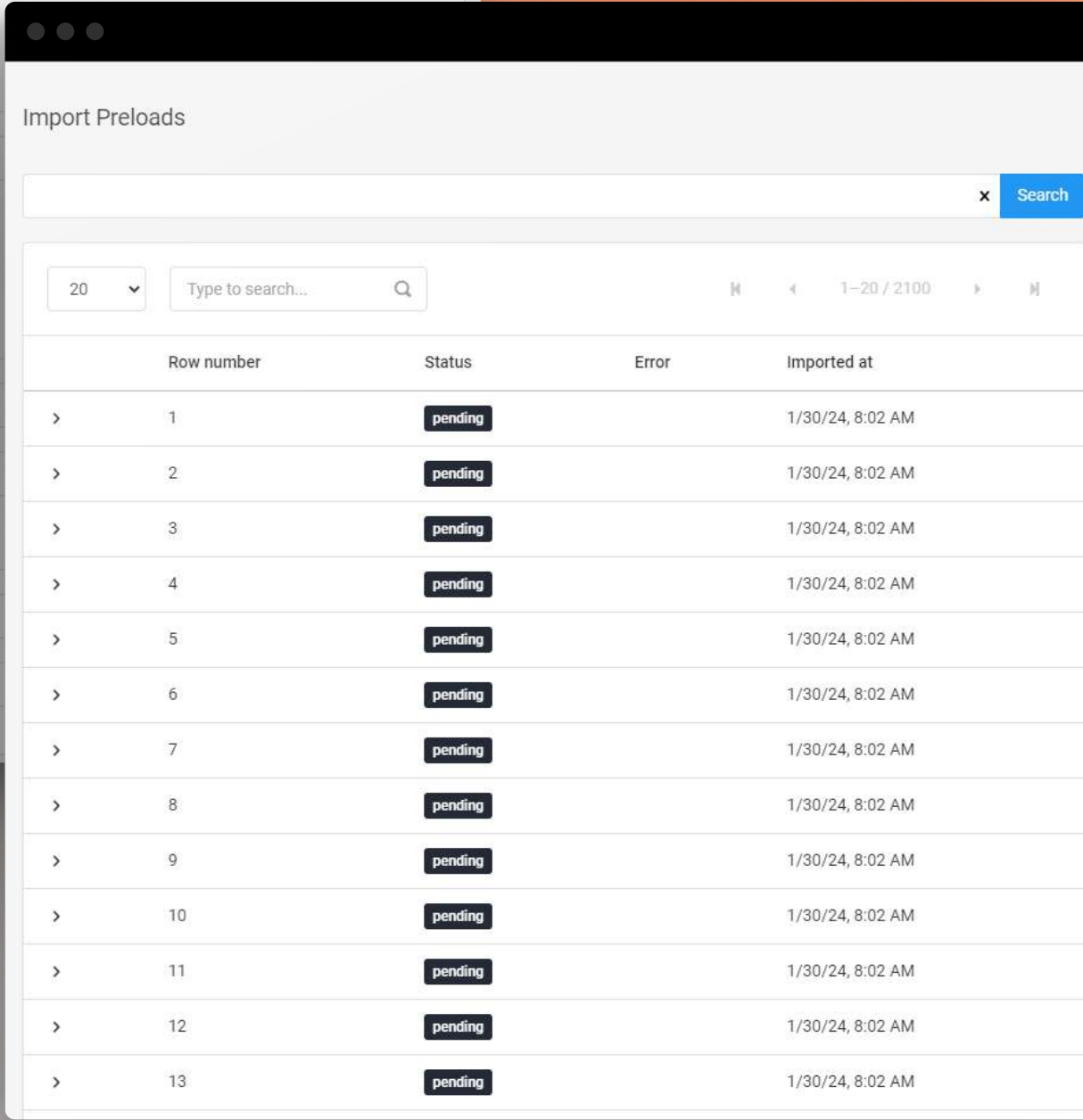
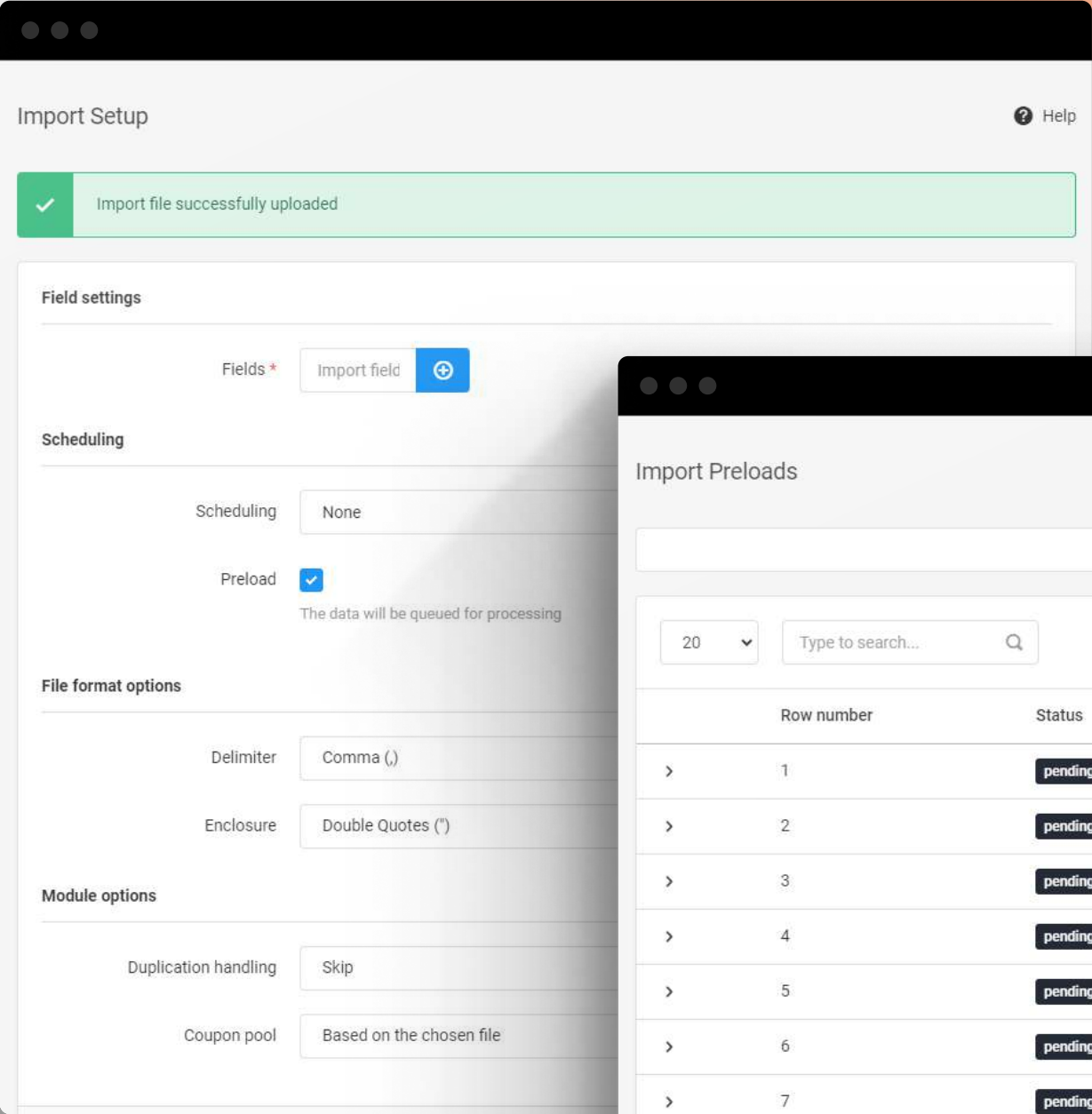
An '+ Add' button is located below the table. The 'Criteria' section at the bottom lists products:

