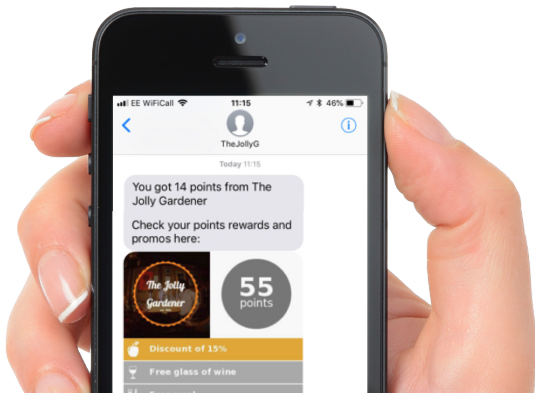


# PLASTIC CARDS VS.

- **Manufacturing Costs:** the price of printing loyalty cards soon mounts up, especially when they're prone to going astray
- **Low redemption:** cards that are never registered or get lost or are often forgotten and more likely to go unused, making loyalty redundant.
- **Lack of Data:** messaging and rewards cannot be targeted

# DIGITAL LOYALTY

- **Intelligent Marketing:** you can collect customer purchase data to target promotions
- **Easier to Use:** a fully automated digital system means all purchases are tracked and counted, making it easier to earn and redeem reward points
- **Integrated:** Loyalzoo works in tandem with your SmartPOS to send promotions to smartphones via SMS, email or push notification in real-time



# CASE STUDIES.



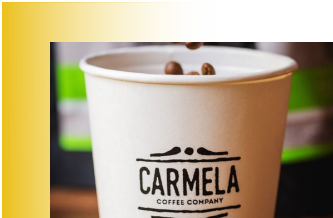
## ROLL ON IN TAKEAWAY

Increased average customer spend by 21% from Aug 2019 - Aug 2020



## ADORN BEAUTY

Increased average customer spend by 32% from Aug 2019 - Aug 2020



## CARMELA COFFEE

Increased average customer spend by 36% from Aug 2019 - Aug 2020



## VAULT BREWING CO

Increased average customer spend by 37% from Aug 2019 - Aug 2020