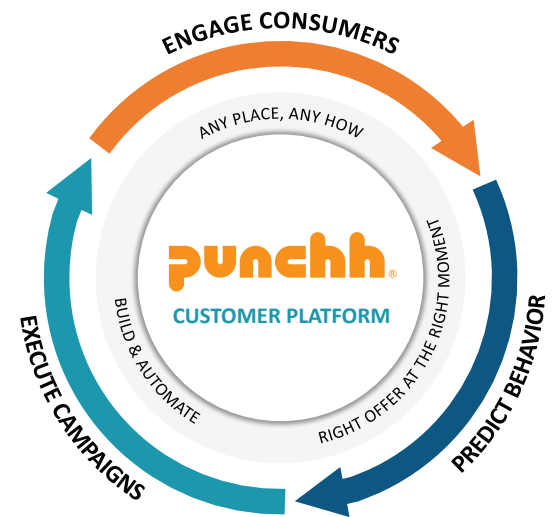


# Grow Customer Lifetime Value with the Punchh Customer Platform

## The Modern Marketer's Challenge

For marketers, the challenge lies not only in acquiring new customers, but also increasing their loyalty to optimize customer lifetime value. With the increasing reliance on digital channels, many brands struggle to pair in-person and online engagement with guests. Until now.

The Punchh customer platform allows brands to personalize and accelerate a seamless customer experience from anonymous to loyalist. The platform automatically captures customer demographic and purchase behavior based on online, mobile, and in-store engagement in real-time. Brands can drive higher same-store sales by tailoring rewards and offers to each consumer, based on their spend, visits, recency, and favorite SKUs.



Engage	Predict	Execute
<p>With the Punchh customer platform, you can engage any customer, at anytime, across any channel, including mobile/web, POS, kiosk, or chatbot. Punchh also enables brands to engage customers using any interaction including loyalty, ordering/eCommerce, payments, referrals, games, and surveys/feedback.</p>	<p>By gathering 360° customer insights including demographics, purchase behavior, favorite menu items, and spend, Punchh can predict customer behavior and help marketers define the right offer at the right moment.</p>	<p>Punchh allows brands to automate and execute one-to-one marketing campaigns across multiple channels, deliver tailored offers to each customer, and track campaign performance and ROI in real-time.</p>



**50%**  
Increase in Visit Frequency



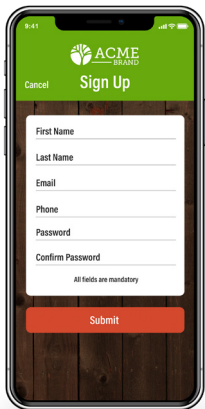
**65%**  
Offer Redemption Rates



**20%**  
Increase in Average Spend

Personalize and accelerate a seamless customer experience from anonymous to loyalist with the power of an all-in-one CRM, loyalty, and analytics platform

# Our Products



## Punchh Acquire

Punchh Acquire allows you to accelerate the performance of your brand's customer acquisition strategies with best-in-class CRM and engagement. Reach and convert anonymous customers into known customers.

### Key features include:

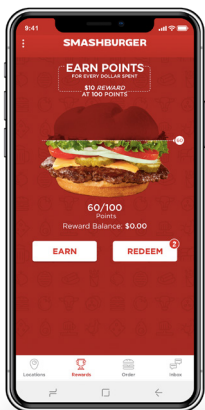
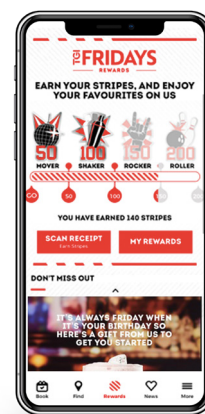
- Grow membership and import current lists
- Integrate easily with any channel including email, SMS, POS, and WiFi
- Segment customers based on preference, spend, frequency, and hundreds of other attributes
- Target segments with tailored offers
- Manage membership lists, communications, analytics, and campaigns using a single dashboard

## Punchh Offers

Punchh Offers provides the ability to easily convert customers from anonymous to loyalists with targeted and trackable offers. Engage consumers with offers at the right time over the right channels to drive participation and redemption rates.

### Key features include:

- Easily create coupons with unique codes that can be tracked back to the individual user
- Flexibly create static and dynamic discounts
- Deliver and redeem offers using all channels in-store and online
- Easily define and execute omnichannel campaigns using pre-defined segments
- Provide franchisees and/or third-parties with permissions to manage offers with target segments



## Punchh Loyalty

Punchh Loyalty enables you to design and execute loyalty programs tailored to your brand and your customers. Drive higher program adoption rates, frequency, and spend.

### Key features include:


- Activate customizable loyalty program structures including spend- and visit-based and tiered memberships
- Foster greater loyalty with a user-friendly mobile app
- Empower customers to invite friends to join the loyalty program via their social media networks
- Encourage customers to check-in, providing experience ratings, and submit feedback
- Reduce fraud through liability reporting and fraud monitoring

*"Punchh's leading edge customer platform is changing the game for us by driving both online and in-store engagement."*

*-Kelly Roddy, CEO, Schlotzsky's*



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### About Punchh

Headquartered in San Mateo, CA, Punchh is the world leader in innovative digital marketing products for brick and mortar retailers, combining AI and machine learning technologies, mobile-first expertise, and omnichannel communications designed to dramatically increase lifetime customer value. Leading global chains in the restaurant, convenience store, and retail sectors rely on Punchh to grow revenue by building customer relationships at every stage, from anonymous to loyalists.