

antavo
AI LOYALTY CLOUD

Q1/2025

**Points Pooling, Family
Accounts And Community
Building Via "Clubs"**

PRODUCT RELEASE BROCHURE

Executive Summary



In the world of marketing, communities are the golden opportunity. Being able to influence not just a single individual's purchase decision but a whole group opens up so many opportunities for word-of-mouth, UGC, and, of course, boosting customer lifetime value.

Loyalty programs offer a large variety of features to build a community, but one of them stands out: the ability to earn points and rewards together. Call it points pooling or family accounts—this feature is an excellent way to cater to customers as not just individuals, but also family members or friend groups.

And Antavo is here to show you that clubs, points pooling, shared accounts, or family accounts can be done in a fresh way, with very little effort.

Antavo's Q1/2025 Product Release

is dedicated to its new "Clubs" module, our take on integrating points pooling into loyalty programs. The Clubs module offers more than just a way for members to earn points together, though. We offer a template-based system with plenty of customization options. Therefore, you can build a different experience for B2C retail, a B2B service, or even a B2E employee recognition program.

In this Product Release, you can learn:

- How Antavo's Clubs module works
- What are the benefits of using it
- What kind of use cases you can build with it
- The wide range of options that allow you to fully customize the rules



Andras Taraszovics

Head of Product at
Antavo AI Loyalty Cloud

" Talking to our customers, we realized that each brand wants to use points pooling a bit differently. During the development of our Clubs module, we made sure to build a versatile tool that can support a wide range of use cases."

Check Out Our Previous Releases



The Q1/2024 Release covered:

- Reflect segmentation with customer lists
- Support sports tracking with Garmin integration
- Seamless communication with Braze integration



The Q2/2024 Release covered:

- Capturing the invisible retail purchases
- Faster loyalty program launch if you are on Shopify



The Antavo Keynote 2024 covered:

- Introducing the Loyalty Planner, Antavo's latest product
- Meet Antavo's agentic AI solution, Timi AI

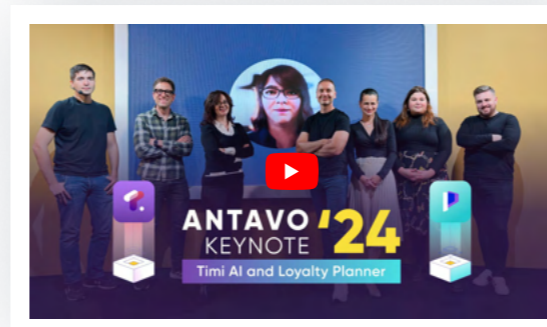


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Click on the video image to watch our related Q1 Product Release webinar.



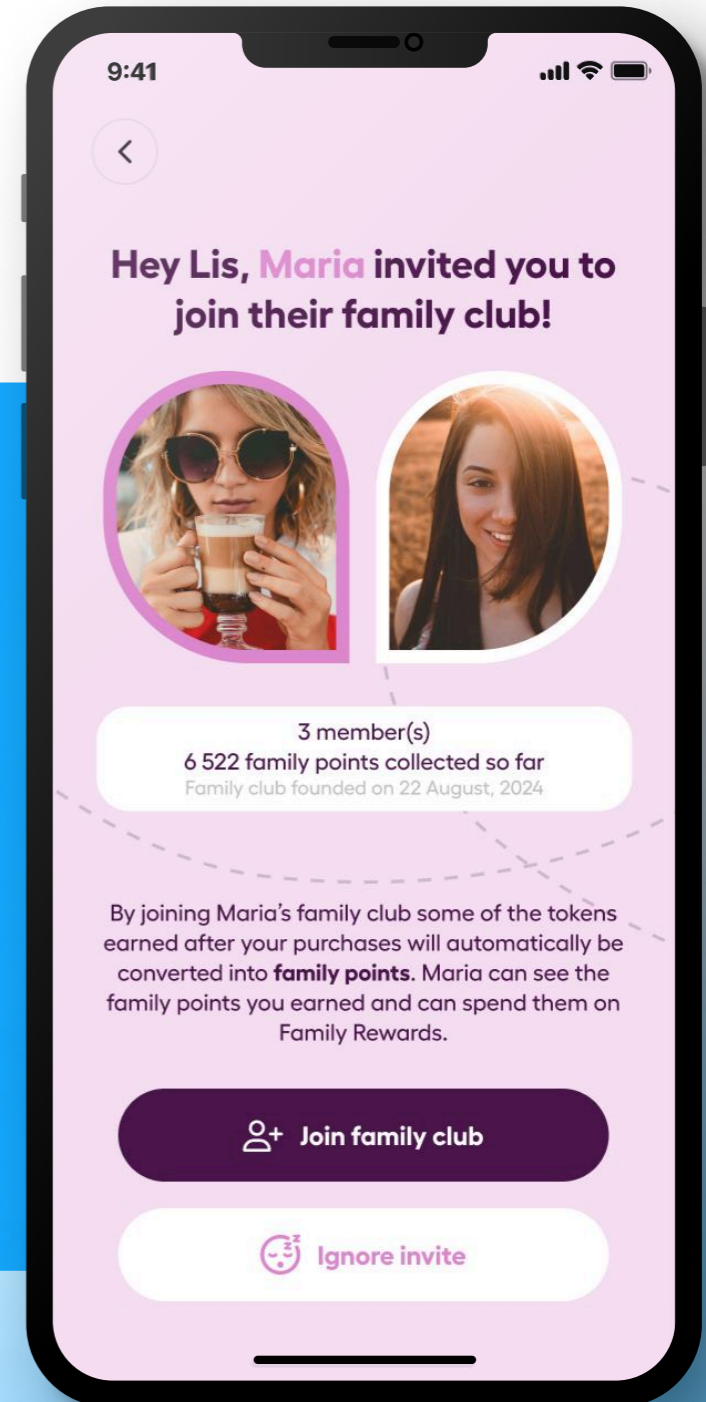
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Introducing the Clubs Module:

Antavo's Take on Points Pooling

Clubs is a new module within Antavo's Loyalty Engine. It allows program owners to add a community-building element to their loyalty program by creating Club templates and setting the rules as part of their Antavo-empowered loyalty programs. Those who enrolled in the program can then set up clubs (groups), invite their friends or family, and start earning points together after every transaction. Club points can then be redeemed for rewards, encouraging collective participation and deeper engagement.

By developing the Clubs module, Antavo's goal was to go a step beyond what's currently available on the market. We wanted to offer a tool that can empower businesses to effortlessly introduce family accounts – but also be flexible enough to support both smaller, simpler Clubs and larger ones that have over 1,000 members.



The Benefits of Building a Community Through Clubs

In essence, Antavo's Club module is meant to create a sense of community, drive brand advocacy among groups, and create long-term engagement by recognizing members as family or community members. After all, customers are less likely to quit a loyalty program that has points pooling, because it would mean leaving their friends (as well as the shared benefits) behind.

Did you know?

- McKinsey called community building the "big idea" in marketing, as it will succeed personalization in marketing.
- 76% of consumers would rather shop with brands that offer points pooling - and 7 out of 10 loyalty program owners think that the benefits outweigh the costs...
- ...Yet only 4 out of 10 businesses offer it in their loyalty program.

For more insights on this trend, check out our **Global Customer Loyalty Report 2025**.

[Download →](#)



Unique Use Cases You Can Achieve With Clubs

For B2C retail - Family accounts:

A family of four are all members of a family account in a supermarket's loyalty program. Each member's purchase adds points to the family account. All members are eligible to turn the accumulated rewards into coupons, ensuring that no matter who is doing the groceries, they have access to good deals.

For B2B businesses - Retail partner clubs:

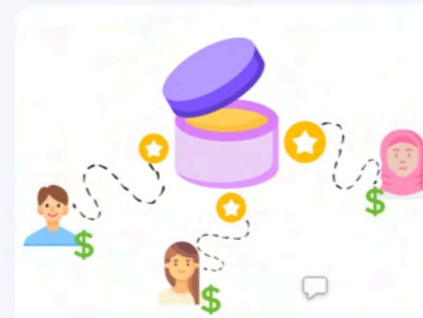
Each retailer in a wholesale supplier's loyalty program can run their own Club. Each employee's purchases contribute to a shared loyalty pool within their respective "Vendor Club." As the group accumulates points, they unlock collective benefits, such as bulk purchase discounts, extended payment terms, or access to exclusive new product lines.

For B2E businesses - Employee appreciation programs:

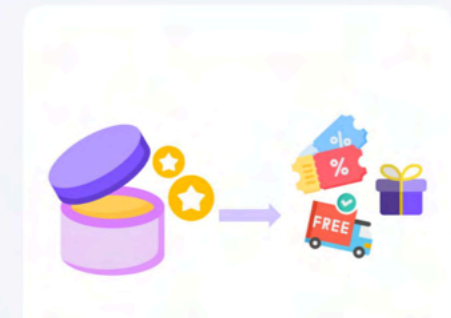
A company establishes a "Team Equipment Club", where employees from different departments contribute points to a shared pool through purchases made for business needs (e.g., office supplies, software subscriptions, or hardware upgrades). As the points accumulate, the team can redeem them for larger shared rewards, like upgraded office furniture.

Antavo Academy offers a dedicated course to help you better understand and configure the Clubs module. If you're an Antavo partner or customer, reach out to us for special access.

How do Clubs work?



Clubs allow loyalty members to contribute to a **shared point-earning pool** through their transactions



Club points can then be redeemed for **rewards**, encouraging collective participation and deeper engagement

How Antavo's Clubs Module Works

Creating a New Club in Antavo's Loyalty Engine is a walk in the park. It all starts with a template: while the Clubs module allows members to join or create clubs within the loyalty program, it's the template where you can set the collective rules on how these clubs work.

