



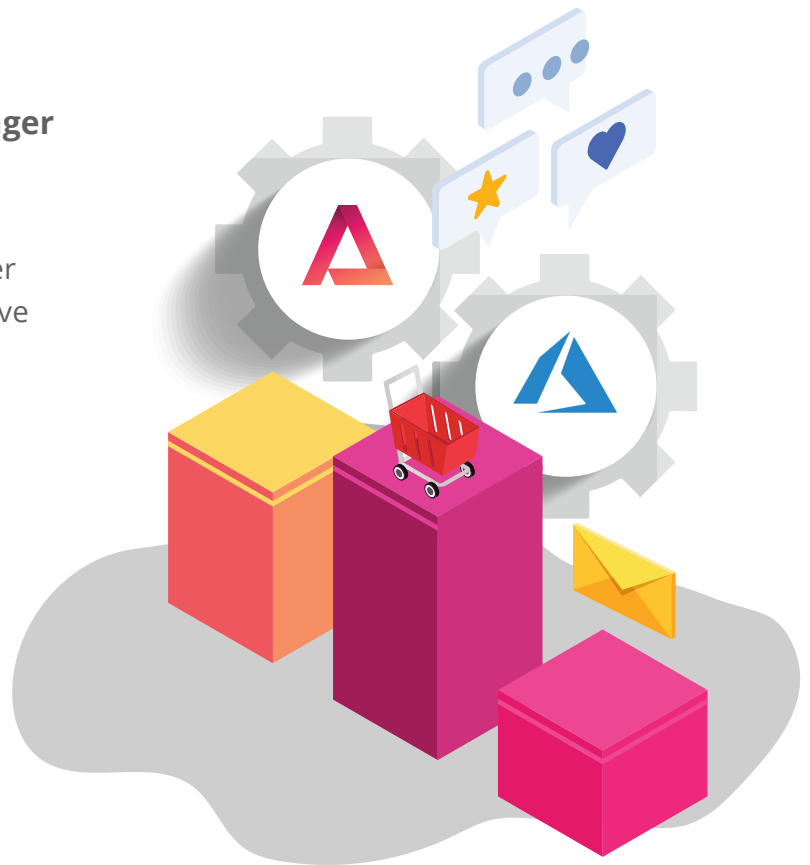
Retailers can now build exceptional customer experiences and everlasting customer relationships with confidence.

### Microsoft Azure with the integration of Annex Cloud's Loyalty Experience Manager delivers higher value to customers

Microsoft Azure with the integration of Annex Cloud Loyalty Experience Manager delivers higher value to customers. Joint customers can now move big data to actionable data.

#### What does this mean to our customers?

- Combined platform becomes your one single view of your customer
- Ability to build customers' golden record (actionable data vs big data)
- Azure is the underlying infrastructure of Loyalty Experience Manager
- Fully track, ingest and action on your customers' entire journey
- All Azure retail innovations available



## Loyalty Breeds Results

Beat your current KPIs and revenue goals by

- Average order value
- Purchase frequency
- Engagement frequency
- Customer lifetime value and even,
- Reduction of acquisition costs thanks to customer advocacy through referrals.

### Why it works:

Customer loyalty strategies create a value exchange between companies and their customers. Loyalty supports these three market-changing trends that marketers need to embrace:

- Privacy data compliance
- Customer changing expectations
- Economic uncertainty.

Adding loyalty to your marketing strategy allows for collection of zero and first party data, necessary for communicating with your customers in a personalized way in the future. From that baseline, loyalty strategies can be added to enhance customer engagement, personalized experiences and even reward and recognize customers for their activities.

### Trusted by Global Brands



**Move Your Customer Loyalty Strategies Forward today!**  
[microsoft@annexcloud.com](mailto:microsoft@annexcloud.com)

