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HOW TO FUEL YOUR REVENUE ENGINE WITH A MODERN PROMOTIONS & LOYALTY STRATEGY

THE MARTECH
SUMMIT
BERLIN

March 22, 2023

MORE THAN EVER, PROMOTIONS & LOYALTY MATTER...

With rising inflation, European consumers are:

Value-seeking shopping	**70%** feel the impact of inflation while shopping
Waiting for promotions before buying	**64%** Spend more on brands offering % and rewards
Switching retailers to get better prices	**75%** Will try a new brand when offered a promotion
	55% Want to be recognised for their loyalty
Seek a seamless CX	**37%** Switched brands because of a bad CX

Loyalty Programs Market in Germany will increase from US$ 4620.1M in 2021 to reach US$ 8054.7M by 2026.

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... WHEN DONE THE RIGHT WAY

Recognize, Acknowledge & Embrace Customer Uniqueness...

90% Prefer an omnichannel experience

74% Say sustainability matters

82% Want a brand's values to align with their own

52% Research products online and buy in-store

... across omnichannel paths-to-purchase

Loyalty program

Welcome Points

Referral

Newsletter

Website

Reward

Email

Geolocation

Survey

Online Comparison

Digital Touchpoints

Physical Touchpoints

In-Store Promo

Direct mail

Store visit

TV/ Outdoor Ad

Points redemption in-store

CONVERGING SHOPPING TRENDS ACROSS INDUSTRIES

BEAUTY

ALCOHOL

PERSONALIZATION

63%
Expect tailored XP (GenZ)

Value Exchange
Insights & Segmentation
Custom Rewards

47%
Open to share data (GenZ)

PREMIUMIZATION

+15%
Growth in 2022

Omnichannel Experience
Emotional Engagement
Experiential Rewards

+13%
Growth by 2024

SUSTAINABILITY

32%
Shop sustainable

Brand Affinity
Authenticity & Transparency
Reward Ethical Behaviours

41%
Boycott greenwashing

LOYALTY & PROMOTIONS

76%
Wait for offers (UK)

Layered Promotions
Co-branded Activations
Incentivize behaviours, Tier rewards

25%
Buy on discount (UK)

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BRANDS: STRATEGIC NEEDS IN 2023
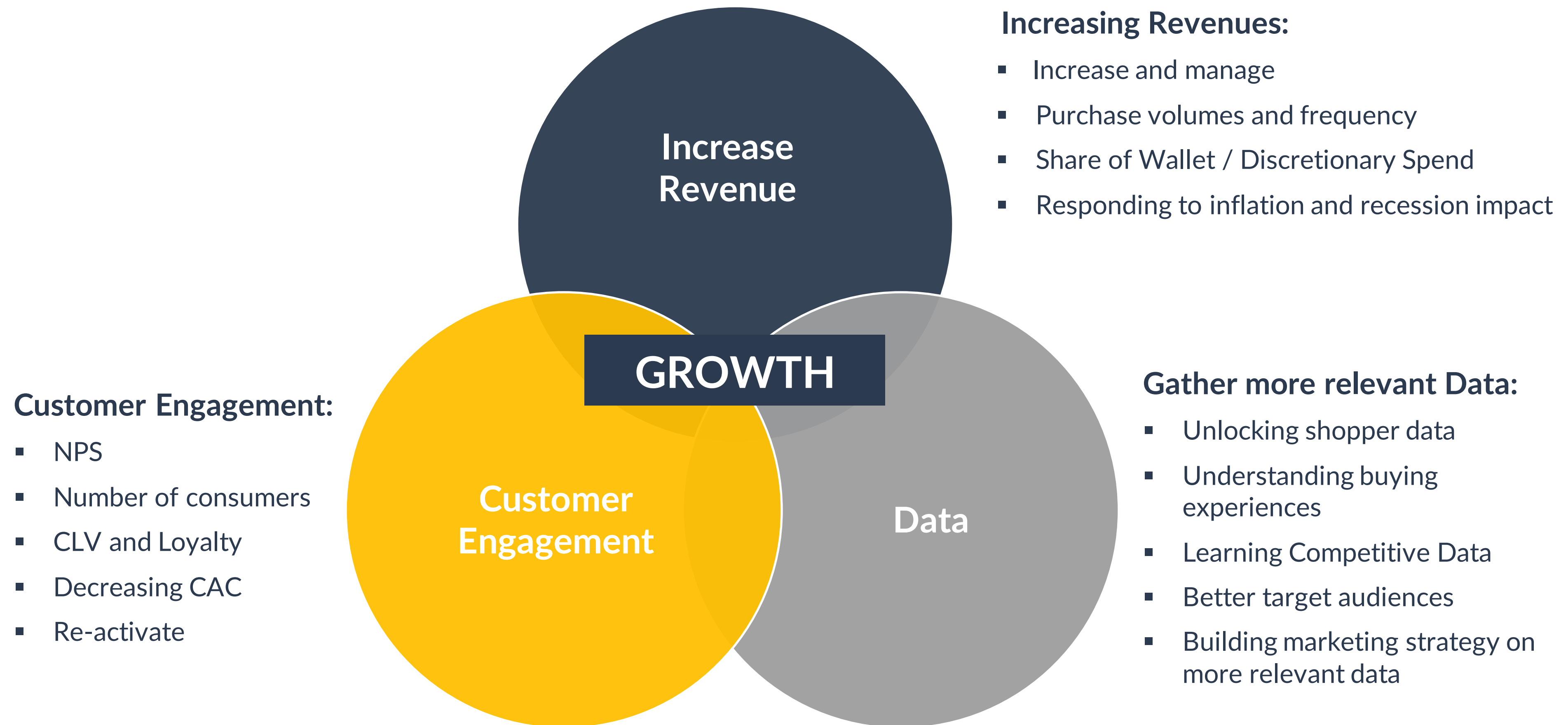
Increasing Revenues:
- Increase and manage
- Purchase volumes and frequency
- Share of Wallet / Discretionary Spend
- Responding to inflation and recession impact

