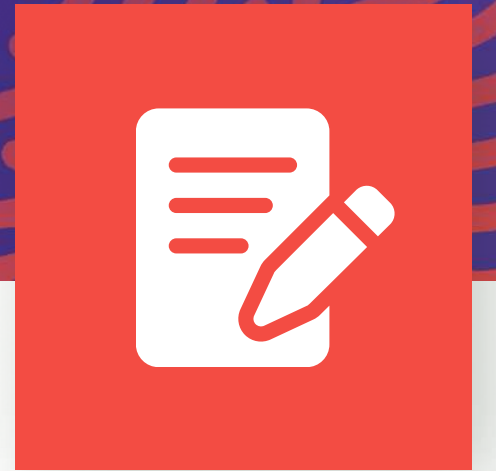# antavo
LOYALTY CLOUD

New Integrations to Cover the Full Customer Lifecycle

Coral Red

PRODUCT RELEASE BROCHURE

Executive Summary

In the world of customer retention, you need to stay relevant throughout the entire customer journey.

For example, the moment you identify a new segment of sports lovers in your CRM tool, you should be able to set up a reward campaign for them in your loyalty platform.

Then, sync this data with your marketing automation platform, so **customers receive a personalized message** when the reward is redeemed. With the new integrations and capabilities Antavo now offers, doing so has never been easier.

Antavo's Coral Red Product Release

opens a new chapter in the book of integrations, allowing marketers to cover the full lifecycle of their customers:

Select which segment to work with using Customer Lists:
Antavo's new API provides a way for businesses to sync the segments they have built in their CDP/CRM to Antavo more efficiently.

Activate customers by integrating data from sports trackers into the loyalty program:
Using the Garmin integration, any sporting activity can be rewarded and used as part of a loyalty program challenge.

Communicate even better with Antavo's Braze integration:
Customers can now receive hyper-personalized communications thanks to the loyalty data that comes from the Antavo platform using the Braze integration.

Andras Taraszovics

Head of Product at
Antavo Loyalty Cloud

" *Loyalty program platforms are never a standalone technology, and making sure they harmonize well with other tech stacks reduces development costs and time-to-market for businesses. That's why we are always expanding our list of integrations and so businesses can synchronize their data between our and other third-party platforms as seamlessly as possible.*"
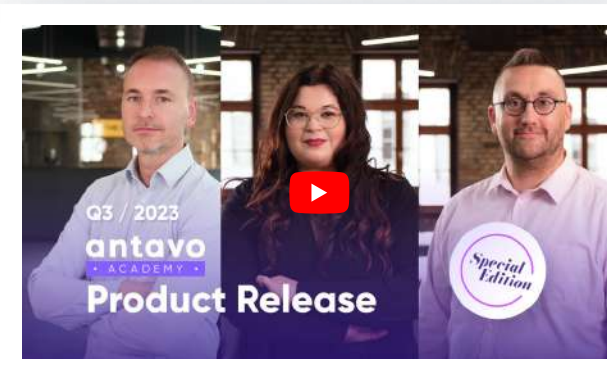
Check Out Our Previous Releases
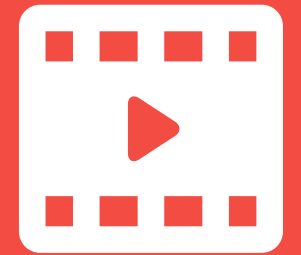
The Q2/2023 Release covered:

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

The Q3/2023 Release covered:

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

The Q4/2023 Release covered:

- API for large-scale reward campaigns
- Smart incentives for B2B2C campaigns
- Faster and easier data imports
- Mobile Passes that are updatable in real time

Table of Contents

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

Reflect Your Segmentation in Antavo With Customer Lists

To make your loyalty program stand out, you need to achieve the right level of personalization by capturing the right data and putting it to good use. That's why **integrating with CDPs, CRMs and BI tools** is essential for loyalty technologies like Antavo. Segments and cohorts built in these data-rich tools should be available when building a loyalty proposition, and should also comply with the strictest data regulations out there, following the least data principle.

