



# Loyalty.Dog

## 9 Reasons

Why you need a  
digital customer loyalty program

In a world ruled by technology,  
it can't be denied how much we all rely on  
our smartphones.



People will demand the  
use of  
**MOBILE WALLET**  
as it provides convenience  
like we've  
never experienced before.



To instantly tap into the mobile wallet...



You start by offering digital loyalty cards to your customers.

and here's why...



# 1. You get to Understand your Customers

Strengthen relationships with your customers by having  
Insight into their buying habits.  
You have the ability to track  
Purchases and even spontaneously  
reward them for their  
Ongoing loyalty



## 2. Boost your marketing efforts

Going digital opens up ample marketing opportunities

Traditional stamp cards can be converted to digital stamp cards

Campaigns can now be managed online with custom tools

With proximity marketing and iBeacon technology, you can deliver contextually relevant information to your customers



# 3. Create digital Connections

Get inside the device that your customers have on them 24/7

Tap into the intimate relationship they have with their smartphone, without having to build an app!

Developing mobile friendly loyalty programs with

DrinkedIn Loyalty will make sure you're ALWAYS in your customers back pocket, literally!



# 4. Easy to Communicate

Have a sale on at the moment?

Communicate it to your customers  
in real-time with  
a quick push message  
to entice their spending



# 5. Grow with your Customers

Adapt and grow with your customers to create meaningful long-term relationships.

Don't relish in the past and depend on what has always worked for customer retention.

Enable your customers to effortlessly convert to mobile wallet users...

it shows you care!



# 6. Differentiate Yourself

Don't wait around until your competitors are all using digital loyalty programs.

Differentiate yourself by giving your customers a memorable experience

and a reason to come back...



# 7. Save yourself the time of day

What about all that time you'll be saving?

Eliminate the need to design, print, and distribute all those loyalty cards manually.

All it takes is a few clicks of a button to manage, distribute and reward your valuable customers.

You'll NEVER have to replace another lost loyalty card again!



# 8. Attract new Customers

Generate hype and increase sales by creating experiential rewards.

Keep your repeat customers captivated by your ability to adapt to current global technology trends

and allow word of mouth to entice

**NEW** loyal customers.



# 9. Intelligent Analytics

All events are captured

Brings clarity to actual usage (who, when, where, what...)

Laser focus analytics drive intelligent decisions

Easy to understand dashboard reveal what is going on

Only with analytic data is it possible to accurately compare effectiveness of different programs or offerings





Get LoyaltyDog for  
your business NOW



[sales@loyalty.dog](mailto:sales@loyalty.dog)

# Measure your Success



[loyalty.dog](https://loyalty.dog)

Know exactly how well your loyalty program is going by measuring ROI and campaign success with detailed analytics. You can use these analytics to personalize and create better incentives for your loyal customers.

