

Adding emotion to transactional loyalty

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ICeMOBILE

Topics

About IceMobile

Paper stamps

Digital stamps & Mobile



About IceMobile

The mobile agency for food retail





ICE*X*MOBILE

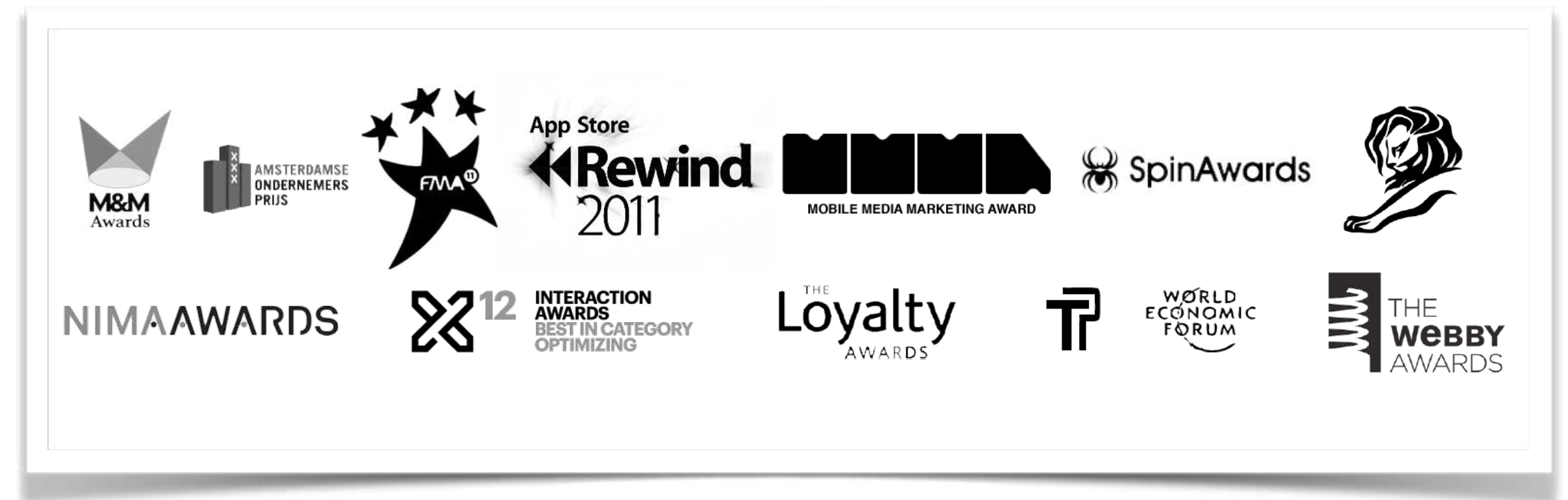
Founded in 2002

“Mobile internet will become the most important medium in people’s lives.”



11 years of creating mobile brand utilities

Awarded many times especially for User Experience design



The Magic Happens at the Intersection

As of the merger with BrandLoyalty in 2012 , fully focused on Food Retail



As of 2014 part of Alliance Data (ADS)

