2024

MARKETING & LOYALTY PLAYBOOK

Trusted by over 3,600 brands & retailers to create the ultimate customer experience

AIQ

ΛIQ Platform

PRODUCTS

🔊 **Marketing**   ♡ **Loyalty**   📈 **Analytics**

🗂 **Data Ops**   🛒 **Ecommerce** *ALL NEW*   ▭ **Mobile Apps**

USE CASES

Text	Email	Voice Drop
Push Notifications	Direct Mail	Abandoned Cart
Contests & Lotteries	Winback Campaigns	Market Insights

Creating the quintessential customer experience with AIQ's product suite

Contents

01 Overview
AIQ for Retailers & Brands

AIQ FOR RETAILERS

* Build a traditional retail loyalty program, integrated into the customer experience both in-store and online

* Launch customers wallets to enhance the online retail experience and increase visibility for available offers & rewards → accessible via web wallet and native app

* Grow customer connections with campaign blasts, auto-connects, abandoned cart triggers, happy hour notifications & more, reaching the right customer at the right time

* Analyze retail performance through extensive data segmentation capabilities to influence future strategy

AIQ FOR BRANDS

* Co-market with retailers to directly promote product to their subscribed customer base

* Establish relationships with retail teams to directly connect to in-store staff with rewards, key product information, drop notifications & more

* Leverage surveys to obtain product feedback directly from consumers and/or the retail teams selling your product

* Analyze your market footprint via Market Spotlight to develop competitive strategy & obtain insight into your current stock, most profitable retail partners and competitors placement within your most valuable key accounts

02 How-To

Building an effective Loyalty Program

A valuable membership program fosters a loyal customer base while continuing to drive sales.

Establish a system of Core Rewards

Transform the connection between retailer and customer by personalizing the shopping experience through automated rewards, known as your loyalty program 'core'.

Utilizing this core strategy to directly target customers during their first purchase, driving them to return with a post-purchase bonus reward, and securing them with a Milestone Reward are the key components to fostering a loyal customer during those first impression moments.
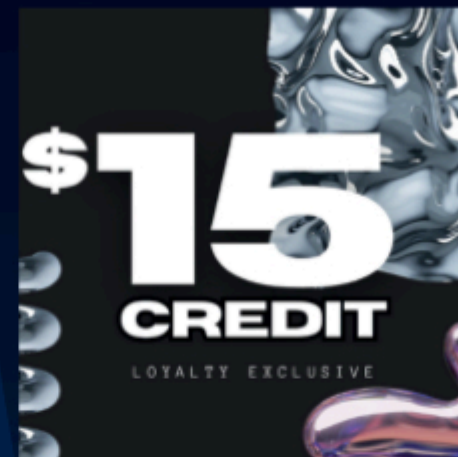
AIQ PRODUCTS

◁ Marketing   ♡ Loyalty
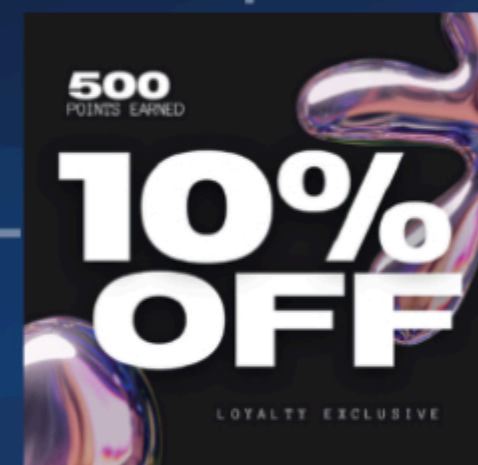
03 The Core
Core Rewards & Essential Add-ons

25% OFF — LOYALTY EXCLUSIVE

Loyalty Member,
New Opt-in

$15 CREDIT — LOYALTY EXCLUSIVE

First Purchase
Bonus

+1000 POINTS — LOYALTY EXCLUSIVE

Spend Milestone

10% OFF — 500 POINTS EARNED — LOYALTY EXCLUSIVE

Points Milestone

$20 CREDIT — LOYALTY EXCLUSIVE — HAPPY BIRTHDAY

Birthday

30% OFF — LOYALTY EXCLUSIVE — MEMBER ANNIVERSARY

Member Anniversary

Check out our
rewards strategy
deep dive!

