



Antavo Ltd. Successfully Completes the “(ANTAVO) Loyalty Planner – LLM/Machine Learning–Powered Loyalty Program Designer” R&D Project

Antavo Ltd. has successfully completed its research and development project titled “(ANTAVO) Loyalty Planner – LLM/Machine Learning–Powered Loyalty Program Designer” (Project ID: 2023-1.1.1-PIACI_FÓKUSZ-2024-00012).

The successful completion of the project marks the end of a development process aimed at fundamentally rethinking how loyalty programs are designed and operated while significantly improving their effectiveness. The project focused on loyalty systems that support both customer retention and new customer acquisition, enabling businesses to strengthen customer relationships more effectively and gain deeper insights into consumer needs.

The development addressed a key industry challenge: replacing highly customized and difficult-to-scale software implementations with more flexible, iterative, and measurable solutions. As part of the project, the Antavo Planner module played a central role by facilitating collaboration between system integrators and loyalty software providers in a way that is unique in the global market. Built on state-of-the-art artificial intelligence technologies—particularly Large Language Models (LLMs) and Machine Learning (ML)—the solution enables more efficient loyalty program planning and optimization.

As a result of the development, the loyalty program design process has become significantly simpler and more efficient. Another major achievement of the project is the strengthening of data-driven operations, allowing program performance to be continuously measured and improved, thereby directly contributing to better business outcomes.

The project's ultimate objective—maximizing the return on investment of loyalty programs—has been achieved through the creation of an integrated intelligent system capable of continuously refining loyalty mechanisms and delivering substantial efficiency gains for market participants.

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The project received HUF 526.47 million in non-refundable grant funding and was carried out between 1 February 2024 and 31 March 2026.