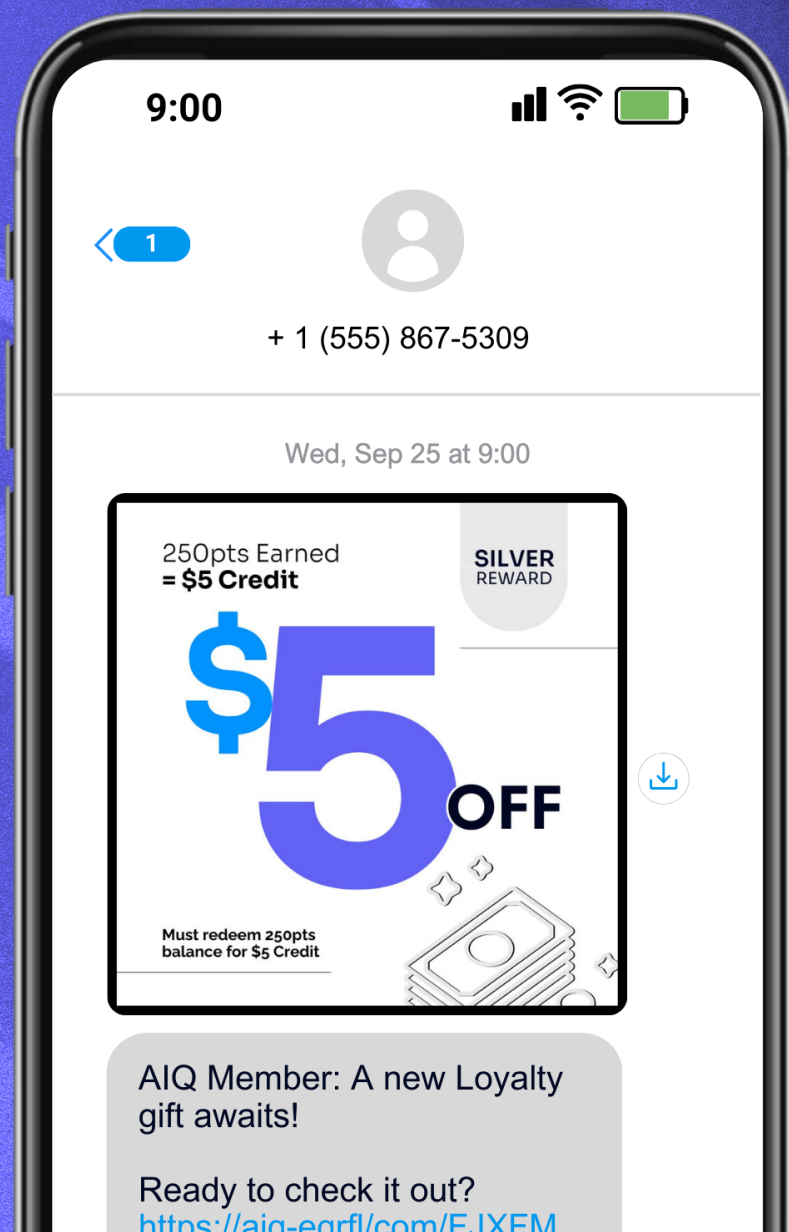# AIQ

How to create the ultimate customer experience

1. Create A Custom Signup Form

Create A Custom Signup Form To Start Growing Your Loyalty Base. This Can Be Embedded On Your Website, Shared Via Link, Or Accessed By Scanning A QR Code. For Many Of AIQ's POS Integrations, Loyalty Signup Can Be Executed During Checkout As Well.

Sign Up Form Buildout Via AIQ

Signup At Checkout Via AIQ Ecommerce

2. Build Your Audiences

Build Your Audiences To Start Sending Discounts And Targeted Campaigns To Loyalty Members Now That They're Signing Up. The Groups You Create Will Be Who Receives Your Campaigns And Discounts When You Select Them As The Target Segment.

3. Build Your Discounts

Next, Build Your Discount Offers - This Will Be Sent To Customers Within The Target Audience You Select As They Fall Into The Group.

1 Basic Info

2 Design

Discount information

Name ⓘ

Loyalty Reward, 250pts = $5 Reward

What type of discount is this?