ESSENTIAL ADD-ONS

✳ Win-backs
✳ Refer-a-Friend
✳ Abandoned Cart

04 Implementation

Implement a tiered system of Loyalty Rewards

A tiered loyalty program separates customers into different tiers based on certain actions or milestones

ACTION	TIER 1	TIER 2
Opted-in to direct notifications		X
Earns points on every purchase		X
Redeem points on purchases		X
First purchase reward		X
First purchase bonus reward		X
Points Milestone	X	X
Spend Milestone		X
Birthday reward - standard	X	
Birthday reward - premium		X
Anniversary reward - membership		X

Implementing a two-tier model produces valuable results, increasing:

- Customer retention
- Customer LTV
- Membership base
- Campaign ROI

05 Best Practices
2-Tier Loyalty Program Model

Audience logic & tier model details

TIER 1

CUSTOMERS WHO

- Signed up for loyalty
- Became a member

REWARDS EXAMPLES

- $1 spent = 1 point
- Birthday offers

TIER 2

CUSTOMERS WHO

- Signed up for loyalty
- Became a member
- Opted in to marketing

REWARDS EXAMPLES

- All Tier 1 perks
- steeper reward incentives
- more frequent earning potential

AIQ PRODUCTS

Marketing   Loyalty

PRO TIP

For Native App users, this is especially impactful as you can require customers to download your app & turn on push notifications as the entry method for tiered loyalty status.

06 Fantastic Four

Bringing Loyalty Rewards to life

AUDIENCES

Primary foundation for marketing campaigns and segmented discount offers

DISCOUNTS

Rely on audience logic to know who to reach (and who not to)

CAMPAIGNS

Where the visual rewards experience is created

WALLETS

Rely 100% on inputs into the Discount Builder when it comes to rewards

AIQ PRODUCTS
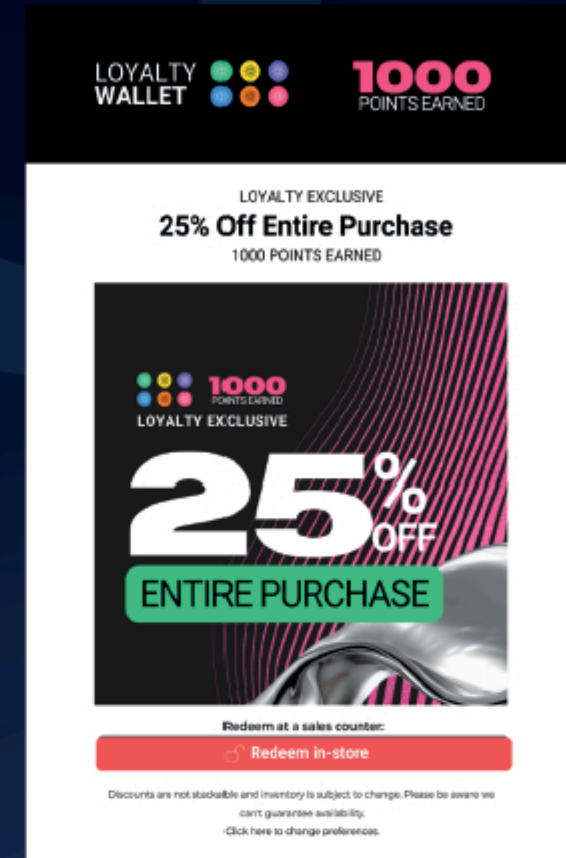
◁ Marketing   ♡ Loyalty   ▭ Mobile Apps

Audience Created

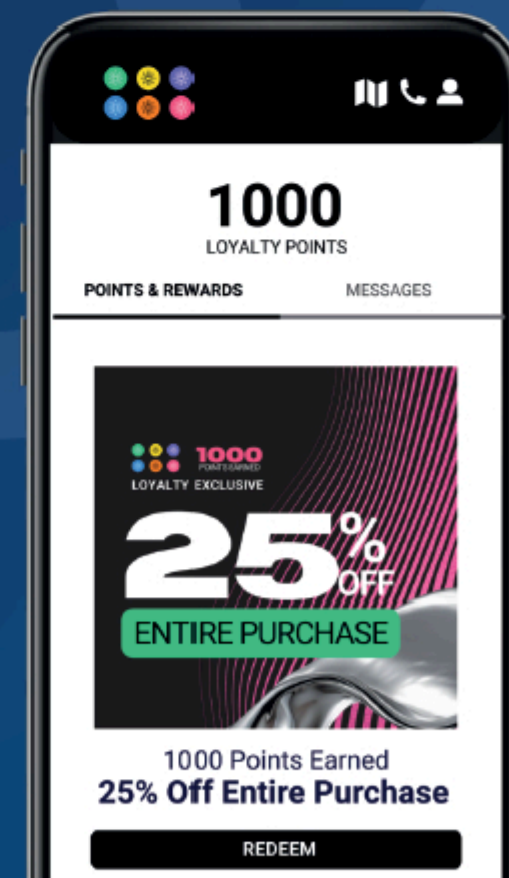Target audience input into discount & campaign builders

Discount Built

Discounts push offer details & reward visual to customer wallet

Campaign Sent

Customer is notified directly via ongoing campaign of newly available reward

Added to Wallet

Reward is available to redeem in customer wallet

2024
MARKETING & LOYALTY PLAYBOOK

AIQ