Products	Name	Quantity
	T2-Life-Insurance	1
	T2-Travel-Insurance	1

# Faster and Easier Data Imports

Loyalty programs generate a lot of valuable data, but when it comes to migrating said data while replatforming, many businesses fear that it might get lost or corrupted, or simply that the vast volume of data will slow down the whole process. Antavo listened and made **quality improvements to its Imports module** to provide even better performance without sacrificing data quality.

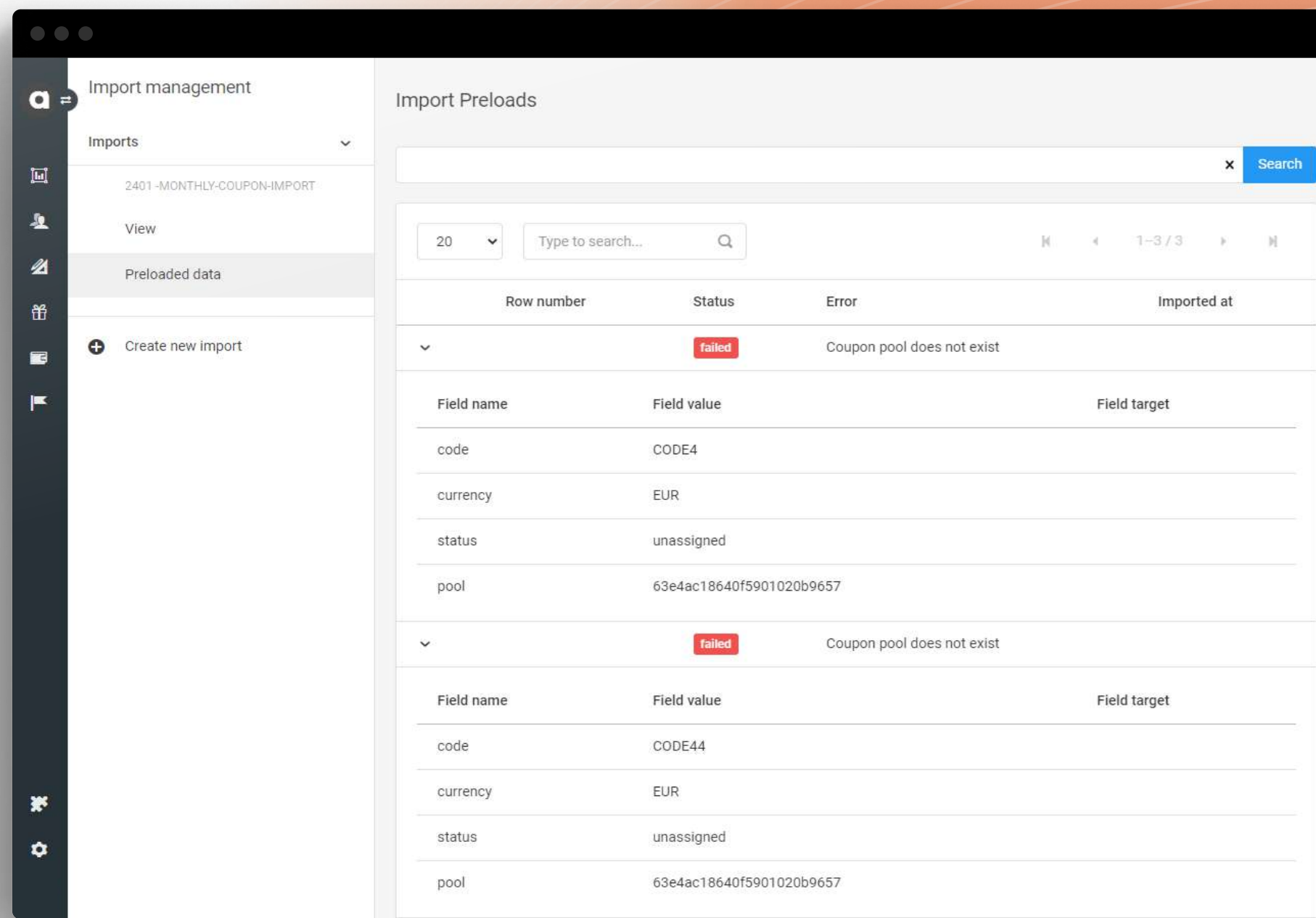
With the introduction of the **import preload** feature, imported records are now pre-processed before they are inserted into the database. This makes it possible to process import files faster, speeding up the whole import procedure.



# Faster and Easier Data Imports

Besides speeding up the data migration, the import preload functionality delivers much-needed transparency. Once the records are preloaded, **users receive a notification**, highlighting any potential errors.

