



Preferred

Loyalty Solutions



PLS REWARDS PROGRAM

General Overview

Adapt or Perish



The New Dynamics of Digital Marketing

Attracting, engaging, and retaining customers in the digital age of marketing is challenging and competitive, to say the least. Customers today are more empowered, more demanding, and more influential than ever.

In order to accelerate marketing and sales performance, companies must "unsilo" their old single-channel marketing strategies and adopt a true integrated multichannel strategy for managing the conversation with customers. And they need to do it in real time.



Or, as Forrester Research noted in a November 2010 report, *CMO Mandate: Adapt or Perish*:

"In the future, there will be two types of companies—those that are agile and adapt to consumers' changing media behavior and those that go out of business."

Introducing PLS Rewards

A REVOLUTION IN RETAIL AND RESTAURANT MARKETING



Database Building and Validation

Automatic database building as customers activate their card online, by text message or through Facebook with data validation in place to not only verify the legitimacy of emails and mobile numbers but also authenticate through a double opt-in process. No paper forms, fish bowls or sign up sheets needed.

Cash Back Rewards

Instant cash back rewards (not hard to understand points) which can ONLY be used inside your business. Replace discounting, put full price in your register, and remind customers to come back more often with daily automated thank you note emails after each visit.

Gift Card Processing

Featuring the only gift card capable of running rewards, fundraising and member benefits on the same card! Create pre-paid gift incentives to fill your cash register in advance and run numerous other proven strategies to increase profits and reduce costs.

Fundraising

The only fundraising program in the world with complete accountability and transparency that runs 24x7. Each non-profit is supplied with their own logon ID to track donations and spending in REAL TIME! No need to collect paper receipts and manually calculate donations.

Data Segmentation

Create groups and sort customer data by age, gender, days since last visit, dollars spent, upcoming birthdays and more to isolate data for more intelligent target marketing

Mobile Text Messaging and Email Marketing

Create and send professionally designed HTML emails or text messages within minutes direct from your online account. No 3rd party software needed.



Key Marketing Objectives



PLS Rewards offers a myriad of powerful marketing features. At the big picture level, however, the program helps merchants accomplish the following better than any other solution in the marketplace:

- (1) Build a customer database correctly and without paper sign up forms or manual data entry.
- (2) Treat customers with respect by rewarding them with value for spending money.
- (3) Communicate with your database regularly and automatically.
- (4) Support local non-profit communities with every transaction through cause marketing.
- (5) Reduce, even eliminate discounting as an advertising strategy.

Let's drill down and learn more about how the solution works on the following slides.



First Let's Examine How Your Business Collects Information From Customers



- Do you ask customers to write in their information in a paper sign-up sheet often dealing with illegible names and email addresses?
- Do you ask customers to drop their business card in a fishbowl for later manual data entry?
- Do you ask customers for information at the busy checkout counter and manually enter data into a POS system or other application?
- We do nothing. My business doesn't even attempt to build a database like the vast majority across the country.

Using modern technology, there is a better, more efficient way to collect ACCURATE and VALID customer data that doesn't tie up the busy checkout counter nor require tedious data entry from your staff.






It All Starts With A Database



"I am very impressed with all the amazing marketing strategies PLS offers. I can highlight certain products with increased bonuses instead of steep discounting. I know for a fact we have increased our customer base because the gift card automatically moves to a rewards card and becomes an incentive for the customer to return."

~ Michael Stittsworth
Stittsworth Meats, Bemidji, MN

We collect your customer data so you don't have to be bothered.

- Simply hand out your cards to every customer with a **pre-loaded activation bonus** (\$5 to \$10 for example), which customers can redeem on their NEXT visit after activating their card.
- Customers **activate cards online** by email, text message, or Facebook directly through plsrewards.com or even through your own website. Our data validation processes not only check for proper syntax but validates the **legitimacy** of emails and mobile numbers within milliseconds through TowerData, a 3rd party database.   
- The registration form can be **customized** to collect any data you want including home address, birthday, anniversary, favorite menu items, etc. You can decide which fields are displayed and of those displayed, which fields are mandatory vs. optional.
- Cardholders **authenticate** their registration and activate cards by clicking a link inside the activation email sent to their email address or texting back the last 4 digits of their mobile phone number.

Membership Report



- As cardholders activate their cards either online at www.PLSRewards.com OR through your own website, the customers' marketing profile is added to your private database.
- After customers activate their card, any rewards dollars preloaded on their card in advance become available for redemption.
- By default, customers can use their card to earn rewards even if their card is not activated. However, activation is required before any rewards can be REDEEMED through the system to help aid your collection of customer data.
- You can login and review your Membership Report anytime online through your password protected account. Your Membership Report continues to expand as your program accelerates and more and more cards are circulated to customers.

