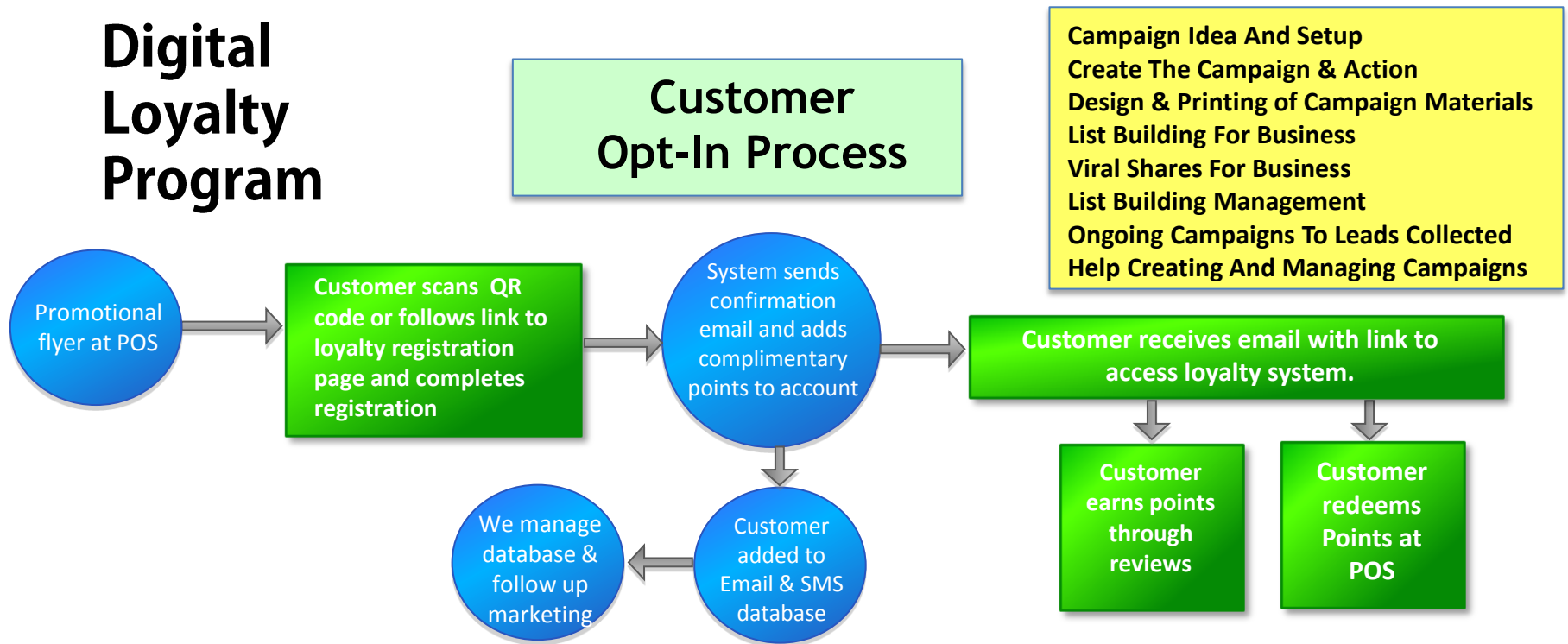


Digital Loyalty Program

Customer Opt-In Process



We setup, design and manage a campaign to attract customers to the businesses loyalty program using flyers at POS aimed mainly at mobile users. Customers scan a QR code or follow a link to a mobile loyalty page. Customers are asked to enter their name, email and mobile number. They are taken to a loyalty page where they are given a bonus for joining. We ask them to share the loyalty site in return for additional points. Details of their membership are confirmed by email. Each time the customer makes a purchase or mentions the business on social media they receive points. The points can be redeemed at POS. The database is managed by us and customers receive regular updates and offers by email or SMS.