



WE CREATE CUSTOMER **LOYALTY**



Loyalty Campaign Management

For Public Use



Everything you need to know about loyalty marketing campaign management

Consumers are exposed to multiple communication campaigns, either through email, Viber, or SMS, every single day. Whether we navigate through our mobile devices or scrolling down our social media accounts, we consume content. The question that comes up is how many of those messages do you remember, and are they closed to your needs?

Loyalty marketing focuses on retaining existing and past customers through rewards and incentives. However, segmentation of customer data is the success driver of the loyalty program performance. Through advanced customer segmentation Loyalty Marketeers can identify opportunities and run targeted campaigns delivering the right message to the right people at the right time via the right channel.

Based on customer insights and metrics, the segmented customer database helps the brand to increase acquisition of new members and to retain the existing ones, reactivate dormant segments, develop a more targeted one-to-one communication with loyal customers and boost consumers' satisfaction by personalizing all touchpoints. As a result, targeted campaigns based on data allow brands to create a more personalized customer experience, giving the consumers the incentive to take advantage of unique offers and privileges.

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Data-driven inspiring campaigns

Personalized marketing meets the specific needs of each individual and reaches the target group by providing tailored offers of products and services.

“But how should I start?” “How long will it take to execute the personalized campaigns, and what features should we include?”– these are some of the questions you ask yourself before you begin with the campaign.

You must keep in mind that it is not magic. It is data. And more specific, it is how you leverage customer data to make smarter decisions for your business and more meaningful relationships with your customers.

The brands should identify shoppers in every channel, analyze their profile and behaviors and finally design and execute multi-channel targeted campaigns. Loyalty programs help you collect valuable data from engaged and loyal customers.

By applying advanced insights, you can identify and better understand your customers’ shopping behavior and preferences. That will lead to maximizing customer lifecycle value and reaching an increased return on marketing investment (ROMI).

The first step you should take for delivering inspiring campaigns is getting to know your customer and then designing strategies that motivate, reactivate, and retain your customers while increasing conversions and engagement.

Customer segmentation, powered by advanced technology, helps brands manage consumer data and convert them into valuable insights. Brands can determine an average unified profile and conclude the main drivers that differentiate the target groups based on shopping patterns analysis. It is important to recognize behavioral purchasing patterns in a targeted customer group and predict correlations within the clientele.





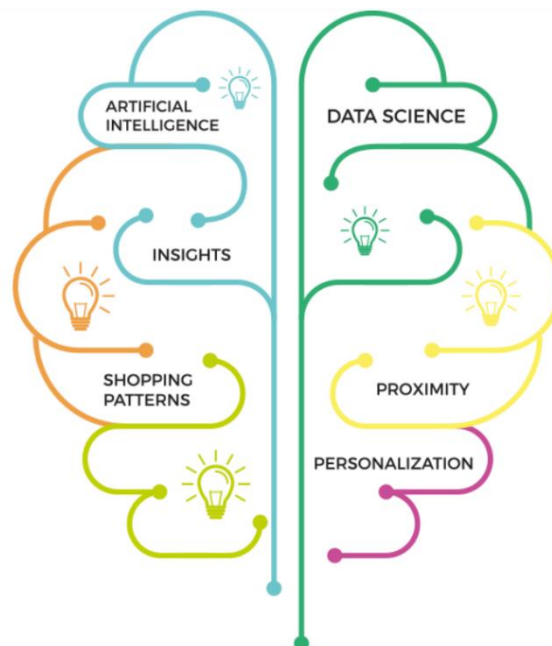
The customer database can be segmented into different groups. Doing so improves the experience and offers a targeted communication. By targeting a smaller group of customers, with similar preferences, the brand can provide personalized offers that really resonate. The outcome is first you should connect with your customers' preferences.

For instance, there is a group of customers with a preferred season. Preferred "specific season" are the segments based on their spending during specific periods in relation to the total spending of each segment. The periods are divided into main seasons and secondary seasons. The main seasons are defined as the four seasons of the year: Winter, Autumn, Spring, Summer, and then secondary seasons are characterized by large periods of discounts or important promos.

To increase spending and frequency in specific periods, you can design and execute marketing personalized campaigns for this specific targeted group, inform them about winter sales and give them incentives to visit the respective stores and proceed to purchases.

Pros of segmentation

- Boost brand loyalty: Keeping your brand unique and distinguishing it from other companies to build credibility from your database.
- Customers feel appreciated and get a feeling of exclusivity from being recognized at every different touchpoint from the brand and getting personalized treatment.
- Brand receives positive impacts on its image and increment of retention rates and conversion rates.





Flawless campaign execution across all channels

It is time to connect with your target audience through customer engagement campaigns according to the customers' needs and preferences. A successful customer loyalty strategy considers all the potential consumer channels; brick-and-mortar store, e-shop, mobile application, social media, SMS, print, emails, etc.

Consumers of today turn to their mobile phones for almost everything. So mobile phones are not just a device. They have become a personal hub of information on a daily basis. It is important for marketers to leverage the customers' mobile moments and include a call to action in SMS, in-app messages, or Viber campaigns to reach their customers and maximize the customer experience.