◉ Normal   ○ Tier reward

Available to

Create new audience

Personas at ⓘ

☆ All store locations ✕

Personas in ⓘ

(233858) Loyalty Member - 250pts = $5 Reward ✕

Available within spin-to-win app prize wheel? No ⓘ

Timing

Start (EDT) ⓘ

Nov 01, 2024 09:00am

End (EDT) ⓘ

Expiration time *optional

Expire relative to the time each customer earns the discount in ⬤ days 30 ⓘ

Design

What are you discounting ⓘ

250 Points Earned = $5 Off Next Purchase

*Short description ⓘ

250 Loyalty Points Earned = $5 Off
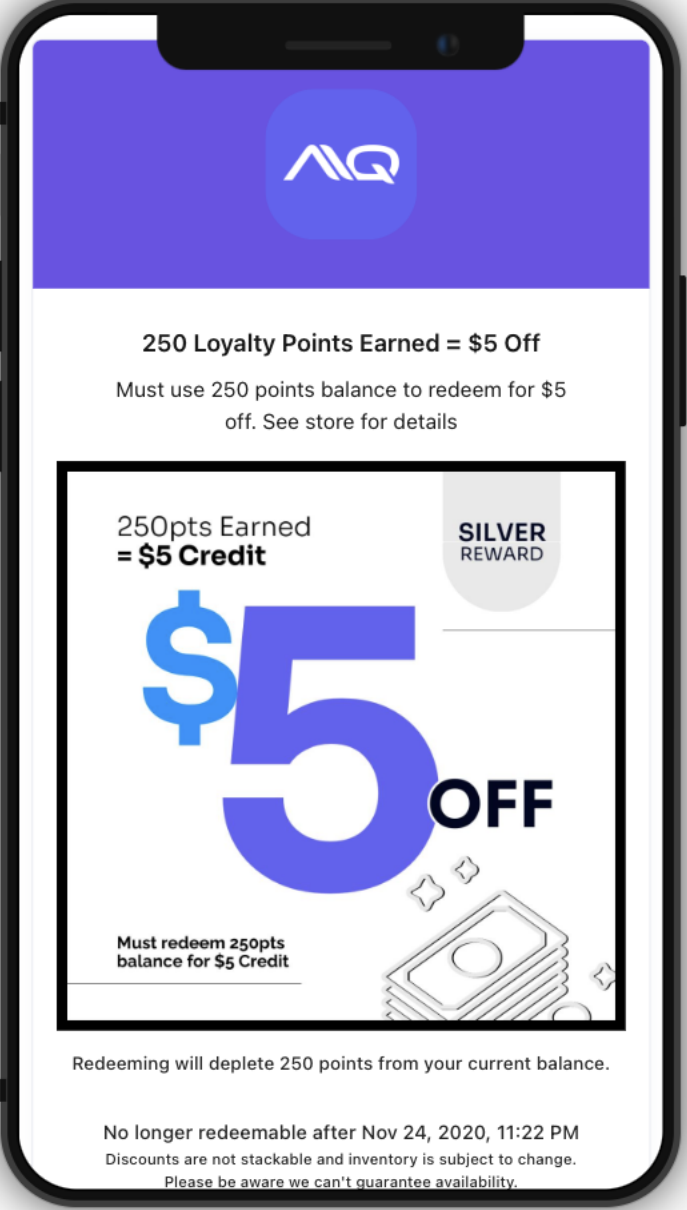
Logo image

○ Default   ◉ Custom

Cover photo

◉ Default   ○ Custom

Discount image

○ None   ◉ Custom image

⬆ Add media

Additional details

Must use 250 points balance to redeem for $5 off. See store for details

▶ Additional options

250 Loyalty Points Earned = $5 Off

Must use 250 points balance to redeem for $5 off. See store for details

250pts Earned = $5 Credit

SILVER REWARD

$5 OFF

Must redeem 250pts balance for $5 Credit

Redeeming will deplete 250 points from your current balance.

No longer redeemable after Nov 24, 2020, 11:22 PM

Discounts are not stackable and inventory is subject to change. Please be aware we can't guarantee availability.

3. Build Your Discounts

3 Redemption

Redemption options

Points required to redeem [250] ⓘ

Can this discount be used more than one time? [Yes ⬤]

