





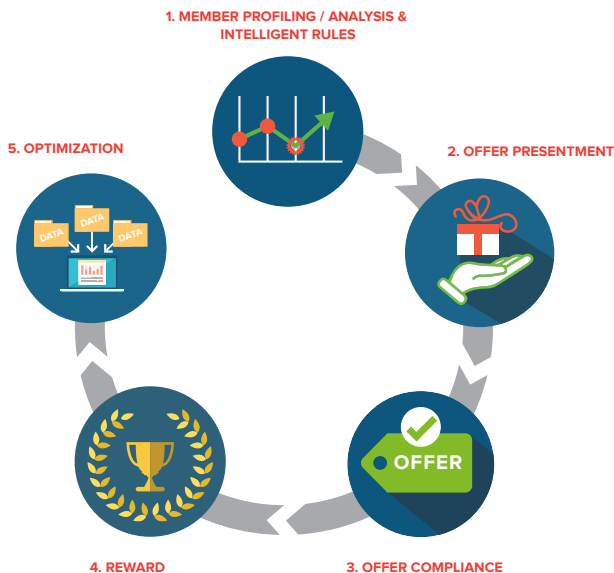


ES Loyalty Boost starts with a profile of your loyalty member database to uncover opportunities for improvement, then uses intelligent, individualized offers, powered by Advanced Analytics, to create more engaged, profitable members.

## Retailer Benefits

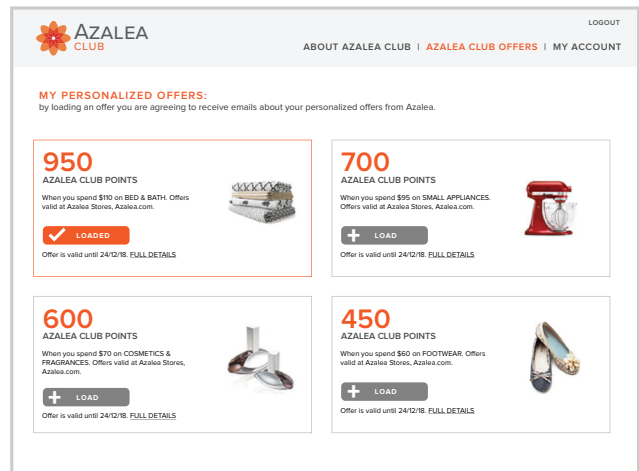
-  Learn from Loyalty Experts how to optimize member engagement
-  Generate incremental revenue & profit
-  Increase frequency of visits, grow average order value
-  Create new category buyers & shape demand
-  Optimize loyalty program promotional expenditure
-  Create better customer experiences with loyalty program & brand

## Our Process



**Right Offer**  
(incremental focus, incentives tied to propensity & margin)

**Right Outcome**  
(increased member engagement, improved customer lifetime value)



## Average In-Market Results



**10X** acceleration in key loyalty behaviors



**40%** lift in member spend & profit



**2x** Return on promo spend vs. business-as-usual promotions

## Member Profiling & Analysis

1.

### Business Assessment / Objectives

Understand business challenges, product offering, member attributes, seasonality impacts, trends, loyalty program construct, etc.

2.

### Identify & Value Member Behavior Gaps

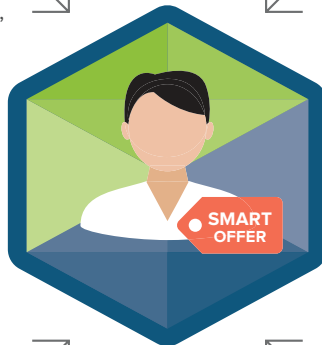
Identify individual purchase patterns, propensities & opportunities for improvement. Quantify the value of these member improvements.

### Product Category Analysis

Product catalog analysis, considering margins, essential vs. non essential products, impulse vs considered, etc. to determine the best strategy for promoting the product categories within offers.

### Offer Strategy / Intelligent Rules

Combine the above to formulate an offer strategy that targets incremental behavior from each member, individualized by Offer Type (convert, AOV, Category, Frequency), Target Spend (per visit), Incentive Type & Amount, Offer Duration, Channel, etc.



3.

4.

## Simple Implementation

1. Provide a one-time member data extract for analysis
2. Allocate space within available communication channels for offer presentment
3. Set up a data extract / API to transmit loyalty data for ongoing behavior recognition
4. Accept a data feed / API to deposit reward currency from completed offers  
... we do the rest

## Pricing

One-time set-up fee. Ongoing monthly fixed/pay-on-performance hybrid model.

## Select Clients & Partners

ExxonMobil

LOWE'S

ROGERS™

Sobeys

TSC

Brooks Brothers

Scotiabank

RONA

RÉNO DÉPÔT

TODAY'S Shopping CHOICE™

salesforce commerce cloud  
LINK CERTIFIED PARTNER

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