A \$14 billion market cap public company with 25 years of experience



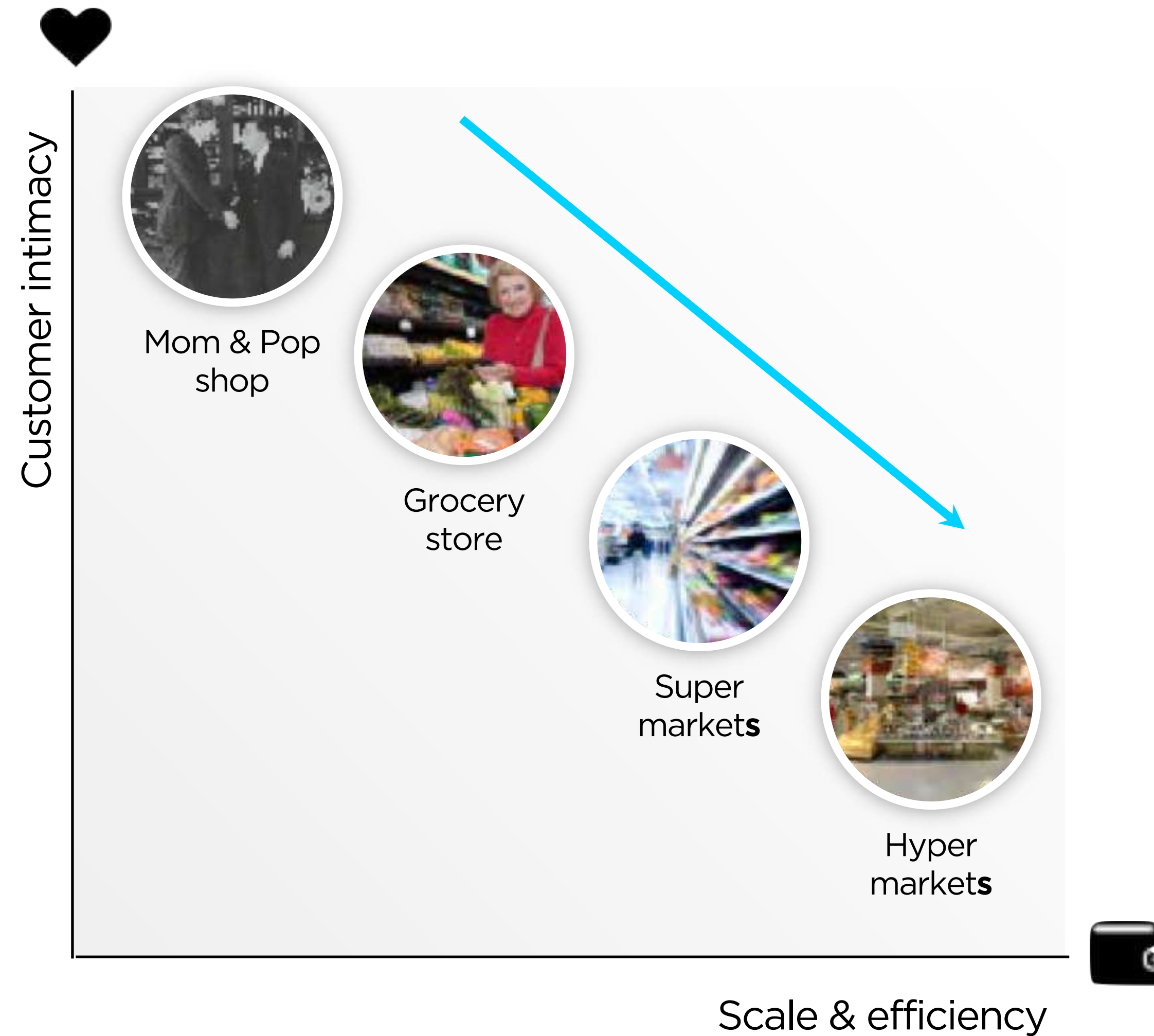
AllianceData®

Data Driven Loyalty Solutions