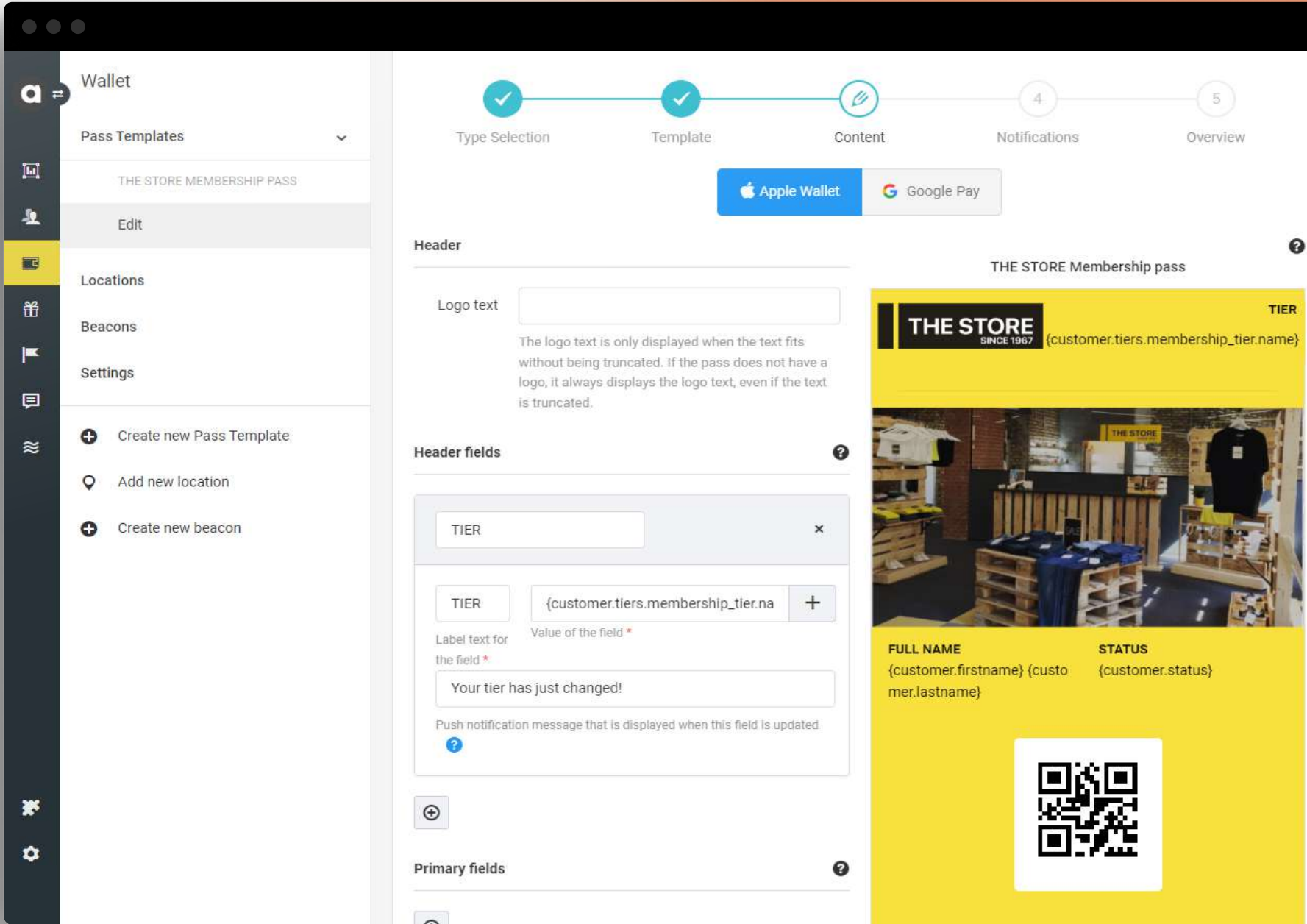
In addition, Antavo's preload functionality can highlight multiple errors in a single row of a data record. So, unlike typical import error messages that are triggered after the first error, all potential issues can be overviewed. This prevents scenarios where a record with 2 million data points needs to be imported several times due to unseen errors. Plus, it **significantly reduces costs and delays**, letting marketers work on brilliant new loyalty initiatives instead of spending their time worrying about whether the data migration will finish successfully.



# Updating Mobile Passes in Real Time

Membership cards in the customers' wallets provide an eco-friendly alternative to old-fashioned, plastic membership cards. They not only reduce businesses' carbon footprint as they produce less plastic materials but also help businesses **stay in touch with consumers** in a stylish manner.