Name	Card ID	Zip Code	Email	Mobile	Total Sales
Joan Hill	107556890	80513	jhill@aol.com	(970) 523-8961	\$307.25
Mike Landon	108925343	44125	mlandon@yahoo.com	(440) 625-3678	\$121.13
Bill Miller	102364791	60601	bmiller@ameritech.net	(773) 586-4394	\$242.50
Melissa Green	109782678	33931	mgreen@aol.com	(239) 345-3987	\$175.03
Bob Rogers	106523158	68318	brogers@sbcglobal.net	(402) 938-1239	\$66.56
Vince Lorenz	103259710	29044	vlorenz@aol.com	(803) 416-6952	\$142.21
Mary Scott	105862147	82637	msscott@yahoo.com	(307) 237-5681	\$71.26

One Card for Gifts & Frequency

Rewarding the Customer...Removing Money...Replacing with Value



"Not only have we modernized our gift card program, we started a great loyalty system that our customers love! We are not a business that likes to run with the same program for too long, and this rewards program allows for extensive wiggle room and customization. Customer service is also exceptional!"

~ Nick Miller
Prairie Bay Grill & Catering
Baxter, Mn

The **PLS Rewards Program** features complete gift card capabilities with the added convenience and benefits of world class rewards and fundraising on the same card. Our proprietary program allows merchants to remove money from the customer's hand (i.e. Las Vegas) and transfer it to their cash register helping guarantee a return visit without any advertising cost or reduction in prices to drive spending.

Here are just a few ideas on why customers will give you money in advance:

Pre-Paid 20% Bonus

Load (or add) \$20.00 in rewards when a customer purchases a \$100 gift card (for themselves or someone else). This strategy is a huge money maker for the business and yet offers a much higher return to the customer than leaving money in the bank.

Free Meal or Item

Offer a meal or service FREE of charge when the customer loads a certain amount (such as \$50.00) on their card.

Frequency Cards

Instead of selling a card with monetary value (i.e. \$50) consider loading items of service such as 10 Entrees or 20 Car Washes customers can prepay for in advance at a special discount and redeem later.

One Card For Rewards



"Our partnership with Preferred Loyalty Solutions has significantly increased our customer traffic. We issue our own internal loyalty cards to regular customers plus we accept all local non-profit coalition fundraising cards. There is no better advertising vehicle for the money."

~ Diane Blue
Blue Moon Saloon
Bemidji, MN

Over 98% of loyalty programs issue points as rewards. Points are difficult for customers to understand and therefore fail to engage consumers to maximum potential. PLS Rewards, however, uses a superior instant cash back rewards program design. Cash back rewards are easy to understand, show extreme value to customers, and places your business on a path toward reducing then eliminating all discounting inside your business.

When we make things simple and efficient by eliminating coupons, paper punch cards and other hard to understand points based programs, the value and convenience to customers is clearly seen in the bottom line. Many of our clients have shattered sales numbers and profit records with these simple steps alone!

- Each business owner is in full control of rewards and how they can be earned and redeemed.
- The ability to change rewards, bonuses or value added offers can be done within seconds.
- Automatic thank you note emails cement the benefits and remind customers of the value. (see example on next slide).

Sample Automated Thank You Email



★ SAMPLE EMAIL

When we add fundraising to your loyalty program, a special thank you reminds the customer of how much they have helped their church, school, etc. We combine BOTH benefits of rewarding and recognizing the customer AND supporting their heartfelt need at the same time!

From: PLS Rewards
Date: July 16, 2009
To: John Smith
Subject: Monty's Pizza Reward

Dear John Smith,

Thank you for visiting **Monty's Pizza**. We're pleased to inform you as a result of your recent purchase you have earned a **\$5.45 Reward** and have a current **Reward Balance of \$16.28**. Your reward is available for redemption toward any Monty's Pizza purchase just as if you were spending real cash.

We are also pleased to inform you as a result of yesterday's purchase, you earned a **\$2.28** donation to **Johnson Middle School**.

To redeem your reward, just hand your rewards card to the clerk at checkout and inform them you wish to redeem rewards and how much. You can spend your reward at any time or continue accumulating rewards toward a future visit.

Remember, join us every Monday and Tuesday for **DOUBLE REWARDS DAYS** and receive 20% cash back rewards on every purchase.

Once again, we thank you for your business and hope to see you again soon.

Sincerely,

Monty's Pizza • 562-349-0987 • www.montypizza.net

One Card For Fundraising



"Through Preferred Loyalty Solutions, we created a Rack Shack BBQ Fundraising Card for members. Our customers have gone berserk and LOVE getting 'Rack Shack Dollars' to spend on their friends or apply to future purchases. The program has definitely lifted sales and average tickets."