Customer Engagement:
- NPS
- Number of consumers
- CLV and Loyalty
- Decreasing CAC
- Re-activate

Gather more relevant Data:
- Unlocking shopper data
- Understanding buying experiences
- Learning Competitive Data
- Better target audiences
- Building marketing strategy on more relevant data

Increase Revenue

GROWTH

Customer Engagement

Data

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START BUILDING RELATIONSHIPS FROM THE FIRST INTERACTION...

Right expectations
Transparency
GDPR

Behavioural
1:1 interactions
Next best action

Anticipate
Sense of belonging
Iterate

VALUE EXCHANGE

PERSONALISATION

ENGAGEMENT

ACTIVATION

EXPERIENCE

Deliver on value
Omnichannel
Enrich profiles

Seamless CX
Recognition
Satisfaction

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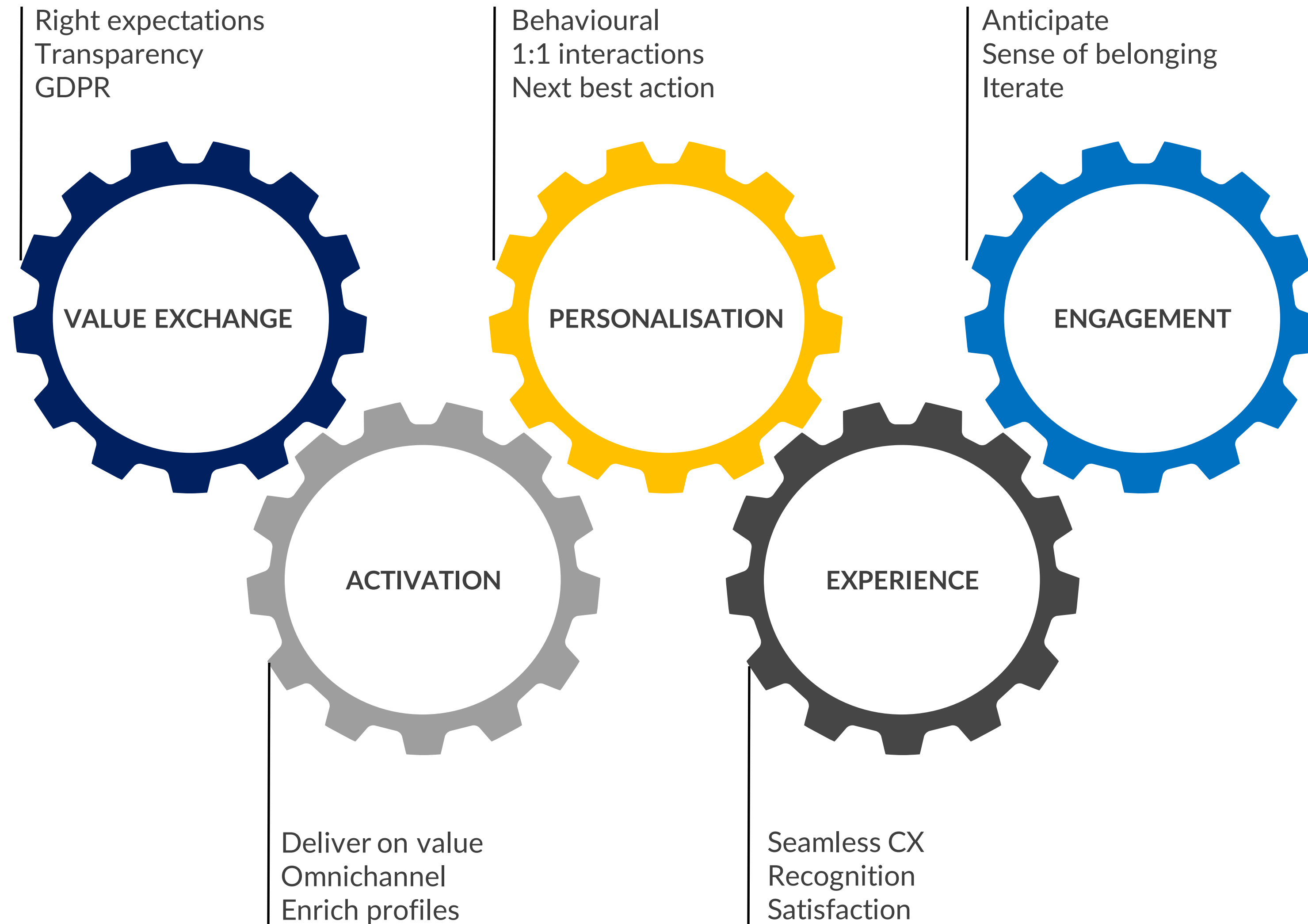
... TO FOSTER LONG TERM LOYALTY & STABLE GROWTH

Outer ring (dark segments): Awareness, Interest, Trust, Data sharing, Recognition Trust +, Data sharing + Spend, + Engagement + CLV, Advocacy

Inner ring (gold segments): Meet your audience, Show value, Be genuine, Data foundation, Segmentation & Analytics, Targeted Promotions, CX, Audience & market expansion