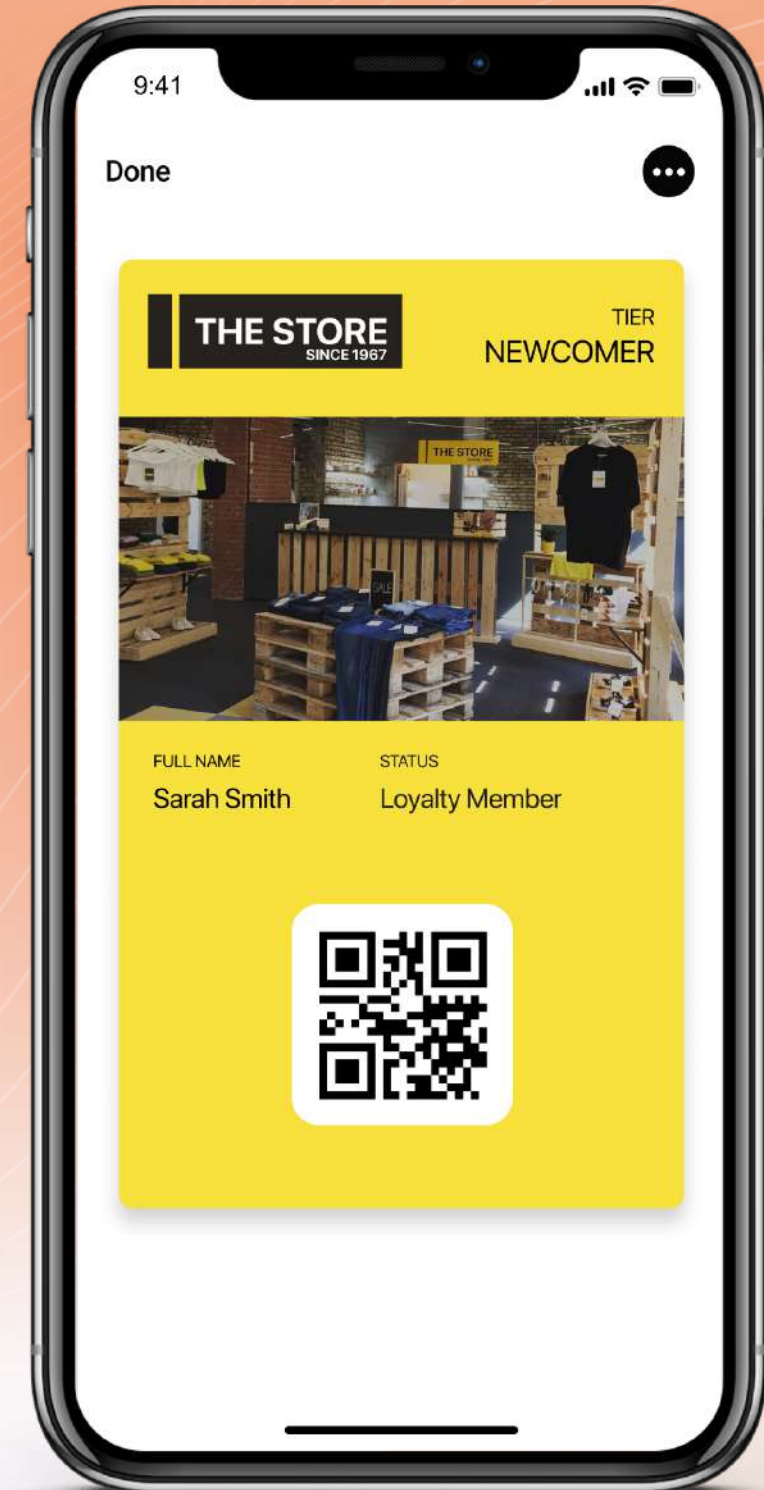
You can now **add dynamic fields** to Antavo Wallet passes, which can be updated in real-time on both the Apple Wallet and Google Wallet platforms. Now, pass holders can stay up to date on their current point balance, tier status, and other loyalty information.



## Updating Mobile Passes in Real Time

The dynamic fields functionality of the Antavo Mobile Wallet helps businesses keep the on-the-go experience fresh and hyper-personalized. For example, **the entire design of the mobile pass can be updated** depending on a member's tier status. As such, when a customer reaches the Silver tier, their Wallet pass will change colors, graphics, and other brand elements accordingly.

The dynamic elements of the wallet passes can also be modified to reflect the current season – such as a Black Friday-themed pass. Members can even **see special designs when it's their birthday** month or the anniversary of their program membership, adding a personal touch to their program experience!



# 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.

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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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