Antavo's module allows you to create multiple templates. In other words, you can set up a Club meant for families (with up to 10 members), but later change the concept to a different type of Club that's dedicated to larger sports teams, where up to 10,000 members can join. This process requires no additional implementation and can be done without IT help. However, only one template can be active at any time.

The screenshot displays the 'Clubs' management interface. On the left is a dark sidebar with navigation icons. The main content area is titled 'List of Club Templates' and features a search bar with the filter 'Status is in draft,active,archived'. Below the search bar is a table with columns for 'Name', 'Active clubs', and 'Type'. The table lists several templates, each with a status indicator (draft, active, or archived) and a 'public' or 'private' type label. A pagination control shows '1-5 / 5' items.

Name	Active clubs	Type
Friendship Circle <small>...7f5901efa5</small> archived	1	public
Families <small>...af750a957d</small> active	2	private
Fashion Lovers <small>...6aca019bd6</small> draft	0	public
Beauty Influencers <small>...a1b30a8f51</small> draft	0	private
Travelers <small>...af750a9584</small> draft	0	private
Sweet Tooth Circle <small>...6art017tv6</small> draft	0	public
The Fit Fam <small>...3aca089tp6</small> draft	0	public

Current time: 19:10 (UTC+09:30)

The Business Values of Antavo's Clubs Module

Enjoy huge freedom on Club sizes: The upper limit for each individual Club is 100,000 members. As such, you can do more than just small, family-centric groups, that is a member of 2-6 or so. You can build Clubs around large communities, like sports clubs, interest clubs, etc.

Pick a membership type that supports your business: You can make Club memberships public, so everyone can join, which helps to boost participation. Or it can be invite-only, which adds a feeling of exclusivity while also making it easier for club owners to maintain control over new members. This is also recommended for clubs which are made for families or groups of friends.

Custom-tailor how Clubs operate: You can decide whether the Club points are deducted from the points members would earn for their single account or are added separately on top of it. You can also specify who is eligible to redeem the rewards: everyone or just the club owner. These choices are combinable and can lead to different styles of Clubs and unlock more precise budget control.

Clubs share the same in-depth customization as regular accounts: When it comes to setting Point Economy for Club templates, like point expiration, you enjoy the same in-depth options you would have for regular earn & burn loyalty programs.

The screenshot displays the 'Create new Club Template' interface. On the left is a dark sidebar with navigation icons. The main content area is divided into two panels. The left panel, titled 'Clubs', shows a dropdown menu for 'Club Templates' and an 'Edit' button. Below this are two options: 'Create a new Club Template' and 'Create a new Club'. The right panel, titled 'Create new Club Template', contains a form with the following fields:

- Name ***: A text input field containing 'Fashion Lovers' and a 'Translate' button. Below it is the instruction: 'Enter the name of the Club Template.'
- Club Template Type ***: Two radio button options: 'Public: Allows loyalty members to join the Club without approval if they have the invitation link.' (selected) and 'Private: Requires invitation for loyalty members to join the Club.'
- Club Member Limit ***: A text input field containing '100000'. Below it is the instruction: 'Enter a number between 2 and 100,000.'
- Contribution Settings**: A section with two radio button options: 'A set percentage of the collected points go to the Club's account instead of the customer account' (selected) and 'The customer gets an additional percentage of points that go to the Club's account'. Below these is the instruction: 'After club template activation it cannot be edited.'
- Contribution Percentage ***: A text input field containing '20' and a '%' symbol. Below it is the instruction: 'The value must be a whole positive number between 1 and 100.'
- Minimum Points Threshold**: Two radio button options: 'No minimum points required' and 'The minimum point value is' (selected). Below this is a text input field containing '100'.

At the top right of the form is a 'draft' status indicator.

Reviewing Club Progression on the Member's Page

On Antavo's Management UI, you can review the progress of individual Clubs: how many members they have, how many points each individual person earned or spent, and what the overall progress is, etc. This provides a clear view of a group's overall lifetime value and engagement level.

Your program managers also have the option to manually add or remove members from Clubs—or even disband a club if a situation calls for it. And just like with individual loyalty program participants, program managers can add or subtract points, giving program owners a wide array of tools to flexibly run points pooling as part of their loyalty program.

Members of Running Addicts

+ Add member 🗑 Disband ⚙ Club Point Adjustment

26,200 Contributed Points 5,000 Spent Points 21,200 Spendable Points

20 1-15 / 1

Customer	Role	Contribution	Spent
Theresa Day ...caba8eedd4	owner ● active	10,000	1000
James Wilson ...8fceaa402e	member ● active	1000	500
Olivia Johnson ...3c6f5a1670	member ● active	890	0
Benjamin Smith ...ffecf2cc0d	member ● active	260	0
Charlotte Brown ...3b7a6c9de2	member ● active	650	300
William Davis ...00e30bd20c	member ● active	250	0
Abigail Taylor ...f7ac57a6f6	member ● active	1200	0

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, as well as bug fixes.

Want to learn more?

Read our [Release Notes](#) 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 [request a demo here](#).



Enter the Next Era of Customer Loyalty

Learn more about our customer
retention technologies

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