

LOYALZOO

# Digital Loyalty

The future of marketing for  
your small business



Run your loyalty program directly from your  
point-of-sale, desktop, tablet or smartphone

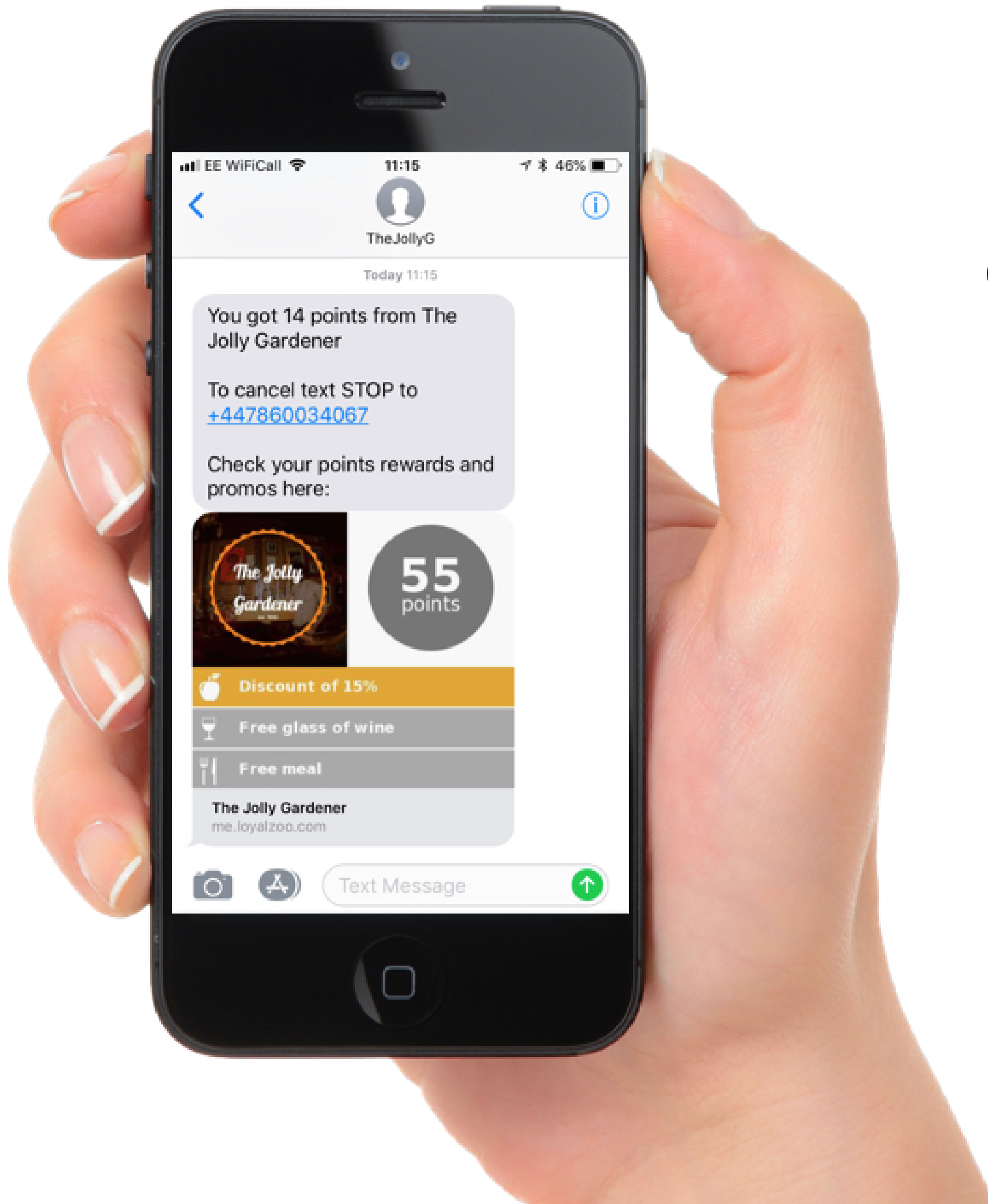


# WHY HAVE A DIGITAL LOYALTY PROGRAM?

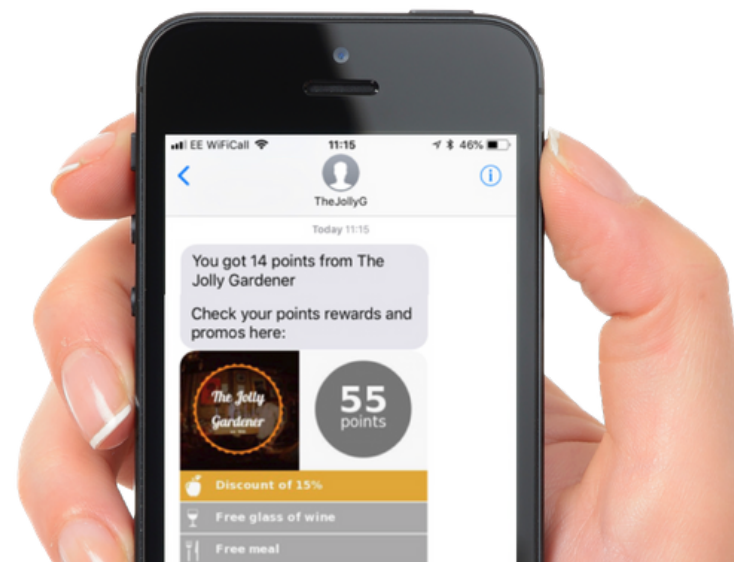
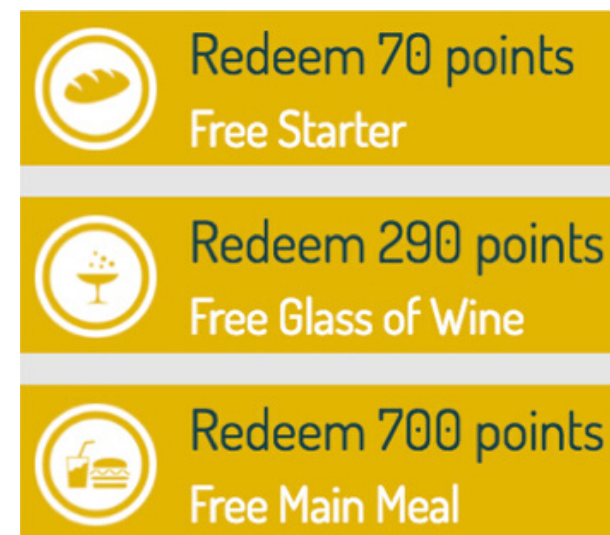
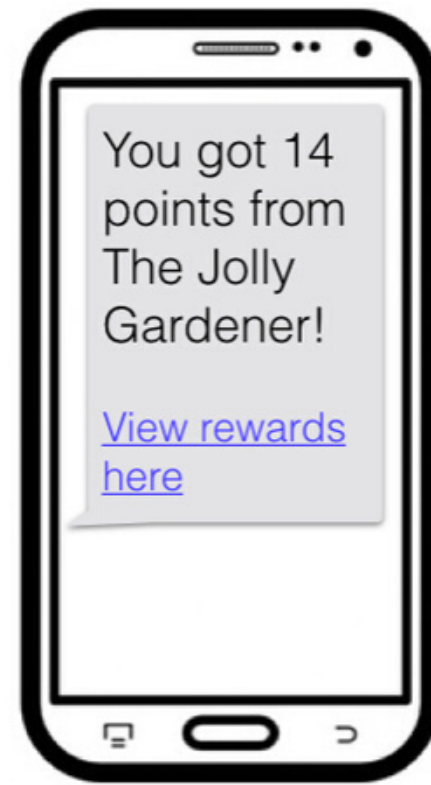
Customers close to unlocking a loyalty reward will spend

# 39%

more than usual



# How does it work?



## HIGHER ENGAGEMENT

Loyalty points sent via SMS, email or push

## INCREASED SPEND

Tiered rewards encourage extra spend and repeat visits

## MEASURE ROI

Market directly to customers phones & measure your success

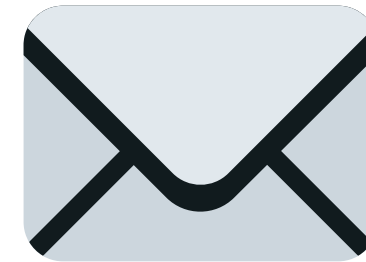
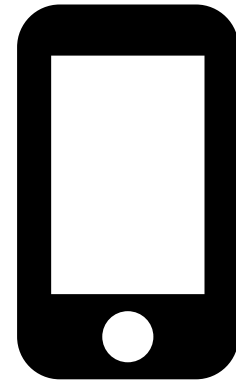


