



Consumer Engagement Services

Consumer centric marketing services that improve adoption and ongoing engagement

Comprehensive messaging solutions to support the launch and ongoing success of your loyalty and payment programs.



Marketing centered on consumer lifecycles

- Simple enrollment process
- Program education
- Call to action to make first purchase
- Promotional and relevant messaging
- Purchase progress tracking
- Easy to use program mechanics



Loyalty is more than a program.
It's an **outcome**.



Develop a **relationship** with your customers.

Service levels for all programs

Loyalty and payment programs are how consumers view and interact with your brand. Getting it right is important!

Design services for new program launches include everything you need to start your program.

Ongoing services maintain a cadence of consumer communication and interaction across digital assets—capturing and developing relationships between each individual and your brand.

Services can include:

- Program name
- Program design
- Logo
- Card artwork
- App
- POP
- Push messages
- Email

Grow and maximize a loyal customer base