~ Keith Hittner
Rack Shack BBQ
Burnsville, MN

The **PLS Rewards Fundraising Program** offers outstanding ROI by replacing what is normally spent on advertising with donations back to selected non-profits.

- We offer the only fundraising program in the world today with real-time transparency and accountability. Each non-profit receives their own username and password to track donations, spending and visitation in real time.
- Simply distribute your cards to as many local non-profit organizations as you desire. The program automatically tracks spending by non-profit and by each individual card holder for added security and audit protection.
- Each new customer's marketing profile is automatically added to your membership database after the first card swipe. Support the community, increase business, and build your database at the same time!
- After each transaction, a designated % of the sale is automatically allocated to the designated cardholder's charitable organization as a donation.

Data Mining and Segmentation



The PLS Rewards system includes access to a robust customer relationship module that gives you the ability to filter and isolate customer data accumulated during the cardholder activation process.

DAYS SINCE LAST VISIT	GENDER	AGE	MOST VALUABLE CUSTOMERS
<input type="radio"/> Not Applicable	<input checked="" type="radio"/> All	<input checked="" type="checkbox"/> All	<input type="radio"/> Not Applicable
<input type="radio"/> 30 Days	<input type="radio"/> Male	<input type="checkbox"/> 17 and under	<input type="radio"/> Total Lifetime Sales minimum: \$ <input type="text"/>
<input type="radio"/> 60 Days	<input type="radio"/> Female	<input type="checkbox"/> 18-29	<input checked="" type="radio"/> Display Top 100 Customers
<input checked="" type="radio"/> 90 Days		<input type="checkbox"/> 30-49	<input type="radio"/> Display Top 200 Customers
<input type="radio"/> 180 Days		<input type="checkbox"/> 50-64	<input type="radio"/> Display Top 500 Customers
<input type="radio"/> 360 Days		<input type="checkbox"/> 65+	<input type="radio"/> Display Top <input type="text"/> Customers
<input type="radio"/> <input type="text"/> Days		<input type="checkbox"/> from <input type="text" value="18"/> to <input type="text" value="35"/>	
		<input type="checkbox"/> include unknown	

With the click of a mouse sort data by a myriad of demographic information, e.g.,

- Females Aged 30 to 50 who have not visited in past 30 days
- Customers who spend over \$100 month
- Customers with birthdays next month
- Customers who belong to a charitable organization

Send specified customers an email or text message to drive visitation and frequency for pennies on the dollar with reporting of open rates, delivery, opt-out preferences and more.

Reconciliation Reporting



- On a daily basis, our system emails authorized personnel a daily reconciliation of all transactions processed by location and sorted by transaction type.
- Reports are organized at summary and detail level with color coding to give you a full reconciliation of all gift and loyalty activity processed the previous day that can be tied back to the POS or cash register.
- For more detailed information and queries, you can log into your private merchant account and access reconciliation reports online anytime.

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)
08/02/09	901568890	Daniel Smith	Record Sale	\$25.30	\$12.50	\$0.00
08/02/09	901568890	Daniel Smith	Reward	\$2.53	\$15.03	\$0.00
08/02/09	901566992	Maria Kronos	Record Sale	\$45.80	\$106.55	\$0.00
08/02/09	901566992	Maria Kronos	Reward	\$4.58	\$111.13	\$0.00
08/02/09	901568966	Jessica Jones	Load Reward	\$65.00	\$96.16	\$225.00
08/02/09	901556763	Denise Miller	Redeem Gift	\$50.00	\$31.26	\$60.00
08/02/09	901543289	Joe Smith	Redeem Reward	\$20.00	\$23.66	\$50.00
08/02/09	901566790	Jake Feldman	Load Gift	\$200.00	\$23.40	\$175.00

Fraud and Abuse Monitoring



PLS Rewards offers the most comprehensive fraud and abuse monitoring controls in the industry. In addition to standard Clerk ID tracking and Manager Passwords over more sensitive functions, merchants can configure auditing settings to generate comprehensive reporting of transaction activity by both customers and employees flagged as suspicious or warranting closer review. The Fraud report is even emailed to authorized management automatically on a daily basis for proactive monitoring.

