Preferred
Loyalty Solutions

CREATE...COMMUNICATE...DOMINATE!

Database Segmentation & Reporting with...
Email Marketing & Mobile Text Marketing Campaign Modules

Integrated Email & Mobile Text Marketing Modules

Preferred Loyalty Solutions

Preferred Loyalty Solutions offers truly integrated email and mobile marketing built right inside your account to establish relationships with your customers and bring them back more often. Today's consumers are bombarded with messages and will only pay attention to RELEVANT communication which varies by every customer demographic imaginable. There are many advantages to integration, here are just a few…

1. **Integration** means you can query your database and create custom subscriber lists based on many filters, including: transaction history, spending habits, frequency of visits, birthdays, anniversaries, and more.

2. **Integration** means automatic refresh of subscriber lists so you are not constantly tracking new customers and trying to figure out where they belong.

3. **Integration** enables you to seamlessly handle opt-outs and hard bounces with automatic updating and synchronization of your customer database, including the option to deactivate cards automatically for cardholder accounts with bad emails or mobile phone numbers.

4. **Integration** means no more uploading, downloading, importing, exporting and a number of other annoying and time consuming efforts.

Integration means life and business is simpler and more effective. Running a business is difficult enough; we don't need added frustration from our loyalty program causing more work or added headaches. Let's take a closer look on the following slides…

Running Custom Database Queries and Reports

Your Preferred Loyalty Solutions account includes access to a robust customer relationship system that gives you the ability to filter and isolate customer data accumulated during the cardholder activation process.

Building a custom report is a simple, intuitive process that takes mere seconds to complete by clicking a series of radio dials on a single screen. You may query your own member database by age, gender, frequency of visits, days since last visit, dollars spent, and more.

DAYS SINCE LAST VISIT
- ⦿ Not Applicable
- ○ 30 Days
- ○ 60 Days
- ○ 90 Days
- ○ 180 Days
- ○ 360 Days
- ○ ☐ Days

AGE
- ☑ All
- ☐ 17 and under
- ☐ 18-29
- ☐ 30-49
- ☐ 50-64
- ☐ 65+
- ☐ from 18 ‡ to 35 ‡
- ☑ include unknown

GENDER
- ⦿ All
- ○ Male
- ○ Female
- ☑ include unknown

MOST VALUABLE CUSTOMERS
- ⦿ Not Applicable
- ○ Total Lifetime Sales Minimum: $ ☐
- ○ Display Top 100 Customers
- ○ Display Top 200 Customers
- ○ Display Top 500 Customers
- ○ Display Top ☐ Customers
- ○ Current Balance Minimum ☐

FREQUENCY OF VISITS
- ⦿ Not Applicable
- Enter # of Visits 1 ‡
- ○ Within 30 Days
- ○ Within 60 Days
- ○ Within 90 Days
- ○ Within 180 Days
- ○ Within 360 Days
- ○ Within ☐ Days

PRIMARY LOCATION: Main ‡

UPCOMING BIRTHDAYS
- ☐ This Month (Apr)
- ☐ Next Month (May)
- ☐ June
- ☐ July

STATUS
- ⦿ All
- ○ Activated
- ○ Registered but not Activated

MOBILE NOTIFY
- ⦿ All
- ○ Yes
- ○ No
- ☑ include unknown

HOME ADDRESS
- ☑ Hide Home Address
- ☐ Show Complete Address
- ☐ Show City Only
- ☐ Show Zip Code Only

PHONE NUMBERS
- ☑ Hide All
- ☐ Show All
- ☐ Show Mobile Only
- ☐ Show Mobiel Opt-in Preference
- ☐ Show Home Phone

Create a Subscriber List for an Email or Text Campaign

Preferred Loyalty Solutions

Once your custom report displays desired query criteria, the next step is to create your subscriber list by giving it a name.

Subscriber List Name: [   ] [Create]

☑ Auto-refresh list weekly [?] ←

Set your subscriber list(s) on **Auto Refresh** and pull in updates **automatically** based on changes in customer demographics, upcoming birthdays, spending history, and newly activated cards. And all without lifting a finger!