Require a cooldown of [0] (○ days) between each redemption ⓘ

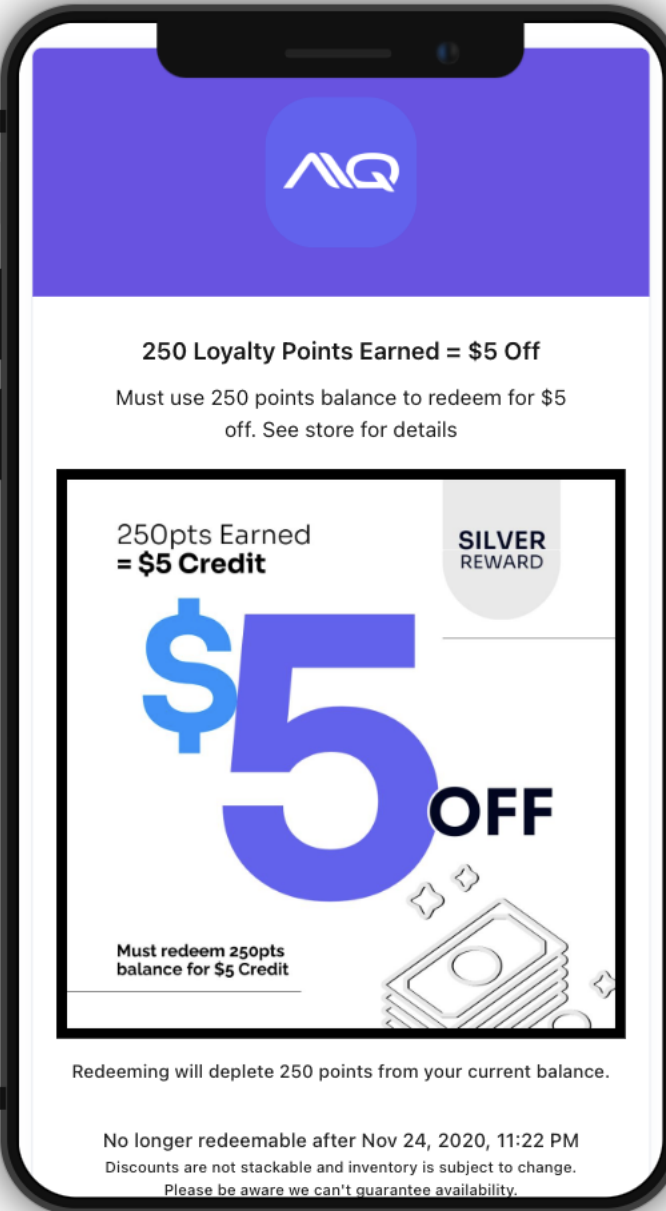Hide the "Redeem in-store" button [○ No]

How should your integrated partners redeem this discount?

○ N/A   ⬤ Static $ off   ○ Static % off   ○ Trigger a partner platform reward

Dollars to take off cart [$ 5] ⓘ

Spend requirement [$ 0] ⓘ

Prevent discount stacking [○ No] ⓘ ⚠

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250 Loyalty Points Earned = $5 Off

Must use 250 points balance to redeem for $5 off. See store for details

250pts Earned = $5 Credit

SILVER REWARD

$5 OFF

Must redeem 250pts balance for $5 Credit

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4 Review

Review and Schedule
Confirm your discount settings and sending schedule

✓ **Discount Information**   [Edit]

Internal discount name:
Tiered Reward Example #1

Discount type: **Tier reward** will be prioritized in customer loyalty wallets based on points required

✓ **Audiences targeted**   [Edit]

Available to users within:
All subscribed users

But only if their favorite store is any of the following:
All stores

✓ **Timing**   [Edit]

Start: **Jul 22, 2024, 1:00 PM**

End: **∞**

✓ **Design**   [Edit]

Title:
Silver Reward

Short description:
$5 OFF

✓ **Redemption**   [Edit]

Points required to redeem:
250

Can this discount be used more than one time?
Yes

Allow customers to redeem the discount in store?
Yes

> **Notice:** This section relies on 3rd parties to effectively implement and honor your settings. AIQ makes these settings available via our REST API and supporting documentation located at: https://support.alpineiq.com. Please verify supported functionality with your 3rd party before releasing discounts into the wild.

API/ Integration Partner/ 3rd party settings for redemption

• Redeem a: **Static $5 off**
• Prevent discount stacking: **No**

4. Create A Targeted Campaign

Create A Targeted Campaign So Customers Are Notified Of Their New Reward Once They Earn It, Driving Them To View The Offer In Their Customer Rewards Wallet.

1 Channels

What type of campaigns would you like to send?

- Email ☑
- Voice ☑
- Text ☑
- Native Push ☑
- Browser Push ☑
- Direct Mail ☑

Separate campaigns ☑
Each selected channel message will be sent to the selected audience as its own campaign.

Waterfall campaign ☐
Your messages will be delivered starting with the #1 priority channel. If the first channel fails to deliver to a specific contact, we will fallback and attempt to send the user the next priority channel template.