# What makes us so special?

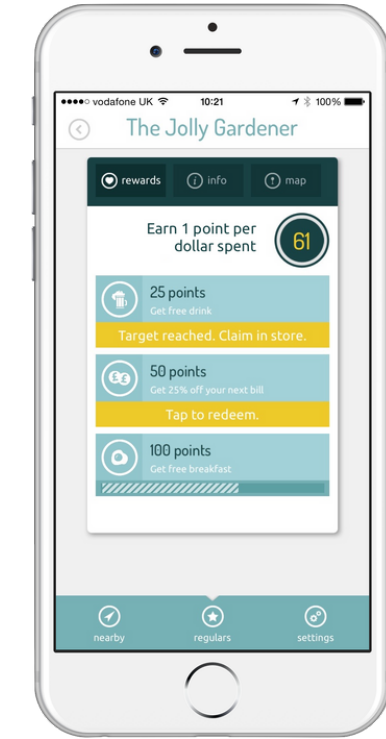
Support chat available 24/7 from the Loyalzoo software



Customers can sign up by providing either their phone number or email



For quick-service, customers can download app for fast sign-up & check-in



Supports multiple stores, share points between locations



Engage customers with customized marketing messages



Handsfree Marketing sends auto-promotions at the perfect moment



# My Customers

Type here to create or search customer



**dopulo**

james@james.com  
Checked in 1 day ago



286



**Babo**

Checked in 2 days ago



10



**Naz**

ntuzunalper@gmail.com  
Checked in 7 days ago

22

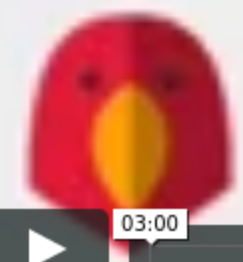


**Jessica**

07854 952236  
Checked in 21 days ago



126



**JD**

sumitgangrade1006@gmail.co  
Checked in 28 days ago



**Jessica Edit**

Likes white coffee  
21 days since last purchase



126

Tap to give points

1 point for every pound spent

[Undo 110 points](#)