Brand
Customer

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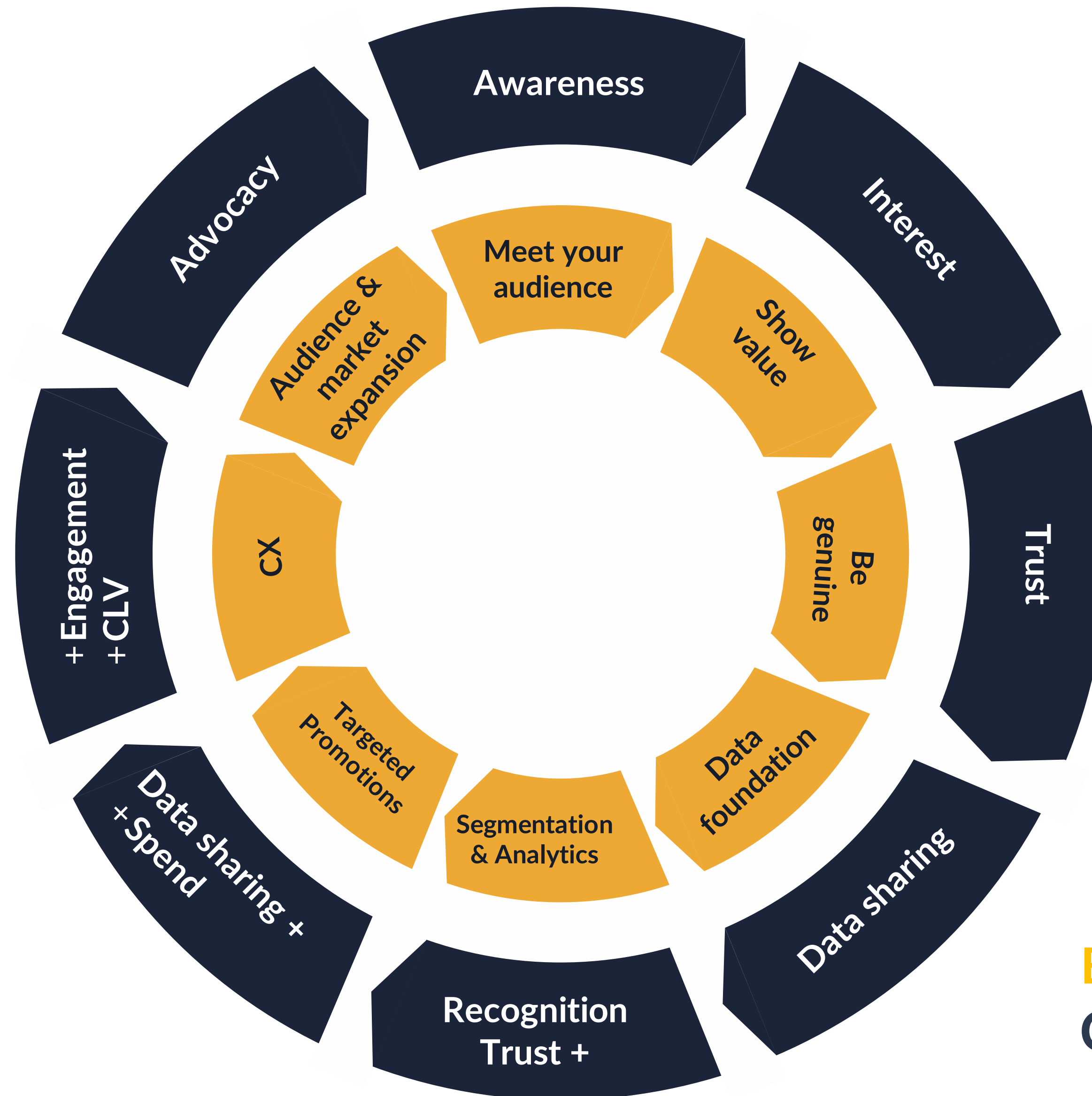
MARTECH TO ENABLE INDIVIDUALISED, OMNICHANNEL ENGAGEMENT

Listen, collect and activate information & data across owned and non-owned channels

TRANSACTIONAL

Shopping cart   Offers

Omnichannel   Incentives

COMMUNICATION

Geolocation   Call center
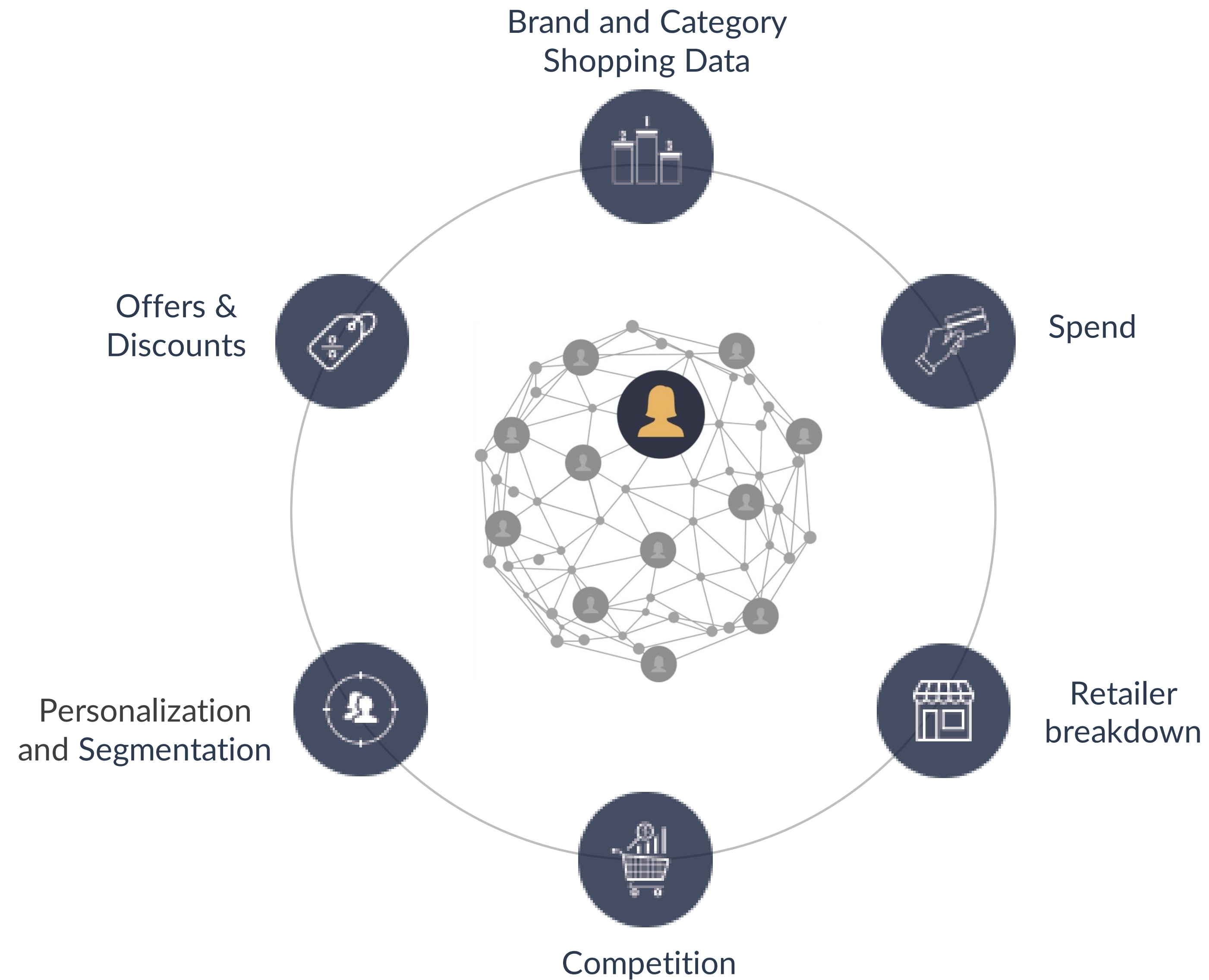
Chat bots   Social

