



LoyaltyBoost

Personalized Loyalty

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

In Market Results



10X acceleration
in key loyalty behaviors



40% lift
in member spend and profit



2x return on promo spend
vs. business as usual promotions

Our Process



**Member Profiling /
Analysis & Intelligent
Rules**



Offer Presentation



Offer Compliance



Reward



Optimization

AZALEA CLUB LOGOUT
 ABOUT AZALEA CLUB | [AZALEA CLUB OFFERS](#) | MY ACCOUNT

MY PERSONALIZED OFFERS:
 by loading an offer you are agreeing to receive emails about your personalized offers from Azalea.

<p>950 AZALEA CLUB POINTS</p> <p>When you spend \$110 on BED & BATH. Offers valid at Azalea Stores, Azalea.com.</p> <p><input checked="" type="checkbox"/> LOADED</p> <p>Offer is valid until 24/12/18. FULL DETAILS</p>	<p>700 AZALEA CLUB POINTS</p> <p>When you spend \$95 on SMALL APPLIANCES. Offers valid at Azalea Stores, Azalea.com.</p> <p><input type="checkbox"/> LOAD</p> <p>Offer is valid until 24/12/18. FULL DETAILS</p>
<p>600 AZALEA CLUB POINTS</p> <p>When you spend \$70 on COSMETICS & FRAGRANCES. Offers valid at Azalea Stores, Azalea.com.</p> <p><input type="checkbox"/> LOAD</p> <p>Offer is valid until 24/12/18. FULL DETAILS</p>	<p>450 AZALEA CLUB POINTS</p> <p>When you spend \$60 on FOOTWEAR. Offers valid at Azalea Stores, Azalea.com.</p> <p><input type="checkbox"/> LOAD</p> <p>Offer is valid until 24/12/18. FULL DETAILS</p>

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

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

Simple Implementation

1 Provide a one-time member data extract for analysis

2 Allocate space 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



One-time set-up fee.

Ongoing monthly fixed fee or pay-on-performance options available.

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