

How AIQ supports New York retailers under the updated rules



New York's updated marketing rules give retailers more flexibility across loyalty, promotions, and advertising, but they also introduce new compliance expectations. AIQ provides the foundation retailers need to operate confidently and competitively under these changes.

Compliant loyalty and rewards

AIQ's loyalty system is built to support New York's new allowances while maintaining accuracy and audit-ability.

Retailers can create structured points logic, set membership tiers, automate earning and redemption based on transactions, and maintain the reporting visibility needed for compliance reviews.

◆ **This eliminates manual work and reduces risk.**

Discount & Promotion Strategies

As promotional pricing becomes permitted, precision matters.

AIQ allows retailers to build and schedule compliant promotions, use conditional logic to target the right shoppers, automate incentives tied to customer behavior, and monitor performance through unified reporting.

◆ **Promotions are controlled, compliant, & data-informed.**

Age-gated marketing & audience accuracy

New York requires that all marketing reach only verified 21+ audiences.

AIQ supports this with verified segmentation, age-gated signup flows, and controlled messaging channels across SMS, email, mobile, and ecommerce.

◆ **Retailers can expand engagement without compromising compliance.**

Transparent analytics & defensible insights

With new flexibility comes the need for deeper visibility.

AIQ gives operators real-time insight into campaign performance, attribution tied to actual customer behavior, SKU-level impact, and store-level reporting for compliance and audit readiness.

◆ **Strategies become measurable and defensible.**

The bottom line

New York's updated rules open the door for more modern retail strategies, but they demand structure and operational rigor. AIQ provides the systems and intelligence required to run compliant loyalty programs, targeted promotions, age-gated marketing, and transparent reporting, helping retailers compete effectively as the market evolves.