In-store assistant

Dynamic customer profile + Value Exchange Engine
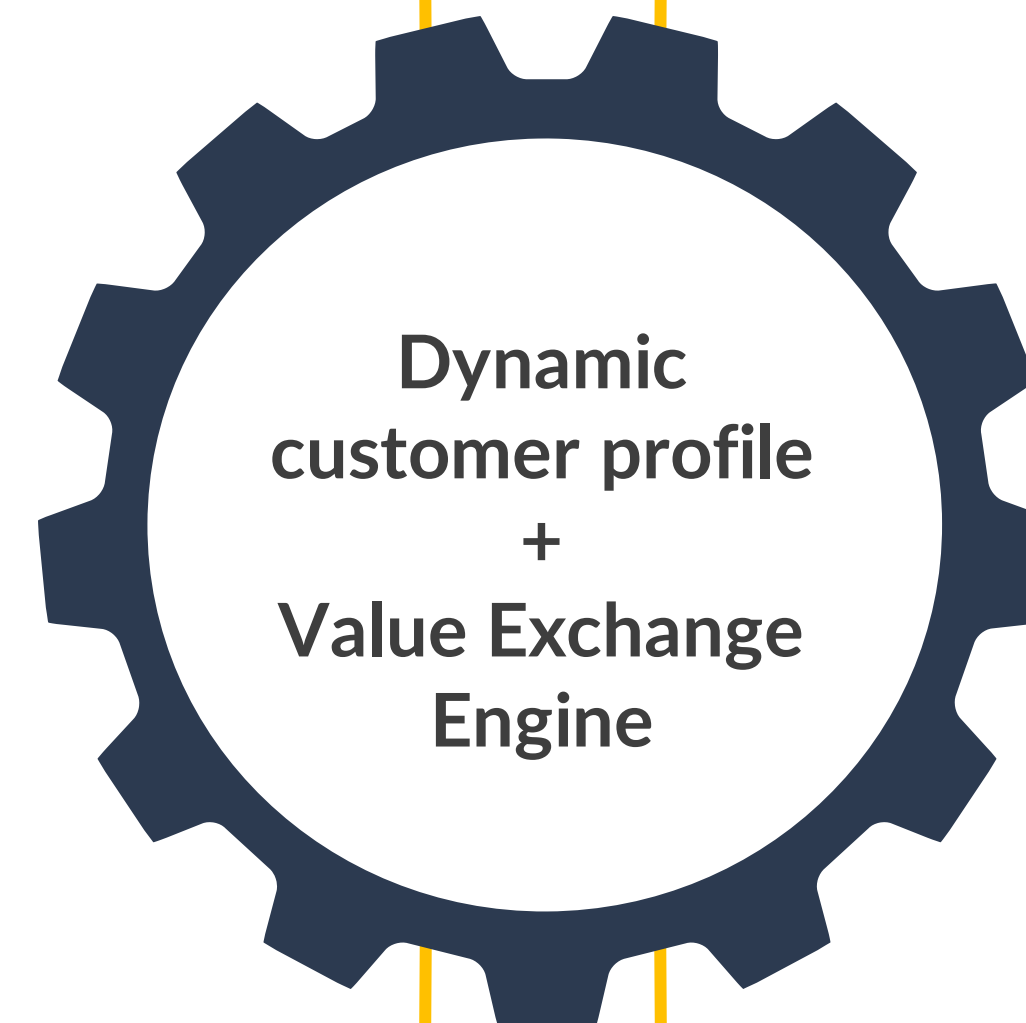
BEHAVIOURAL