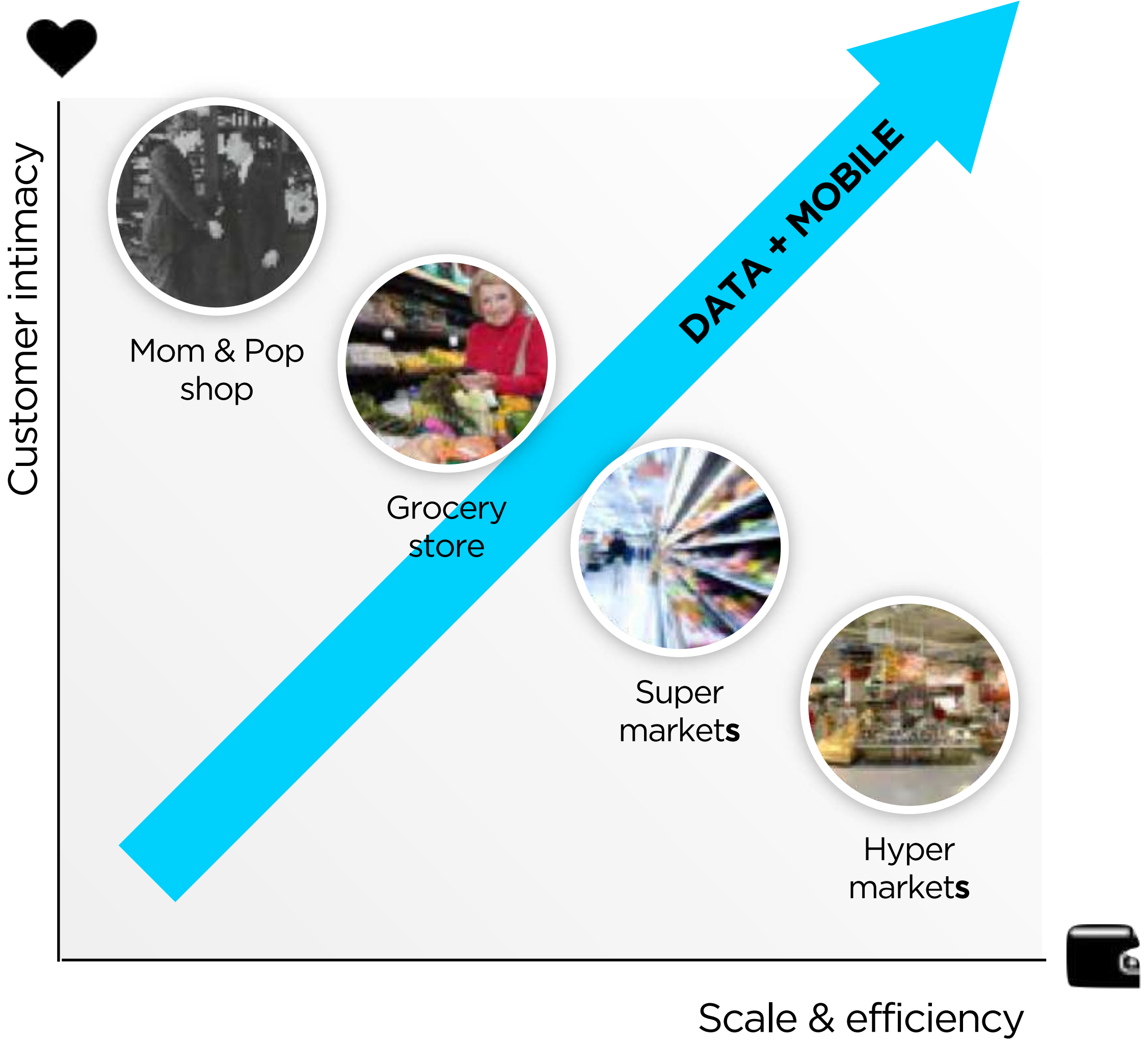
Retailers face a paradoxical challenge

The drive for scale & efficiency caused losing sight of customers



Data+Mobile allow for customer 1on1 at a mass scale