High Dollar Sale / Load / Redeem Transactions

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/04/09 1:41	108090026	Maria Jones	Load Gift	\$100.00	\$23.66	\$75.00	4560
08/04/09 6:40	108090026	Maria Jones	Record Sale	\$200.00	\$31.12	\$50.00	5580

Same Card ID, Same Day Multiple Transactions

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/02/09 1:01	107987745	Daniel Smith	Load Reward	\$23.54	\$1.12	\$8.56	1255
08/02/09 2:32	107987745	Daniel Smith	Load Reward	\$8.56	\$1.12	\$0.00	4560

Individual Card ID Tracking

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/01/09 4:42	108041289	Jennifer Smith	Record Sale	\$55.65	\$23.66	\$50.00	1255
08/02/09 2:32	108041289	Jennifer Smith	Redeem Gift	\$45.80	\$29.31	\$4.20	4560

Email Marketing



The PLS Rewards “Do It Yourself” Email Marketing service is integrated right into your membership database and combines professional, eye-popping graphic design with a user-friendly interface and maximum delivery rates through ISP spam filters. Your email templates are custom designed and available either on-demand (Do It Yourself) or we’ll handle everything through our full service solution.

Stay in Touch

Permission based communication is extremely well received when combined with value and rewards.

You Save Time and Money

Unlike every other 3rd party solution (i.e., Constant Contact) our email marketing module is integrated with your membership database. Subscriber lists automatically refresh each week, hard bounces automatically deactivate cards and opt-outs are managed seamlessly, saving countless hours of time and frustration.

Results can be Tracked

Professional email campaigns are trackable with open rates, bounce back statistics and more for ROI analysis.

Mobile Text Marketing



The **PLS Rewards Mobile Text Messaging** module integrates directly with your membership database and PLS Rewards account.

- A consumer's cell phone is 'always on – always with'. They simply don't leave home without it!
- Popular technology. Text messaging is used by millions.
- Instant offers. Drive business with coupon or rewards campaigns such as 'today only'.
- Reach your customers within seconds to advertise a special event, new menu item, holiday extravaganza or future promotion.

Save Time and Money with Mobile Text Integration

Just like our integrated email marketing application, our mobile text marketing application integrates directly with your membership database. Subscriber lists automatically refresh each week and opt-outs are managed seamlessly.



The PLS Rewards Difference



What makes PLS Rewards different from any other loyalty solution in the market today?

Instant Cash Back Rewards Design: Unlike most points based loyalty programs that may increase sales 5% to 10%, PLS Rewards issues instant cash back rewards which is simpler and proven to increase sales and profits upwards of 30% to 40% based on successful client execution.

Immediate Paperless Redemption: PLS Rewards utilizes a completely paperless redemption process offering consumers the ability to redeem earned rewards immediately by presenting their card at checkout without waiting for redemption certificates to come in the mail. This process caters to consumer desires for instant gratification and delivers proven higher ROI.

Customer Database Outsourcing: Virtually every other loyalty program solution in the market requires you to actually collect and input the data. We handle this tedious and time consuming process for you and treat your customers with personal attention. We have people on staff whose sole job is to assist YOUR cardholders activate cards and update their data if they are having difficulty.

Data Validation: The PLS Rewards program offers proprietary database building features that not only supports card activation by email, mobile text or Facebook with double opt-in authentication but validates the legitimacy of emails and mobile numbers in milliseconds through TowerData, a 3rd party database.

Private Label Integration: Using our private label technology, merchants can run their gift and loyalty program directly over the merchant's own website where all cardholders activate cards and check balances online in a seamless branded experience. No landing pages or hyperlinks. This solution represents true website integration to boost online traffic and keep customers returning.

The PLS Rewards Difference



Gift and Rewards on the Same Card: The gift card application can be run on the same rewards card or printed separately based on management discretion. Combining multiple applications on the same card saves money on plastic while adding more convenience and features for consumers.

Robust Fraud Monitoring: PLS Rewards goes above and beyond normal fraud controls with reports on everything, including but not limited to: high dollar tickets, high frequency patterns, multiple registration attempts with controls to curb abuse and automated daily emails to authorized management for proactive monitoring.

Proprietary Fundraising Module: PLS Rewards offers the only fundraising solution of its kind with complete accounting transparency designed to move your rewards marketing OUTSIDE the walls of your business.

Single Sign On Solution: Instead of working with multiple vendors PLS Rewards includes built-in email and text marketing modules. This tight integration automatically and seamlessly updates subscriber lists, manages bounces, and processes opt-outs.

Full Service Campaign Consulting: For clients too distracted or busy to run email and text marketing promotions, we have a full service team dedicated to doing everything for you for very nominal fees.

Loyalty Marketing Expertise: Arguably the most important bullet on this list, a PLS Rewards subscription includes access to senior loyalty marketing experts that are more approachable and knowledgeable about all things loyalty than any of our competitors. We will actually help you execute loyalty marketing with true innovation and in accordance with industry best practices.

THANK YOU FOR YOUR ATTENTION



Please contact your authorized sales agent to discuss the PLS Rewards program in more detail.
Contact our corporate sales office at 1-888-541-1138 or email support@plsrewards.com.

For more information download additional slideshows from the Merchants tab on:

www.PLSRewards.com