1

2

5

10

20

50



Redeem 50 points  
Get 5% off your next order



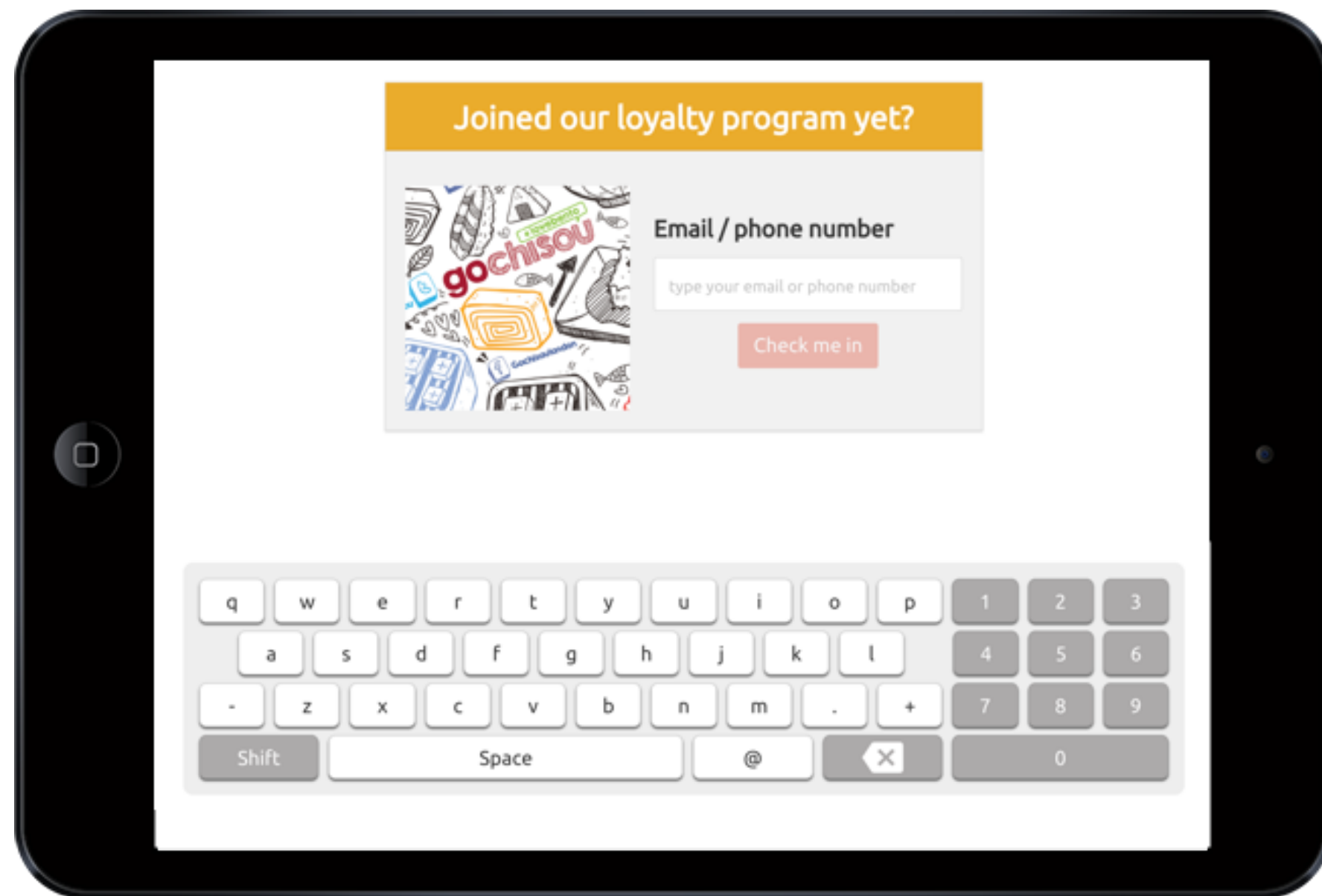
Welcome, enjoy a free coffee on us next visit



Redeem 100 points  
\$10 off your next order



Redeem 300 points  
Bottle of Prosecco with your next meal



# Fast sign-up

Customers can sign-up and check-in on a customer-facing tablet

"Loyalzoo has many great features, is easy to use and has become a staple of our business. Customers love it and it's so easy to setup and use. Anytime I've needed help the staff have been prompt and courteous. This is hands down the best loyalty app."



**Preston Judd**  
Current Vapor



# Real results.



## MOON HAIR & NAIL SPA

Increased average customer spend by 15% within 2.5 months



## AVENA WELLNESS CENTER

Increased average customer spend by 26% within 8 months



## NOVA'S BAKERY

Increased average customer spend by 51% within 4 months

**Happy  
customers =  
HAPPY BUSINESS OWNERS**



## LACQUERED UP

"I love that it's so easy to use and simple. You can customize how you want your points to be. Whether it's a point per dollar, or a point per visit, or point per item/service, it's easy. It's simple for what I need for my business and at the right price."

**Hoang Tran**

## BUBBLEWERKS

"I can't say enough good things about this app. I truly rely on it to run my business. We own a car wash and most of my customers are part of our rewards program. We check them in by phone number and I get to really know my customers by name. I can also communicate with my customer database two times a month with any promotion or simple message that I choose. Give it a try, you won't regret."

**Catherine Outlaw**





Base Plan  
\$27/month

7 DAY FREE TRIAL

Set up to 10 rewards

Point balances and marketing  
messages sent via: Email or push  
(No SMS)