2 Recipients

Campaign information

Name
Loyalty Reward, 250 Points = $5 Reward

Tags
Loyalty

What type of campaign is this?
- ● Normal
- ○ Abandoned cart
- ○ Post-purchase survey or review
- ○ Birthday award
- ○ Random lottery

Recipients   Create new audience

Send to these audiences
(233858) Loyalty Member - 250pts = $5 Reward ✕

▸ Additional filters (optional)

Intelligent timing: ⬤ Off

3 Content

Text campaign info

What type of text is this?
- ● Regulated industry text
- ○ MMS Image only

Create your message
AIQ Member: A new loyalty gift awaits! Ready to check it out? {{landingPage}}

77 / 1600

- ⊕ Emoji ⭐
- ⊕ Personalization
- ⊕ Attach discount
- ⊕ Attach survey

Add custom MMS media
Enabled ⬤

Self-destruct after time
Disabled ⬤

MESSAGES — 3m ago
AIQ Member: A new loya[...] awaits! Ready to check i[...] https://aiq-ewept.com/4[...] Reply STOP to opt out

250pts Earned = $5 Credit   SILVER REWARD
$5 OFF
Must redeem 250pts balance for $5 Credit

4 Review

Review and Schedule
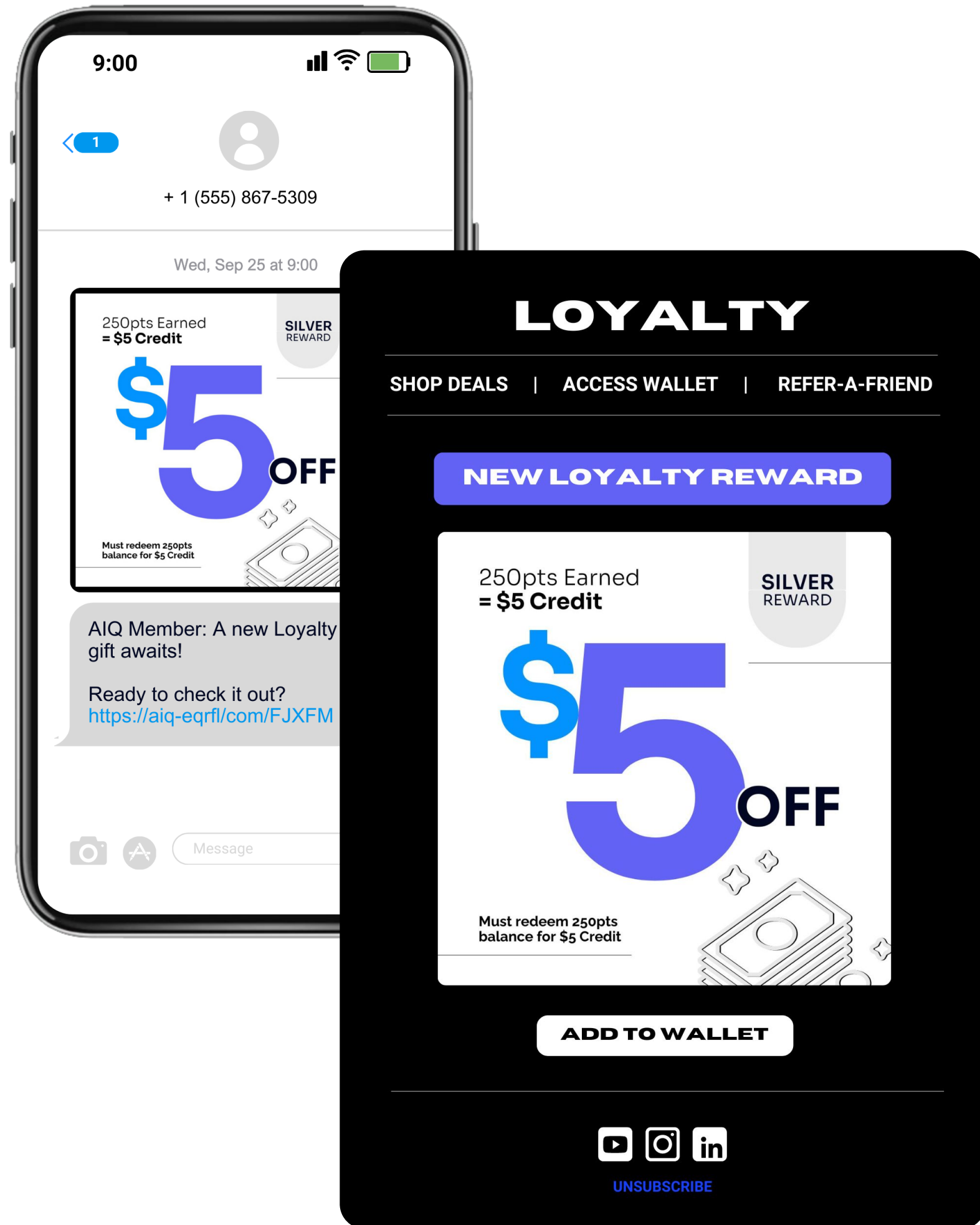Confirm your campaign settings and sending schedule