Antavo offers a composable solution in the form of **Customer Lists APIs.** These APIs can be used to synchronize customer segments from CDP, BI and CRM platforms and other customer repositories without the need to synchronize all the data attributes from the source systems. Effectively, you only need to send in the segment membership data needed to run personalized reward campaigns. Nothing more, nothing less.

VIP list

Name	Email	Score	Spent	Expired
Jane Cooper	jane.cooper@demo.com	2200	1400	100
Judy Miller	judy.miller@demo.com	2500	1200	200
Natalie Clark	natalie.c@demo.com	2600	1300	50
Emilx Wilson	emily.wilson@demo.com	2100	800	300
Jason Davis	jason.davis@demo.com	2300	1000	100
Lisa Anderson	lisa.a@demo.com	2050	500	0
Kevin Moore	kevin.moore@demo.com	1800	1100	200

‹ 1 2 3 4 … 40 ›

Reflect Your Segmentation in Antavo With Customer Lists

Antavo's Customer Lists API holds the following benefits:

Data-efficient:

By dynamically syncing segment membership information, marketers can keep customer profiles up to date and build segment-driven reward campaigns without moving large amounts of data points.
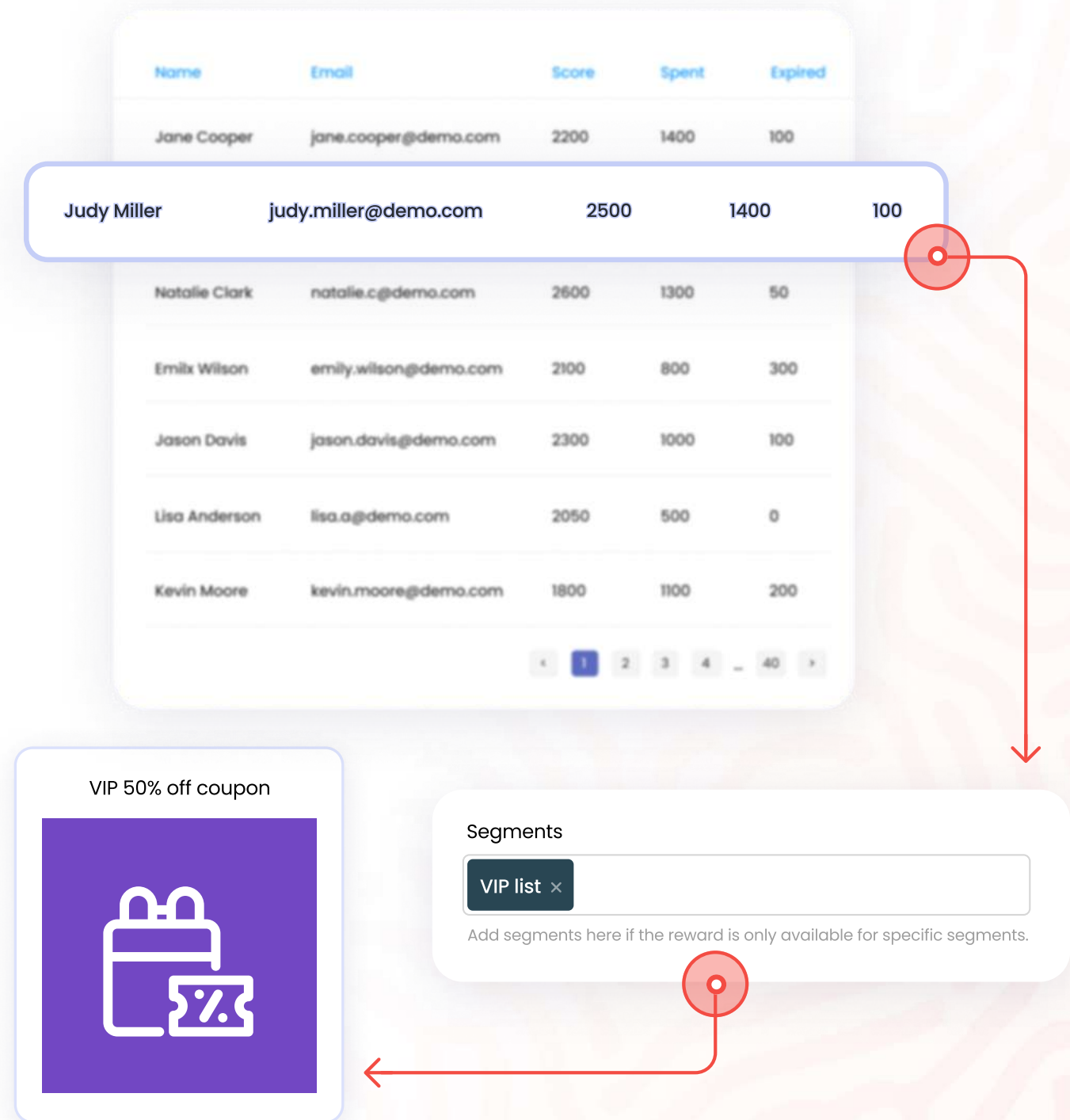
Stable:

As an asynchronous REST API, Customer Lists can synchronize hundreds of thousands of data points without straining loyalty program performance.

Composable:

Thanks to Antavo's API-first approach, this integration can easily fit into your tech stack.

Compliant:

Since only selected parts of the full database are moved to Antavo, businesses can sync segments without sharing a customer's full identity, thus avoiding privacy violations.

Name	Email	Score	Spent	Expired
Jane Cooper	jane.cooper@demo.com	2200	1400	100
Judy Miller	judy.miller@demo.com	2500	1400	100
Natalie Clark	natalie.c@demo.com	2600	1300	50
Emily Wilson	emily.wilson@demo.com	2100	800	300
Jason Davis	jason.davis@demo.com	2300	1000	100
Lisa Anderson	lisa.a@demo.com	2050	500	0
Kevin Moore	kevin.moore@demo.com	1800	1100	200

‹ 1 2 3 4 … 40 ›

VIP 50% off coupon

Segments

VIP list ×

Add segments here if the reward is only available for specific segments.

Support Sports Tracking Through the Garmin Integration

Antavo is expanding its support for non-transactional activities by **integrating with renowned sports wearable brand Garmin.** Because Garmin is the go-to choice for many living an active lifestyle, Antavo helps businesses gear their loyalty programs to professional athletes.

This integration allows Antavo's platform to receive any event recorded through Garmin hardware and incorporate these events into the reward journey through the Workflows module. In other words, a business can reward loyalty program members for running, cycling, or doing any sports activity while using Garmin wearables.

Support Sports Tracking Through the Garmin Integration

Antavo's Garmin integration unlocks a wide range of creative use cases:

Seasonal or thematic challenges:

Offer customers a free yoga mat when they run 30 miles in the March Fitness challenge, or create a triathlon challenge where participants have to run, cycle and swim a set distance.
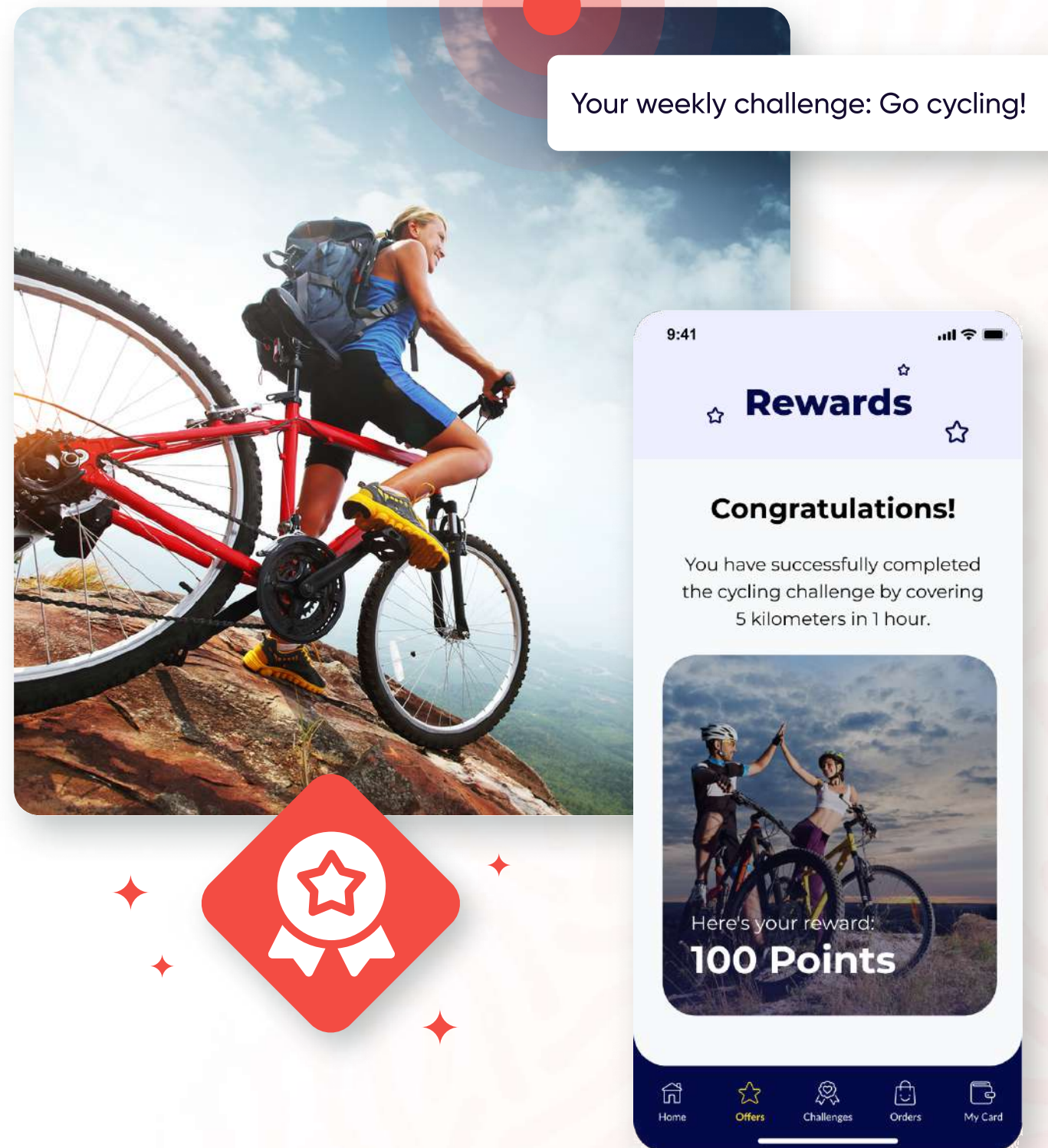
Combine soft and hard actions:

Build an offer where athletic members can earn 200 points by purchasing a minimum of $60 of hiking gear and reaching a new hiking milestone of 10 miles in their Garmin profile.

Use segments from your CDP:

By syncing in sport-related member data through the Customer Lists API, loyalty program owners can target fans of running with specific running-related offers and challenges.

Full Garmin range supported:

No matter whether a customer uses a Garmin smartwatch, chestband, or any of the company's sports apps. Antavo is compatible with all of these tools, as the data is sent in a centralized way.

Your weekly challenge: Go cycling!

9:41

Rewards

Congratulations!

You have successfully completed the cycling challenge by covering 5 kilometers in 1 hour.

Here's your reward:

100 Points

Home   Offers   Challenges   Orders   My Card

Seamless End-to-End Communication Via the Braze Integration

As a pure-play loyalty cloud, Antavo aims to empower hyper-personalized communications with program members by partnering with marketing automation platforms. As part of this mission, **Antavo has joined the Braze Alloys partnership**, becoming part of a curated ecosystem of best-in-breed technology and solutions partners.