Send up to 2 x blast marketing  
messages per month

Handsfree Marketing

SMS upgrade  
\$67/month

7 DAY FREE TRIAL

Set up to 10 rewards

Point balances and marketing  
messages sent via: SMS, Email or  
push

Send up to 2 x blast marketing  
messages/month

Handsfree Marketing

SMS + Promo  
\$97/month

7 DAY FREE TRIAL

Set up to 10 rewards

Point balances and marketing  
messages sent via: SMS, Email or  
push

Send up to 4 x blast marketing  
messages per month

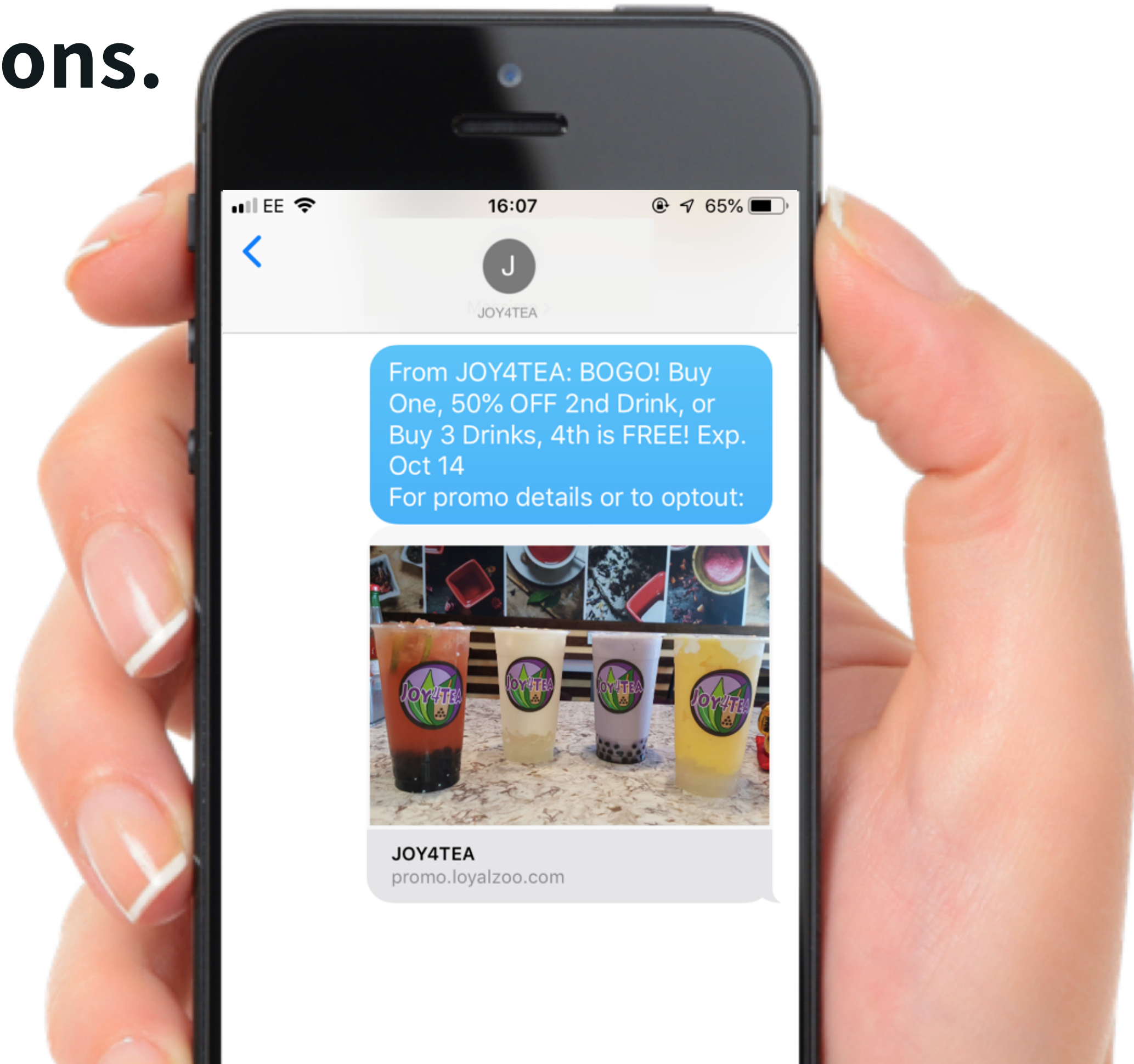
Handsfree Marketing

Start your 7-day free trial by signing up from our website

[www.loyalzoo.com](http://www.loyalzoo.com)