Sort: [First Name ▾] [A to Z ▾]

Selecting cardholders: ALL

(Show address) (Show phones) (Show balance) (Show birthday)

	First Name	Last Name	Card ID	Activated	Reg. Date	Email	Gender	League Status	Visit Count	Lifetime Sales ($)
1	Adam	Miller	201005905	Yes	06/01/07	adam@yahoo.com	M	League	49	$1,414.00
2	Alexa	Smith	301237012	No	09/10/08	alexa52@gmail.com	F	Casual	19	$440.80
3	Bill	Newman	301000140	Yes	07/16/07	bnewman@aol.com	M	League	1	$50.00
4	Brooke	Maack	201005920	Yes	04/10/10	brooke67@msn.com	F	League	15	$249.26
5	Dan	Pogach	301336922	No	10/10/08	dan12@gmail.com	M	Casual	26	$1,923.54
6	Justin	Souter	301000168	Yes	08/26/09	justin7@verizon.net	M	League	2	$8.00
7	Paul	Cabano	202001234	Yes	06/01/10	paul@sbcglobal.net	M	League	37	$237.10
8	Robert	Galik	301128950	Yes	05/24/08	rgalik10@msn.com	M	Casual	0	$0.00

Once your subscriber list(s) are created and set to auto-refresh, you're done creating lists. Your lists will update automatically each week. You can now use either Preferred Loyalty Solutions Email Marketing or Mobile Text Marketing modules to communicate directly with your customer database.

Integrated Email Marketing

Email has always been a great way to stay in touch with customers and continues to be effective. However, most email solutions focus more on 'email blasting' rather than truly integrated solutions to send relevant messages and offers to targeted demographics who have different needs and interests. Since SPAM and other issues have made customers wary, delivering relevant communication helps establish the loyalty bond with the customer which is vital in earning their business.

Preferred Loyalty Solutions **On Demand Integrated Email Solutions** combines professionally designed, eye popping HTML emails with the highest deliverability rates and customer engagement. Our 'best in class' user friendly interface allows for powerful targeted campaigns to be created in seconds.

Third party companies (such as Constant Contact) are no longer needed since the email module is integrated into your Preferred Loyalty Solutions customer database Integration is not simply just a convenience; it's a necessary step in relevant communication to establish proper relationships. It just so happens that doing things right also makes them easier.

Professional Custom Designed Templates

Branding and first impressions are vitally important, not only for the professional look of your business, but for optimal deliverability. That's why we automatically load all types of professional designed templates covering various industry themes (e.g., corporate events, birthday parties, weekly specials, etc.) into your account.

We even include sample editable text to give you ideas on what to say to your customers. All templates can easily be customized with your center's logo and branding for nominal fees.

Creating Email Marketing Campaigns

Preferred Loyalty Solutions

Creating targeted email campaigns on your own is now a snap and can be accomplished within minutes.
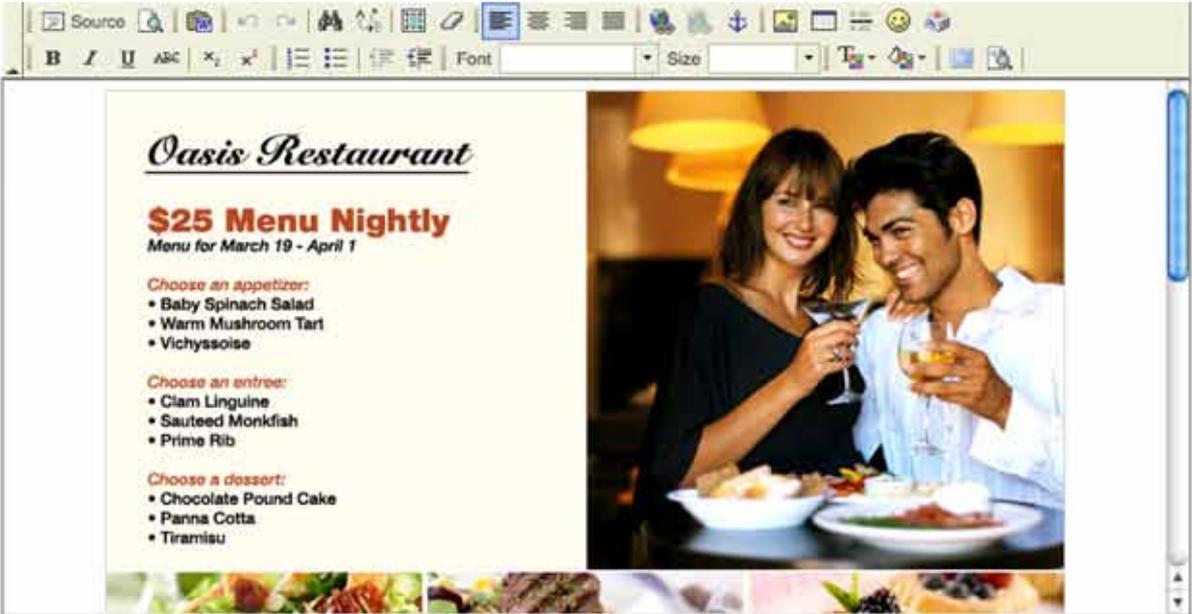
Once you select a themed template and edit the copy, simply select your subscriber list(s) and schedule the campaign for delivery or send immediately.