Winning over hearts and wallets one by one



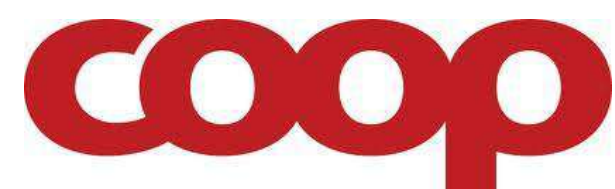
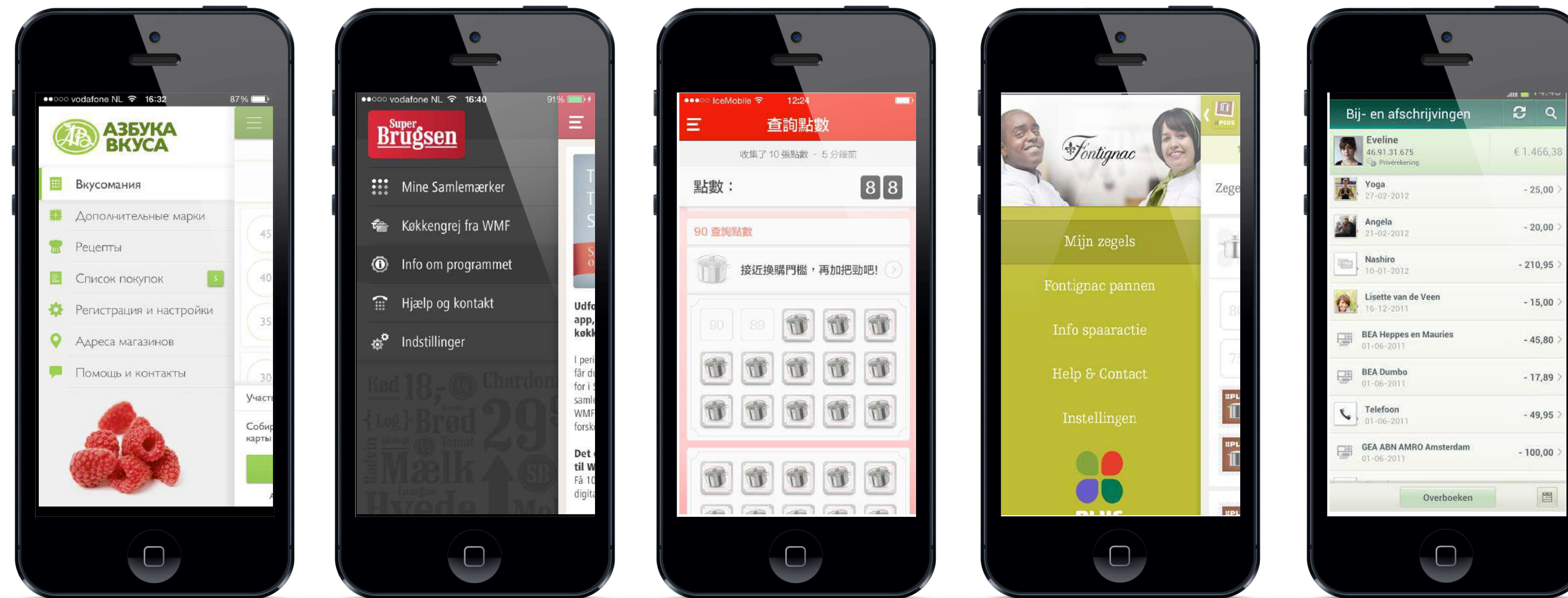
All loyalty programs will be digitally enhanced