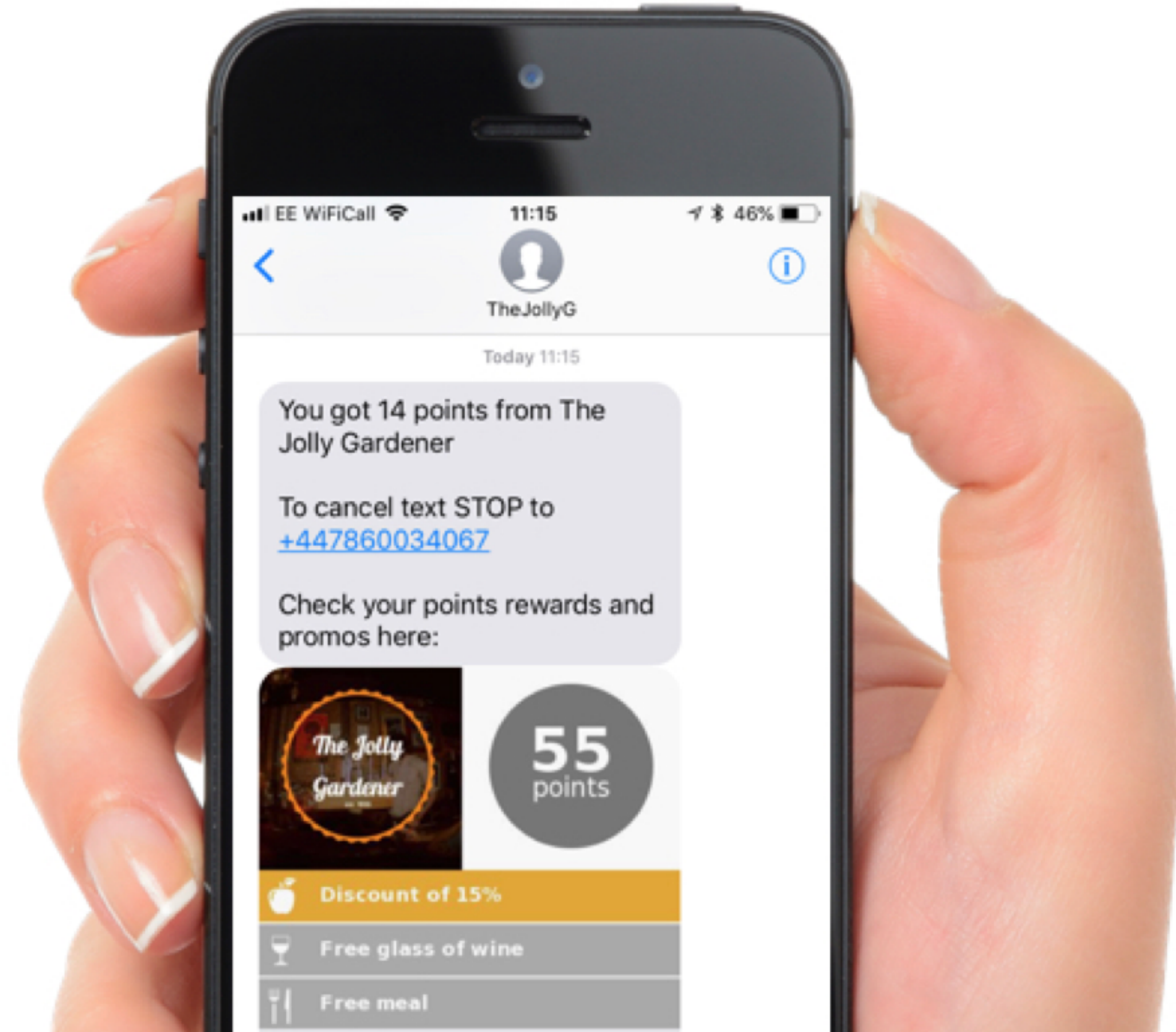