Thanks to the integration that comes as part of this partnership, Antavo now supports customer and event data synchronization between the two platforms in a one-way data synchronization from Antavo to Braze. Data can be sent to Braze when key events occur, such as when a loyalty reward is claimed, so you can notify customers about the details of reward redemption.
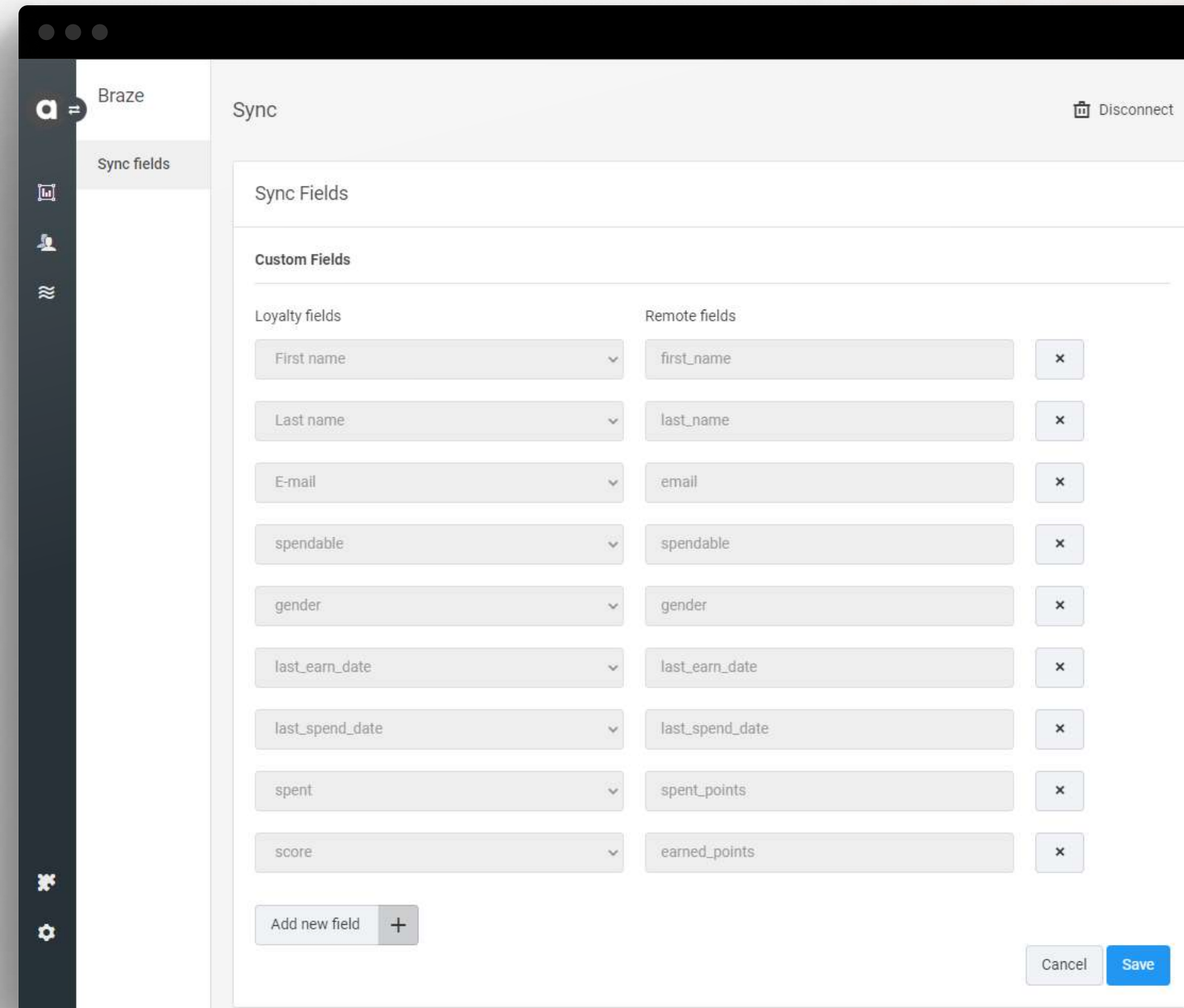
Seamless End-to-End Communication Via the Braze Integration

Based on Antavo's latest improvements, companies can make the most out of the Braze integration:

Full compatibility:

Antavo's loyalty technology compliments Braze's solution as a fully integratable customer engagement platform, making it significantly easier for Antavo customers to use Braze

Unique communication opportunities:

Rewarding customers for athletic achievements gives you new ways to reach out. For example, if a member completes a running challenge, you can send a corresponding message of congratulations.