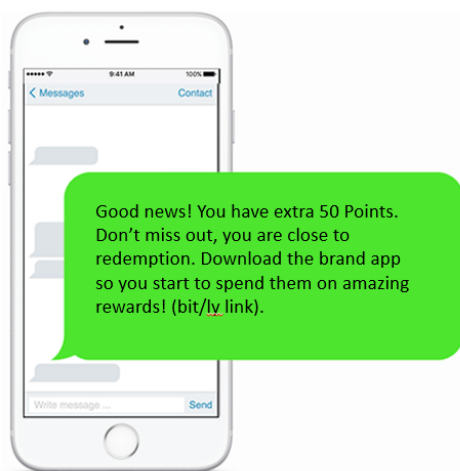
Brands can leverage these mobile moments to reach customers successfully and create meaningful and lasting connections with them. Reinforce key customer moments and enhance your loyalty efforts with a tailor-made loyalty mobile application. It is an opportunity to increase customer engagement at the most personal device they own. Marketers can allocate their budget to different communication touchpoints. One of them is in-app messages. In-app messages are hyper-targeted notifications that are sent to users while they are using a mobile or desktop application. In-app messaging allows marketers to engage users at just the right time to facilitate onboarding, share product updates, offer support, or promote relevant offers.





For a successful SMS campaign, one that relies on text message marketing as a primary means of reaching existing customers, it must be personalized and according to GDPR guidelines. SMS marketing is the ongoing process of communicating business news, sales, promotions, or other relevant information to your customers via short messages on their mobile devices. It is a one-to-one type of marketing strategy that helps build brand awareness on a more personal level.

For instance, a loyalty member is close to redemption; you can give them an incentive of extra points to redeem. You can schedule an SMS campaign for this specific segment: “We are giving you 50 extra gift points. Don’t miss out; you are close to redemption!”



One of the most useful channels to build a bridge between your brand and your consumers and get closer to them is Viber. Viber is a communication platform that can easily be used as an everyday consumer app. That can make marketing easier for brands to attract their audience. Through special tools, you can use this platform and build a deeper connection with your opt-in existing customer base. The combination of text, images, files, and call to actions buttons is an easy and quick way to communicate personalized offers, promotions, or discounts.



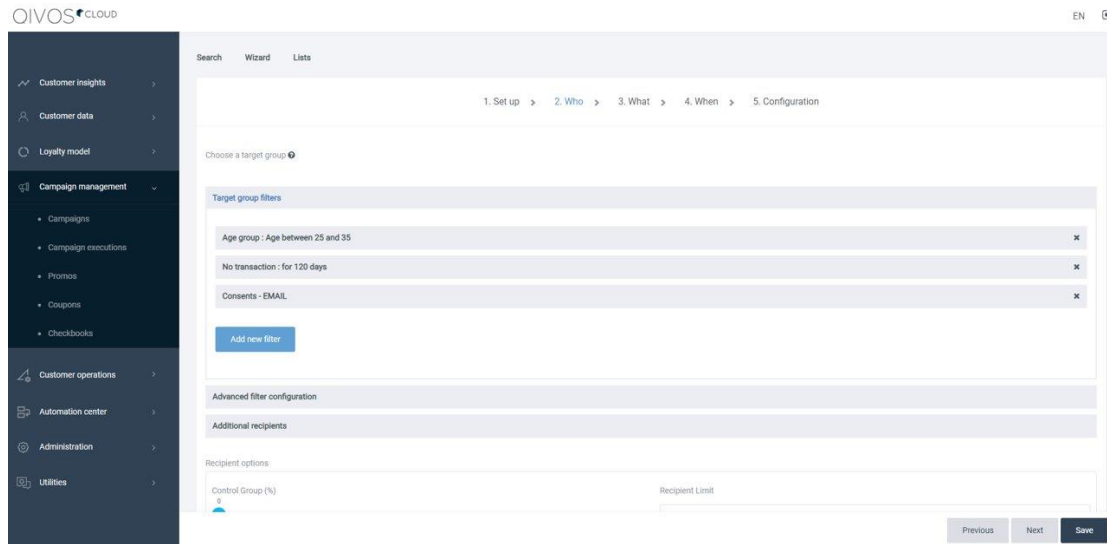
E-mail marketing remains one of the most effective and valuable tools to execute campaigns and generate leads and revenue. The main goal of e-mail campaigns is to establish a solid relationship with prospects and simultaneously increase conversion rates and boost the ROI.

Creating email campaigns is the easy part of the process. The difficult one is to deliver the right message to the right people at the right time. Sending emails according to your customers' needs and preferences must be your top priority when designing the content of your email campaigns. You can show them your appreciation with a customized thank you email message, along with a discount code for their next purchase, for staying loyal to your brand. Marketers can connect with your customers on special occasions such as birthdays to deliver personalized messages and exclusive rewards. This will keep them alerted and engaged with your services or products.