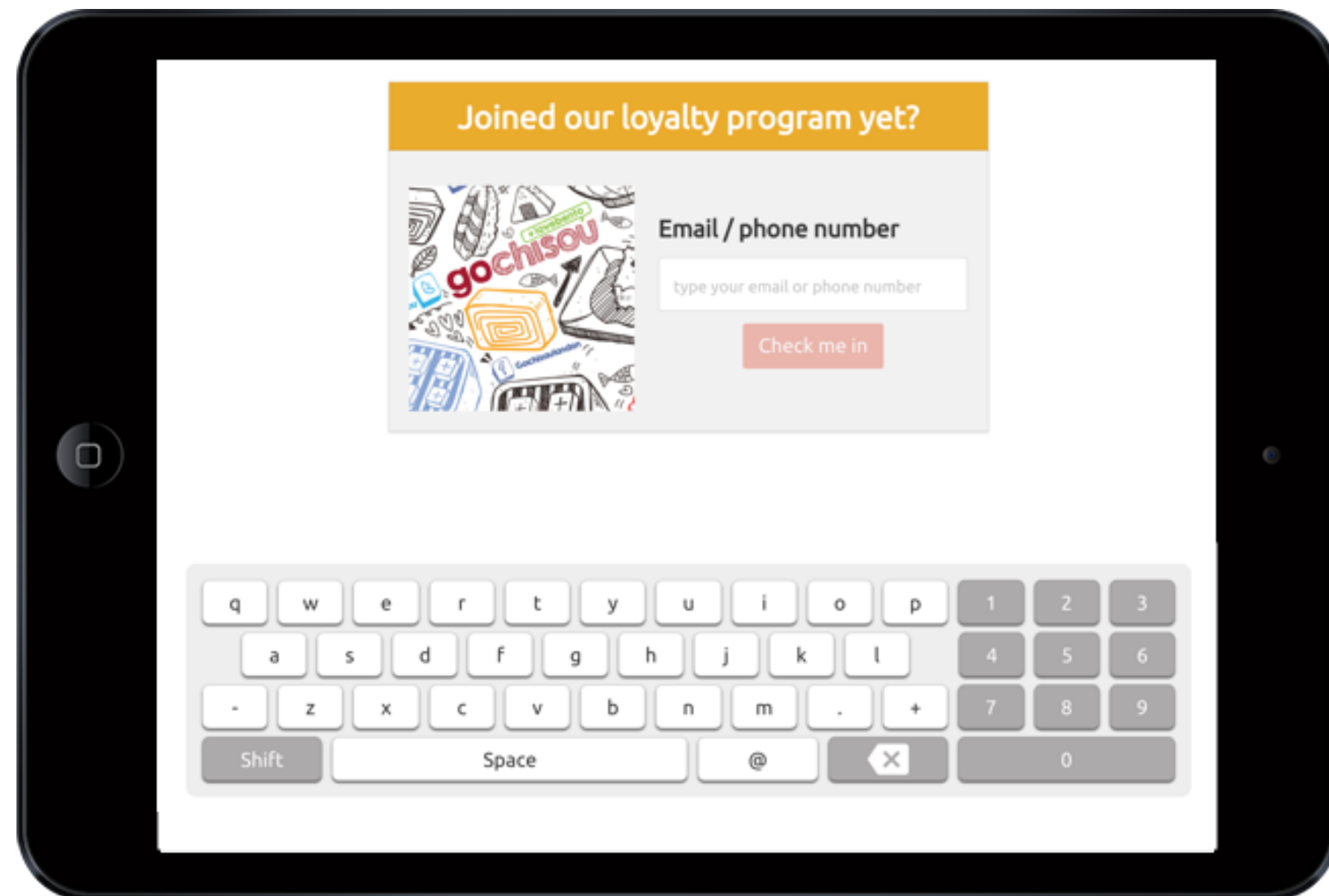
# Rich promotions.

