

of Brits have at some point SIGNED UP to a



If they like a scheme

are ACTIVE for more than 12 months



This is GREAT NEWS if you are one of those popular schemes

it too many other schemes struggle to sustain insumer interest

61%

only **USE** one or two schemes on a regular basis

### So WHAT do CONSUMERS WANT

from brands in exchange for their

# continued LYYALTY

**59**%

would like to earn rewards for activities leading up to purchase like

Researching the brands products

Providing personal inform to help brands be more re

would like rewards to be more relevant to them as an individual









### To STAND OUT

ed, interactive experience rs attention and create a bigger impact

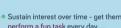


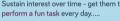


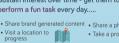
Visit outlets
 Try a product or s

- Virtual badges
  Unlocking of features or uniq
  Entries into prize draws
  Competitions with leader box





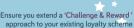




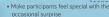




collecting and analysing mobile data helps to build more accurate Consumer profiles







ocourage and reward consumers ur 'unique customer experience'





The **EMOTIONAL CONNECTION** created by regular, relevant, valuable interaction sets a brand apart.



## **АВОИТ 300000**

- cal has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant flours and achieve exceptional engagement with these audiences. enables business users to create personalised and interactive experiences in a real-time environment by delivering native, relevant, and interesting content using a cross-channel approach via existing digital channels such as web, mobile app, social and chat.

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