Customer portal   Sweeps & Quizzes   Online Reviews

Surveys   AR

LOYALTY

Loyalty program   Rewards

MGM

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BEYOND THE DATA GOLDMINE: WHAT'S NEXT?

Brand and Category Shopping Data

Offers & Discounts

Spend

Personalization and Segmentation

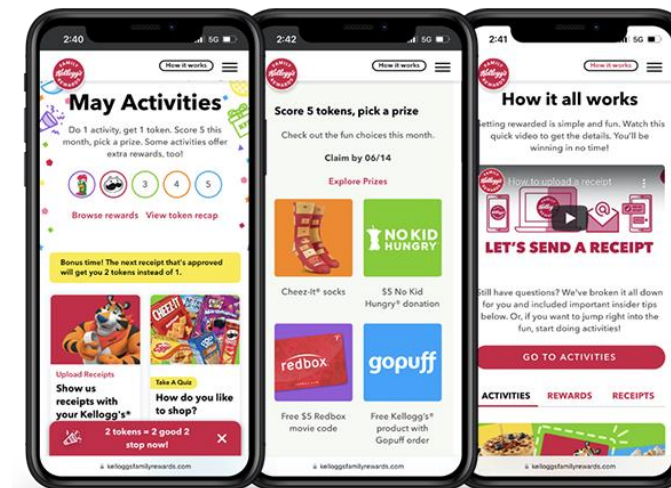Retailer breakdown

Competition

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FROM PROMOTIONS TO LOYALTY

Promotions
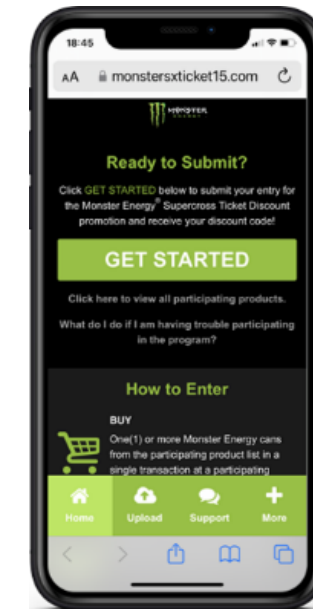
- Drive sales and cement their brands dominant positioning as the go-to beverage of choice amongst SuperCross fans.
- Gift With Purchase Program (10$ off on Super Cross Tickets)
- Receipt upload

Collection

- Points based cross brand coalition programme, points accrual via receipt scanning
- API First End Client Portals via web and application
- Behavioural interactions to enrich the user experience
- Kellogg's provides a rich set of reward options including music and holidays

Loyalty
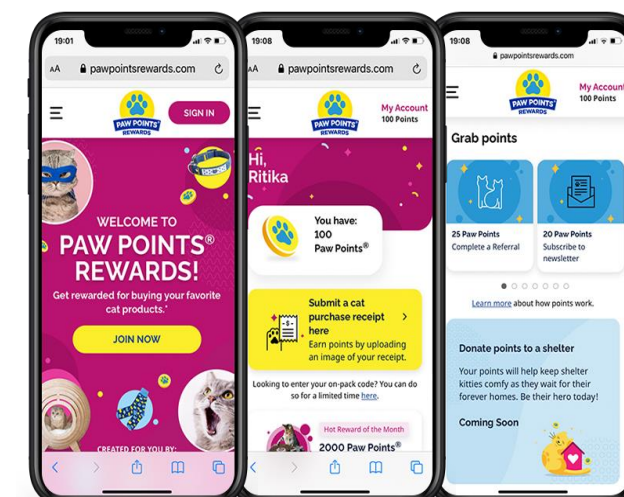
- Clorox - Category program, value-oriented end-to-end Loyalty Rewards program that reinforces the virtuous Member circle at each interaction.
- Tiered point system
- Cross-brand loyalty
- Behaviour-based earning (referrals, registrations, surveys, MgM)
- Value-based rewards (including charity rewards)
- ROI benchmarks from data and user acquisition