Fuel marketing automation with loyalty data:

Set up personalized email campaigns that use the data generated by your loyalty program, including member engagement with gamification features, friend referrals, or point balances.
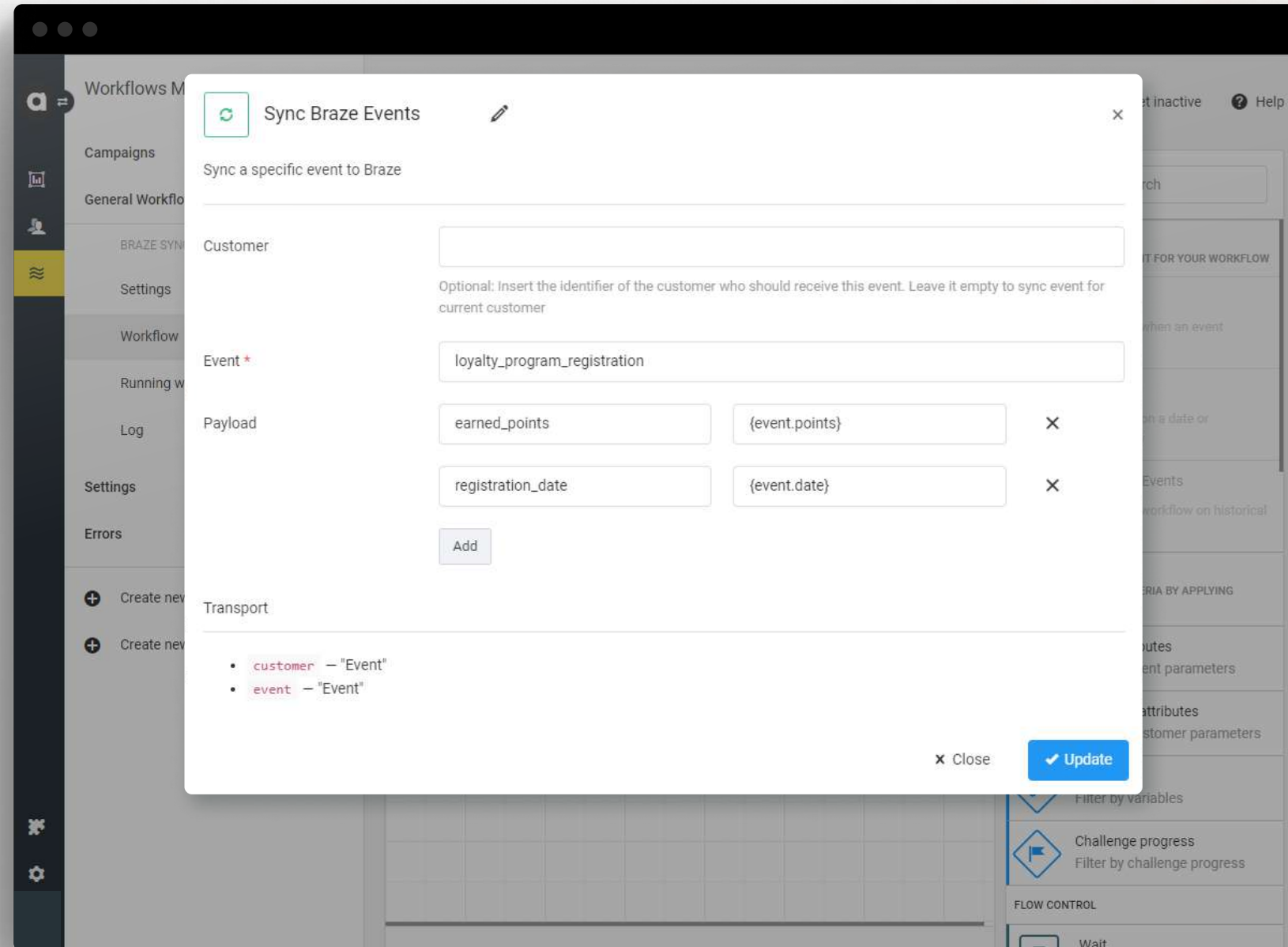
Ready to learn more about our developments?

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.**

antavo
LOYALTY CLOUD

Enter the Next Era of Customer Loyalty

Learn more about our customer
retention technologies

Contact Antavo
and get in touch with our experts!

Loyalty Blog   **Demo**