It will remain paper AND digital for still a long time



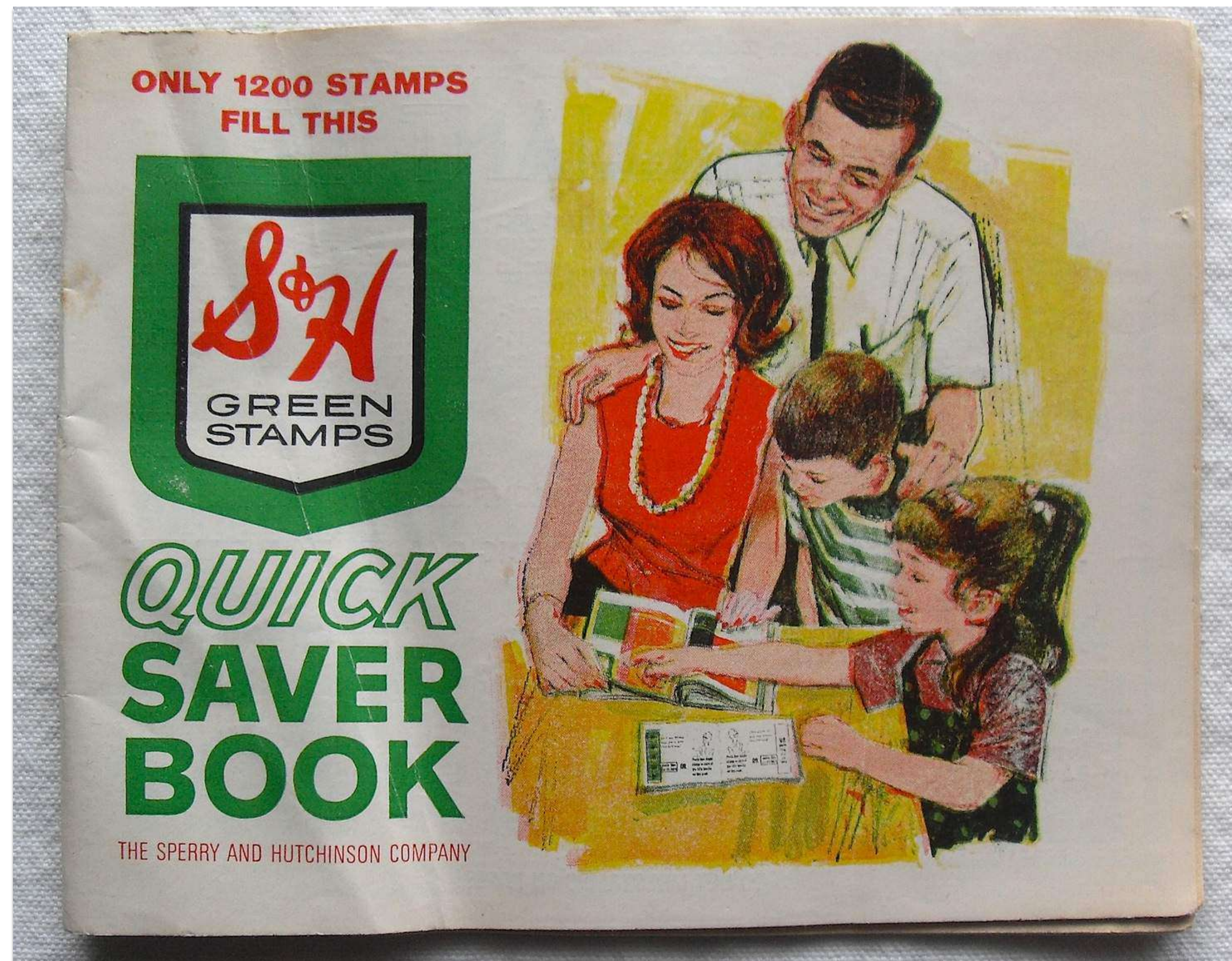
Some of IceMobile's clients

Acting globally, thinking locally



The 1st stamps retail loyalty program in 1930

USA led the way



Paper stamps positively drive customer spend behavior

Many positives for traditional collecting and redeeming



Customer Engagement

Point Pressure Effect

Higher Frequency

Increased Basket Size

...



But there are key inefficiencies



Customer Engagement

Point Pressure Effect

Higher Frequency

Increased Basket Size

...



Risk of Loss

Slower Check-out Times

Fraud

No Measurement

...



Going digital turns con's into pro's



Customer Engagement

Point Pressure Effect

Higher Frequency

Increased Basket Size

...



No loss

Faster check-out times

Less Fraud

Real time Measurement

...



...and mobile stamps collection even adds benefits!



Customer Engagement

Point Pressure Effect

Higher Frequency

Increased Basket Size

...