You can test and preview the template to see how it looks in your inbox with the click of a button.

Subject:

HTML Version

Back to Select Template   Preview   Save Draft

Your Emails: Send Test Email

B I U ABC x₂ x²   Font   Size

Oasis Restaurant

$25 Menu Nightly
Menu for March 19 - April 1

Choose an appetizer:
• Baby Spinach Salad
• Warm Mushroom Tart
• Vichyssoise

Choose an entree:
• Clam Linguine
• Sauteed Monkfish
• Prime Rib

Choose a dessert:
• Chocolate Pound Cake
• Panna Cotta
• Tiramisu

Select Subscriber List(s)
Hold ctrl (cmd for Mac) to select more then lists.

All Customers
Birthdays Next Month
Happy Hour Club
Special VIP Group

Schedule Email For Delivery
Select campaign send date and time or click Send Now to deliver campaign immediately.

04/28/2010   11:00 am

Schedule Delivery   or   Send Now

Mobilizing Your Customer Loyalty Program

We all know the power of mobile phones and the tremendous growth of smart phones, texting, and communication options. However, customers are even more protective of their mobile phones than they are of their INBOX. Irrelevant communications will not only be taboo, they may cause your entire text message solution to be shut down unless best practices are strictly adhered.

Integration is the answer to an effective and worry free mobile marketing strategy. The proper texting strategies deliver even higher ROI than email marketing. Boasting a whopping 95% open rate as compared to 20% for email, texting is by far the most cost effective and highest producing ROI enhancer to date, BUT, it must be done right.

Just like our integrated email solutions, the mobile text marketing module is built right into your Preferred Loyalty Solutions account that connects to your membership database. This integration means you can focus your time planning and running campaigns and not importing, exporting, and managing data between different systems and applications.

Mobile Text Marketing Strategies

Preferred
Loyalty Solutions

There are many ideas on how to use text messaging to communicate with your customers and get feedback in return. Some messages can even be interactive such as TEXT TO WIN…here are a few others:

Send FREE Money

Reserve a Table

Send Thank-You Messages

Announce New Promo or Event

Activate Card

Customer Feedback

Send **FREE** gift or rewards value anytime you need the business or during slower periods.

Send Thank-You messages to your top customers with an exclusive invitation.

Allow customers to activate their rewards card on the spot.

Reward your customers with **FREE** gift value in exchange for valuable customer feedback.

TRY OUR MOBILE TEXT DEMO RIGHT NOW!

Text RewardMe to 51684 to OPT-IN to our VIP Alerts and receive a FREE $10 Gift added to your rewards card. Just text back your ID# of 103450000 to confirm your transaction when prompted.

There are 2 ways Preferred Loyalty Solutions helps clients collect mobile numbers:

Method #1: Card Activation Process

Through the normal process of activating cards over **www.PLSRewards.com**, consumers are already asked to input their mobile numbers and opt-in preference to receive promotional text messages. This information is stored in your private database just like email addresses.

PREFERRED LOYALTY SOLUTIONS CARD ACTIVATION FORM	
Card Number:	0000 30100 9999
First Name:	Joe
Last Name:	Smith
Email Address:	joe.smith@comcast.net
Mobile Phone / Carrier:	(201) 555-1234 Carrier: Verizon
Text Message Alerts:	✔ OPT-IN to receive exclusive offers and announcements via text message to your mobile phone from Preferred Loyalty Solutions locations you patronize. You can opt-out of receiving messages at any time.

