

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.

Gochisou.

4 years on from starting their loyalty program with Loyalzoo, they are still achieving incredible results! This year alone (2019) Gochisou increased their repeat clientele by 27% and increased their average customer spend by 30%



On average, a business using Loyalzoo to run their loyalty program sees a 13% increase in revenue