No loss

Faster check-out times

Less Fraud

Real time Measurement

Personal feel

1 to 1 communication



Digital Stamps & Mobile

The next level for loyalty programs



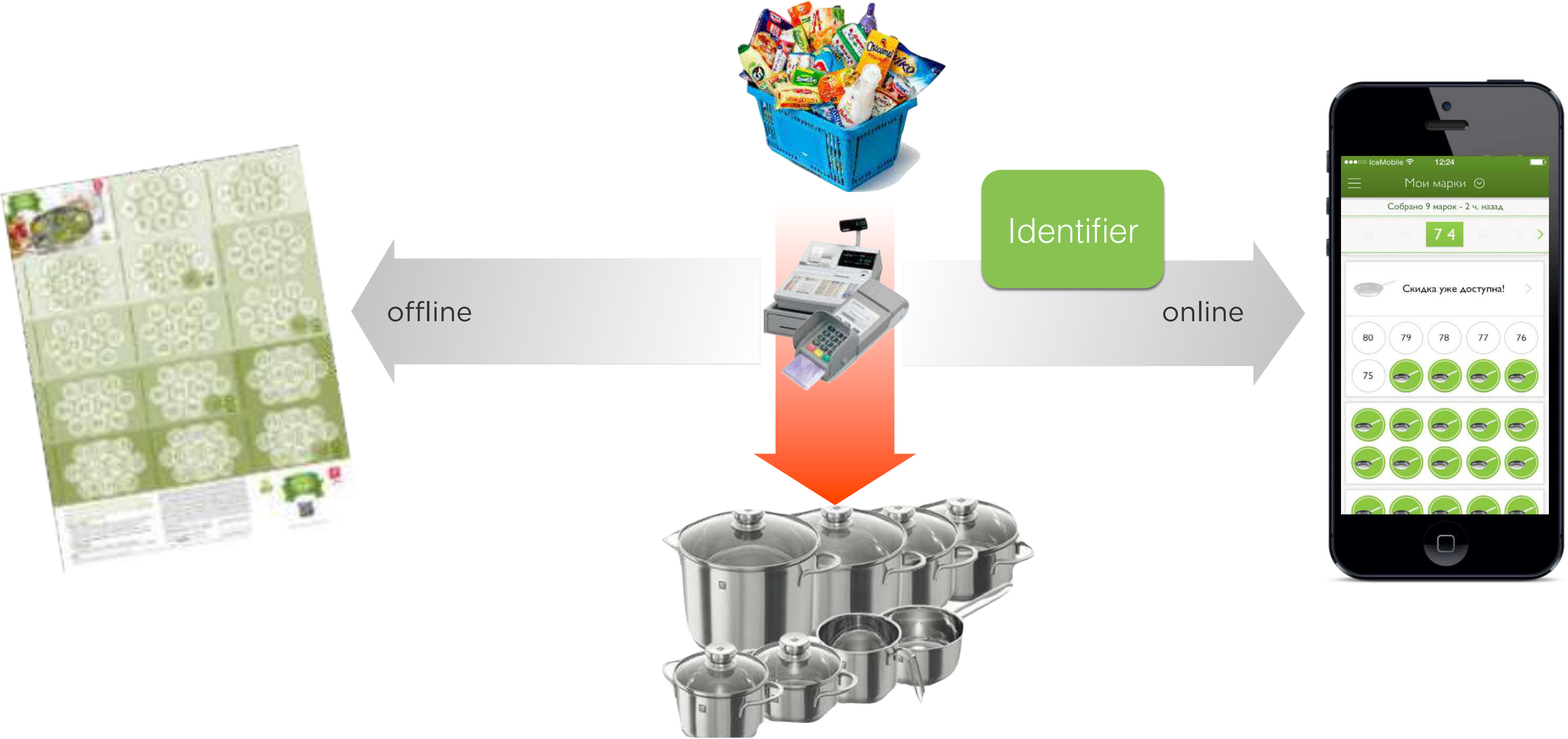
Case study video available at

<http://www.icemobile.com/>

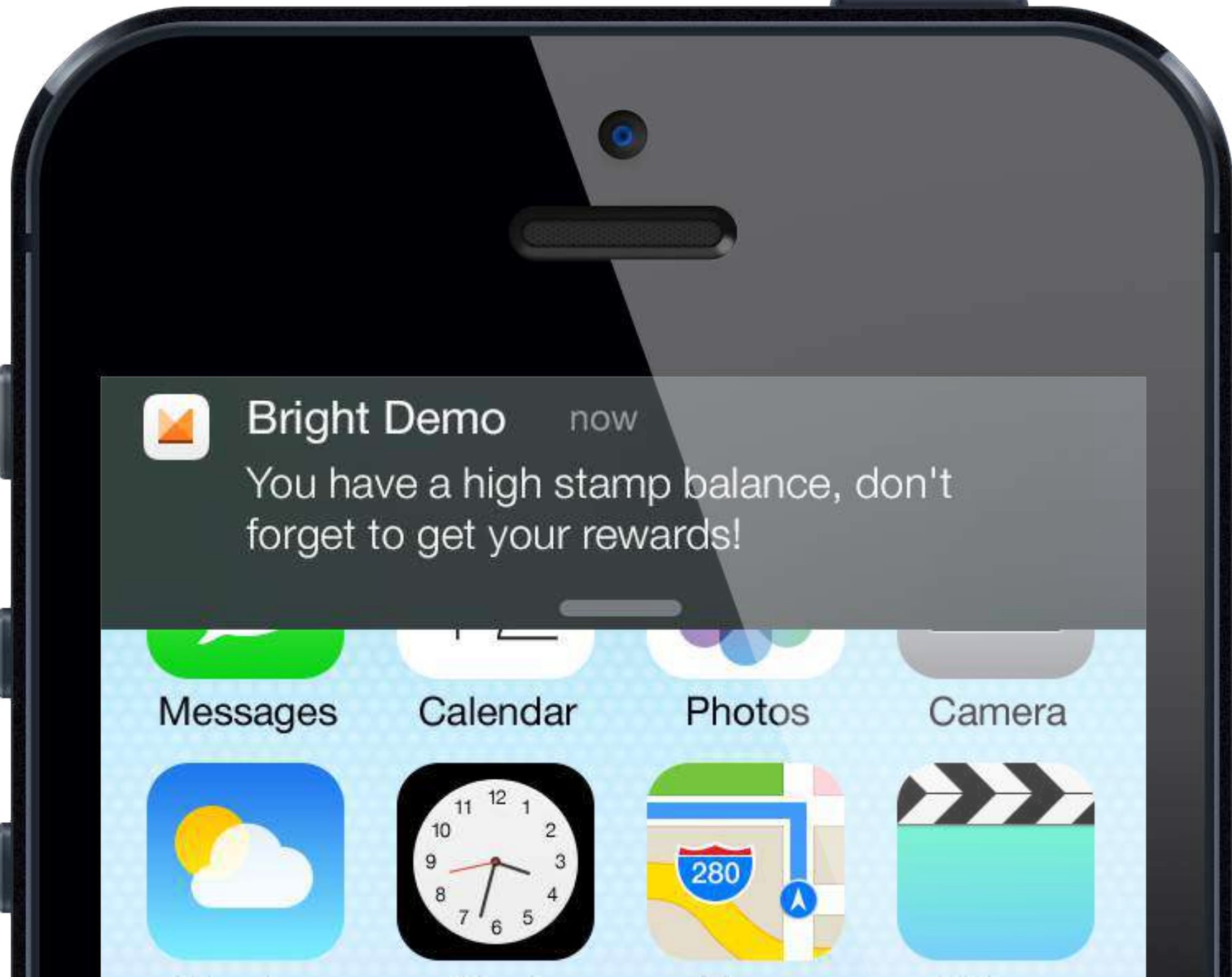


Digital stamps accelerate loyalty programs performance

Adding an innovative way to collect stamps on mobile phones