Collecting OPT-IN Mobile Phone Numbers

Text RewardMe to 51684 to activate your rewards card and receive $10 in FREE gift value instantly.

Preferred Loyalty Solutions

Method #2:
In-House Promotions

Another highly recommended method of collecting mobile number opt-ins is by advertising an incentive inside the store through video monitors, signs at the front desk, posters, etc. This promotion creates a call to action by inviting customers to opt-in in exchange for a free gift, such as **$10** in gift value or a **FREE** dining entrée.

All the mobile numbers collected during in-house promotions are automatically added to your Preferred Loyalty Solutions database. We can even enable your customersto activate their card right from their mobile phone instead of using the online registration form.

When the customer responds to the offer, he or she immediately receives a response back as follows:

Enter your cardholder ID# and press Send to confirm your transaction. You will receive $10 in FREE gift value added to rewards card and be notified of special events and promotions periodically.

Thank you for your participation. $10 in Gift Value has been added to your account. You may redeem the $10 anytime at checkout. Just present your rewards card.

Upon submission, your customer receives a confirmation text back:

Creating Mobile Text Campaigns

Creating a mobile marketing campaign is even simpler then email marketing. Just write copy for the campaign, select your subscriber list(s) and schedule the campaign for delivery or (send immediately). And voila!. Your customers receive messages direct to their mobile phone with your promotional message. Customers can even respond directly via text to reserve a party, activate a card, or get on a special invite list.

Remember, just like Email Marketing the **Mobile Marketing Module** is integrated into your Preferred Loyalty Solutions database so you'll enjoy all the advantages integration offers including: Automatic subscriber list updates, opt-out handling, and automated bounce management. It's all about making things easier and convenient while driving higher ROI by following best practices.

Title:

New Fall Menu

Text

Our new Fall menu launches this Saturday night at 9PM. Text Rewards to 94052 to reserve your table and receive a FREE appetizer.

Character Counter 105

Save Draft

Select Subscriber List(s)
Hold down CNTL to select more than 1 list.

All Customers
Birthdays Next Month
Happy Hour Club
Special VIP Group

Schedule Message For Delivery
Select campaign send date and time or click Send Now to deliver campaign immediately.

04/28/2010   ...   4:30 ▾   PM ▾

Select your timezone:

Wednesday, April 28, 2010 - 12:30 ▾

Schedule for Delivery   **or**

Send Now

Need Even More Convenience? How About Full Service, Where We Do The Work For You!

If you are pressed for time or just too busy being busy, then let us take everything off your shoulders so you can relax and service all the new customers we drive your way.

Full service means we do it everything soup to nuts including creating and sending the campaign on your behalf. All you need to do is let us know what you are thinking and what you are trying to accomplish. We will take these rough draft ideas and convert it to a professionally designed campaign that should leave you pleasantly surprised!

Custom packages and pricing available upon request. Consult your authorized sales agent for details.

Cinco de Mayo

Karaoke Contest

Poker Tournament

Win This New Car

Reduce Then Eliminate All Existing Advertising Expenses

One of the greatest benefits of Preferred Loyalty Solutions is that our entire program is usually FREE. Say what? Yes, Preferred Loyalty Solutions pays for itself multiple times over since it's not a NEW expense; it replaces other expenses which are less effective. For example, when you start valuing your customers by offering cash back rewards, they in turn spend more money and visit more frequently. Over time, you lessen the need to discount your products and services and can turn off the spigot of spending thousands for the privilege to distribute an offer or coupon through the mail, radio or television. When you need to get the word out on a new offer or product, you simply communicate with your database with the press of a button for pennies on the dollar.

Many of our clients have weaned their previous advertising expenses down to zero within 12 months of implementing Preferred Loyalty Solutions. Installing Preferred Loyalty Solutions takes your business OFF the roller coaster ride of higher expenses, difficult to track ROI, and paying in advance for coupons, print,or other traditional forms of advertising. We will teach you how to eliminate discounting and never lower prices again while customers thank you when paying full price.

Email and mobile subscription plans vary based on volume needs. Discounts are available for multi-location operators. Call your local Preferred Loyalty Solutions authorized agent today for details.