Images displayed in SMS at no extra cost



# Branding.

Branding displayed in-app, SMS points balances and customer facing check-in screens





# Competitive advantage

We can transfer data from any competing loyalty systems within 1 working day. Just send a CSV or excel file to [hello@loyalzoo.com](mailto:hello@loyalzoo.com)



FiveStars

- Set-up fees
- Costs between \$179 - \$399/month
- Customer must install the FiveStars app
- 50c for every promo redeemed
- Charge for MMS (Images in SMS)
- Extra hardware required



Appcard

- \$129/month
- No SMS (Email or push only)
- Blast marketing messages only, no automated marketing
- Extra hardware required

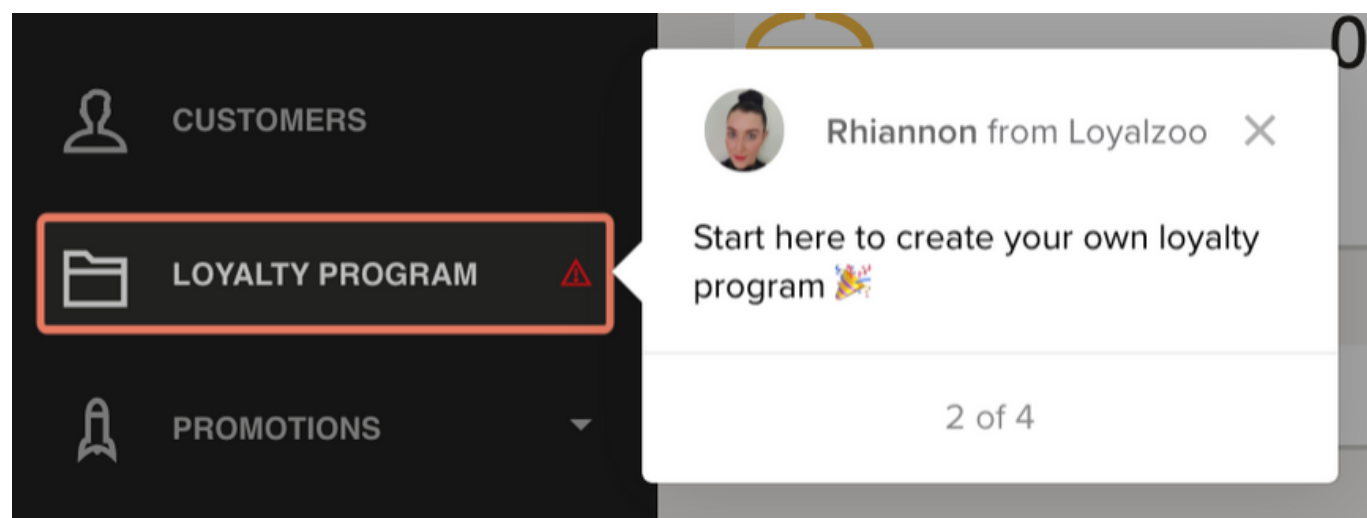


TapMango

- Set-up fees
- \$189/month
- Promotions limited to 10,000 emails & 1000 SMS/month (additional cost for more)
- Extra hardware required

# Full on-boarding process.

Support chat available 24/7 from the Loyalzoo software



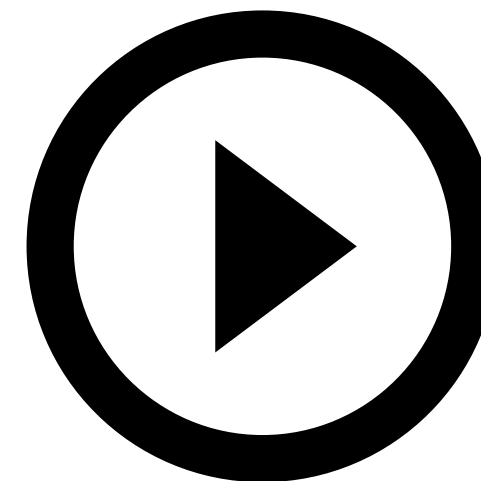
Merchant signs up to Loyalzoo from the website [www.loyalzoo.com](http://www.loyalzoo.com)



Chat system takes merchant through step-by-step product tour



Tutorial videos sent in email and in chat



Follow up support call to merchant



# Get in touch



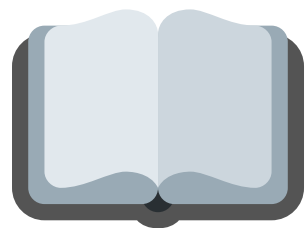
VISIT OUR WEBSITE AND CHAT WITH OUR LIVE  
CUSTOMER SERVICE TEAM

[www.loyalzoo.com](http://www.loyalzoo.com)



SNAIL MAIL

[hello@loyalzoo.com](mailto:hello@loyalzoo.com)



HELP SECTION

[help.loyalzoo.com](http://help.loyalzoo.com)