The additional benefits of Digital Stamps



Digital Stamps results from international case studies

Highly positive impact on key performance indicators

up to +25%

Higher spend increase of digital collectors VS paper collectors

up to 30%

Of digital users participated to the program **only because of Bright Stamps**

up to +17%

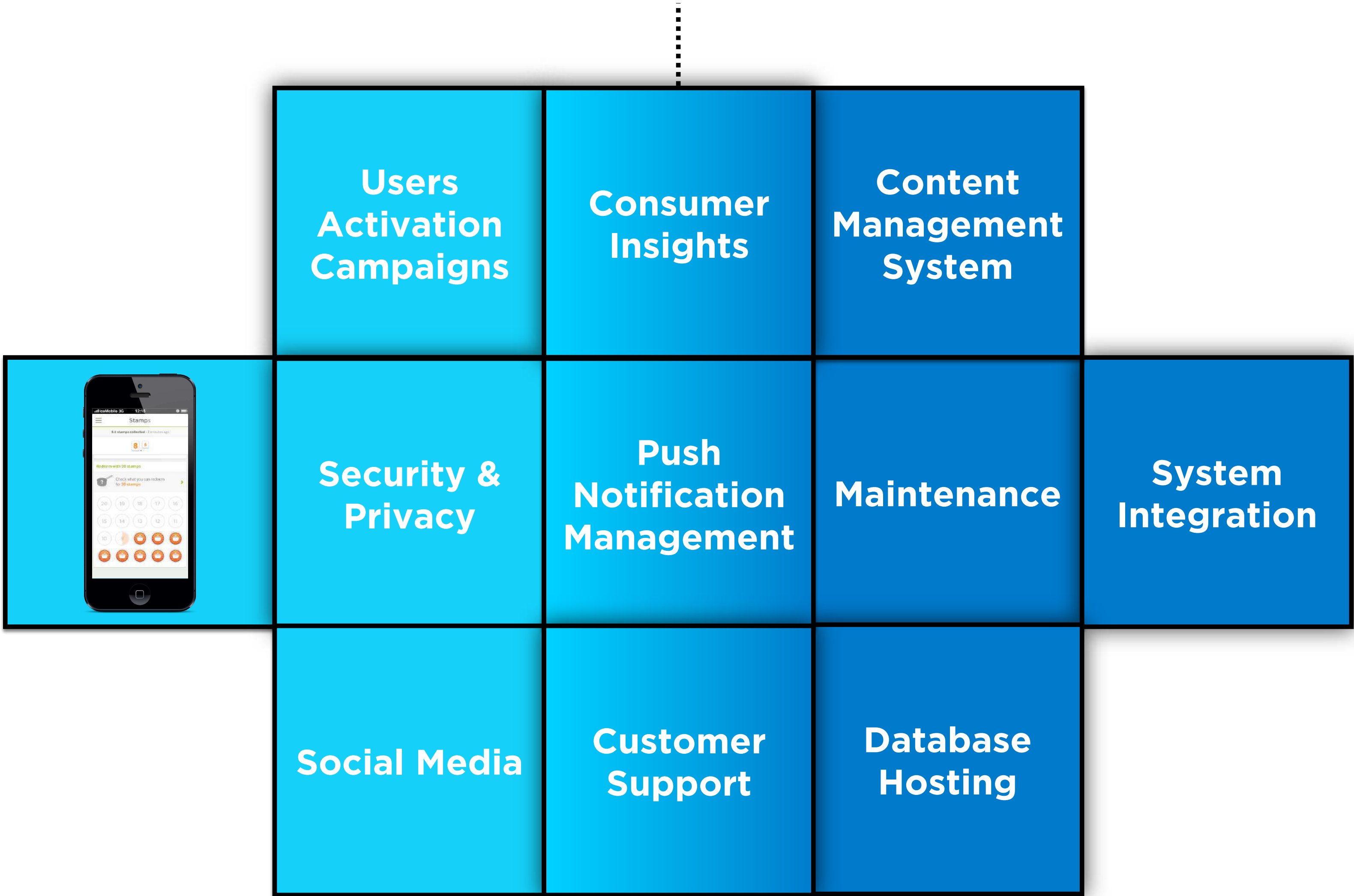
Redeemed rewards thanks to **1-to-1 (push) notifications**



Digital Stamps is more than an app

An easy to implement platform

User



Retailer



Bright (digital) Stamps collection wins industry awards

Global recognition



“Best Loyalty Program of the Year - Mobile (2013)”



“Best use of mobile for customer loyalty (2013)”

Discover more about IceMobile



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