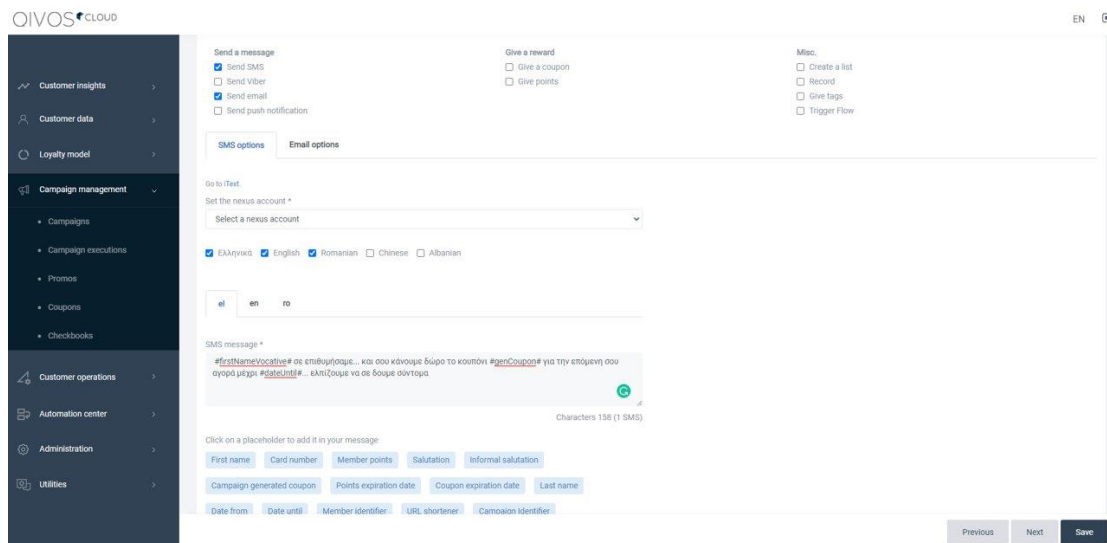
Through the Qivos Cloud platform, you can make your multichannel marketing efforts less complex. More particularly, it enables you to create powerful campaigns to inform, engage and re-activate your loyal database. Within minutes, you create dynamic campaigns and unlock numerous capabilities.



Create loyalty campaigns easily and fast through Qivos Cloud



Screenshots from campaign management interface at Qivos Cloud.





Continuous campaign optimization

Customer insights are crucial to the performance of the loyalty program and the customers' life cycle. It is important to have the tools to use loyalty insights to optimize the performance of the loyalty program.

The campaign marketing is running, and you are ready to adjust as necessary to improve its performance. This fine-tuning process is called campaign optimization.

It is vital for campaign optimization to continuously monitoring the campaigns' progress in real-time. Being one step ahead of the competition, marketers must overview the campaign through analytic reports and dynamic dashboards that can constantly be transformed and give real-time results. To maintain a competitive advantage against other brands in your industry and transform a loyalty program into a successful loyalty program, the optimization of your campaigns is crucial.

Reporting and analysis are the keys that unlock the success of every campaign. Marketers need to have access to all the information of the campaigns and focus on the metrics that matter to them the most, such as customer transactions, purchase analytics, campaign performance and engagement analytics, ROI, and more.

Campaign performance encompasses most of the metrics and reports that you think of tracking to benchmark the KPIs from one campaign to the next (e.g., open rate, click-through rate, engagement rate, conversions), giving the marketer an indication of how well the campaigns are performing and what opportunities there are for improvement.

To run a successful marketing campaign, it is vital to modify your marketing approach, increasing the effectiveness of the campaigns through optimization.

Qivos team can regularly monitor the campaigns, either monthly or weekly, to implement and continuously optimize a loyalty program. We combine valuable data from multiple sources into a single application and visualize them with engaging, customizable, state-of-the-art graphics. Build comprehensive reports based on your unique reporting requirements, analyze your best customers, and achieve your goals faster.

We provide comprehensive reporting on the overall performance of the campaigns and make recommendations for future actions to enrich a brands' marketing plan with unique customer engagement strategies.



Benefits of campaign management

For a marketing plan to be successful, it is crucial to execute appropriate campaigns to reach the consumers and to satisfy their special needs and preferences. It is even better if that happens in real-time through advanced technology.

As we mentioned above, customer engagement is crucial during each stage of the customer journey. Qivos helps brands leverage all the communication channels with targeted marketing actions based on real data, fully aligned with the annual marketing plan.

At Qivos, this entire campaign management process, we call it [microselling](#), and its benefits are extremely remarkable for every marketing plan and its successful execution.

[Qivos Cloud](#) is a (SaaS) Customer Data and Loyalty Platform that enables marketers to identify shoppers in the real world, analyze their behavior, and connect with them in real-time like the way they do in the digital world.

The key benefits of Micro-selling

- The brand can build and establish unique and long-term relationships with consumers. Through personalized communication and a “one to one” marketing strategy, brands can improve the customer experience and increase sales.
- Qivos technology provides marketers with the right tools to design campaigns based on the unified customer profile and monitor the campaigns' efficiency in real-time. We cultivate, on behalf of the brand, customer loyalty via specially designed campaigns and promotions.



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QIVOS SA

4 Papanikoli Str

15232 Chalandri

Athens GREECE

www.qivos.com

