

# LOYALTY

## Leveraging data to transform loyalty

### Customer data is a goldmine for loyalty marketers

*That's why more companies are relying on it to drive success. With the introduction of machine learning algorithms, marketers can learn from data sets over time to make stronger, more accurate predictions about intended customer actions.*

*By combining customer data with machine learning, SessionM enables marketers to capture true value by predicting optimal offers and personalized experiences to motivate high value behaviors.*



#### Loyalty as an Outcome

Most brands understand the value of loyalty, but few get it right. Offering generic, one-size-fits-all loyalty tactics fail to attract customers and are costly for brands. Loyalty programs must keep customers at the core and motivate incremental spend, frequency and engagement. With SessionM's customer data and engagement platform, we help you forge stronger, more loyal and more profitable customer relationships.



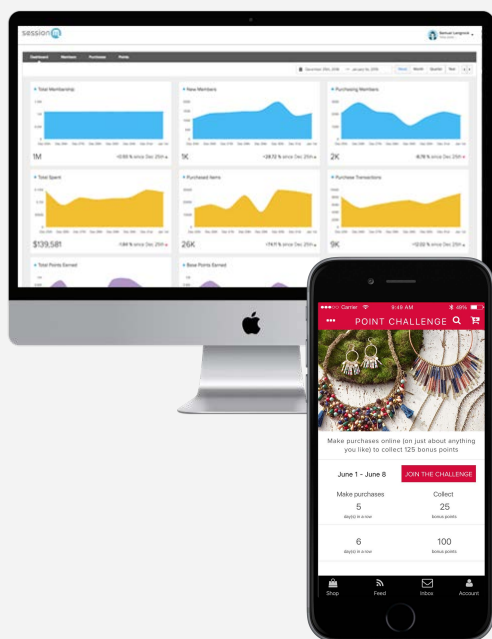
#### Status and Tiering

Define key milestones and segment your customers by integrating SessionM's status and tiering technology. Reward customers with different point multipliers or specific rewards for each tier to motivate long term loyalty and deepen engagement. With our tiering structure, you can drive greater customer value by offering up to five different levels and test additional benefits and offerings to encourage customer action.



#### Promotional Codes, Keywords and Refer-a-Friend

Reward customers for referring friends to your brand. Generate unique, single use promo codes to acquire new customers via our refer-a-friend program or create multi-use, vanity promo codes. Our fraud protection enables you to limit the number of referrals per consumer, set expiration dates and verify multiple referrals.



#### Loyalty Analytics and Reporting

Understand which customers are your best performers and how to optimize future offers and campaigns to maximize lifetime value and your results. Our Loyalty Analytics and Reporting service enables you to view a host of data to amplify your loyalty offering. View audience composition, website or app interaction data, retention and churn metrics, status and tiers reporting and other key performance indicators in a single dashboard.



#### End-to-End Loyalty Program Support

Running and managing a loyalty program is a team effort. At SessionM, we provide the support you need to help you accomplish your loyalty objectives. With our end-to-end loyalty management services, we support you at every stage—from planning a concept and developing a strategy to executing a program and tracking your results. What's more, we develop custom communications plans to keep your target audience and customers actively engaged in your program.

**4billion**  
Transactions  
Processed Daily

**200ms**  
Avg. response time  
across all services

**84%**  
Increase in spend compared  
to non-loyalty members

#### One Complete Engagement Tool

Unlike other loyalty vendors, SessionM offers a single, intuitive tool that enables you to store and compile customer data into a 360-degree profile. We make it easy for you to understand what customers are doing and trigger unique, personalized experiences. Whether you're sending a personalized offer, reward, content, or a one-of-a-kind experience, our end-result guarantees you more satisfied loyal and highly profitable customers.