✓ **Campaign channels**   Edit
Each channel below will be sent as a separate campaign

- ✉ Email
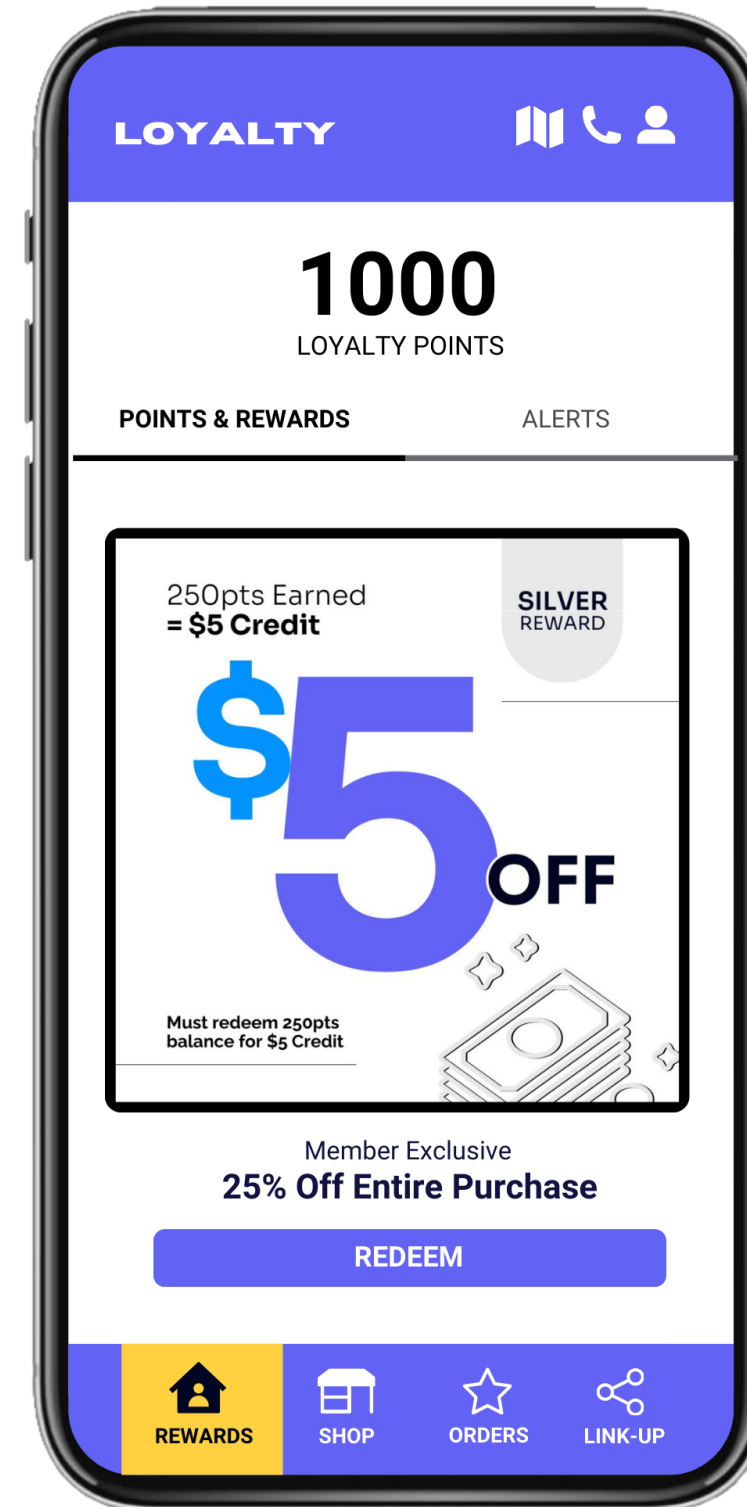- 📞 Voice
- 💬 Text
- 📱 Native Push
- 🖥 Browser Push

5. Customers Receive The Campaign

Customers Receive The Campaign Once They Fall Into The Audience. In This Case, It's When Their Loyalty Points Balance Reaches 250 Points!

6. Customers Rewards Wallet

Details Can Be Found Directly In Their Customer Rewards Wallet, Available Via Web Or Mobile App*.

7. Redemption

Customers Can Redeem In-Store Or At Checkout With AIQ Ecommerce Or Any Integrated POS System To Enjoy.