Key Advantages

- 360 consumer data capture to drive actionable insights
- Increase commercial and operational efficiencies
- Increase brand exposure
- Partner Opportunities

CASE EXAMPLE

TITO'S VODKA CHARITY PROMOTION

1

STEP 1

Customer chooses a charity organisation

2

STEP 2

Tito's makes a donation

3

STEP 3

Customer is entered to win

- Non-purchase based promotion
- Drive CRM acquisition for further engagement based on values
- Strengthen emotional connection with the Brand
- Build a shared identity around authenticity and American roots

PLANNING YOUR NEXT PROMOTION / LOYALTY PROGRAM?
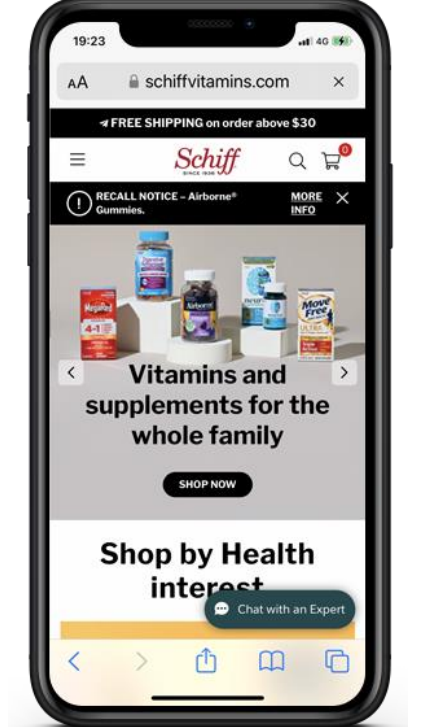## GET INSPIRED!

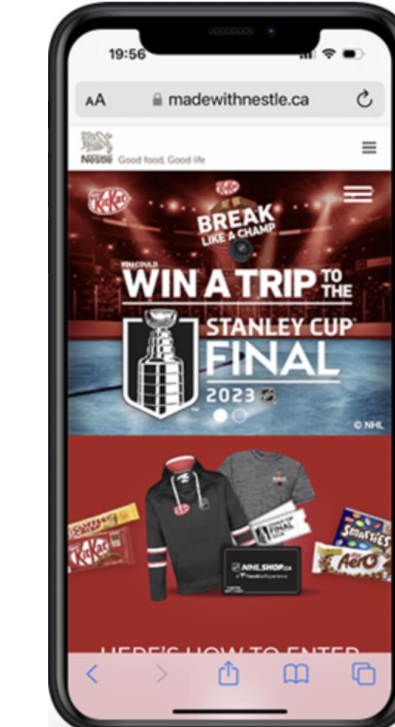| Drive frequency	Increase awareness	Build engagement	Capture new audiences	Drive basket growth	Build brand affinity	Heightened Engagement	Omnichannel loyalty

Hagen Rewards — S.PELLEGRINO — NESCAFÉ RICH·RICHE — O·P·I XBOX — Unilever — DURACELL — Nestlé — reckitt

Punch Card	Sweepstakes	Instant Win	Co-branded promotions	Retail Rewards	Charity Rewards	Instant win + Sweeps	Loyalty

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MAKE YOUR LOYALTY POINTS FUN!

Sports & Gaming Rewards to enhance your Loyalty Program

Enable your members to **'play'** with their loyalty points, to win cash!

Bally GAMBIT

A global entertainment leader in sports betting & gaming brings your members a 'game-changing' world class engagement experience.

Drive Engagement

Enhance Retention

Reduce Liabilities

Increase Ways to Earn

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WANT MORE INSPIRATION OR CASE STUDIES ON THE HOLY GRAIL OF CUSTOMER ENGAGEMENT?

Keynote Presentation | [Customer Acquisition] How to Fuel Your Revenue Engine with Modern Promotions & Loyalty Strategies

Q&A