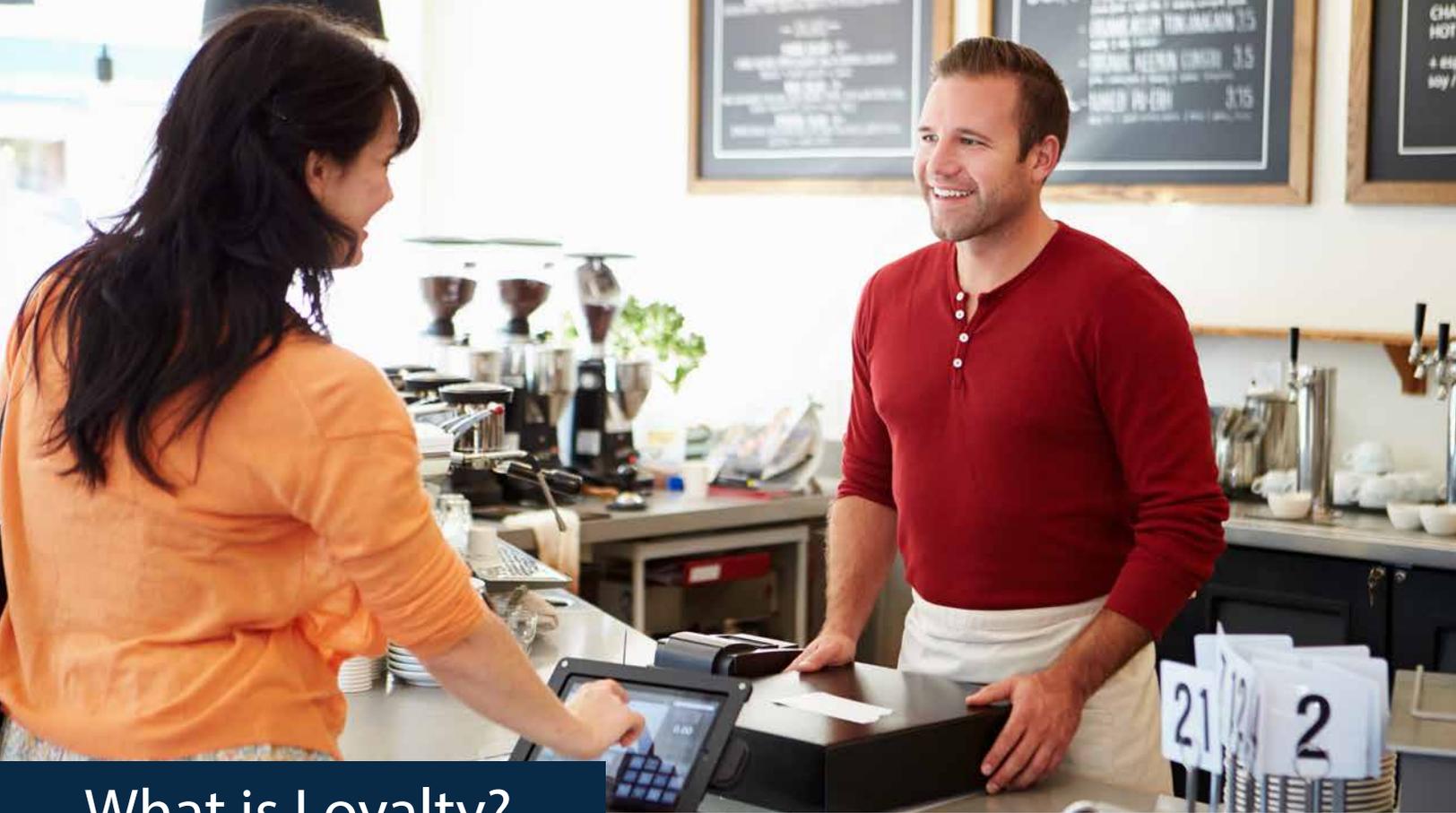


A photograph of a person's hands holding a black smartphone in a grocery store aisle. The person is wearing a red patterned top. A red shopping cart handle is visible in the foreground. The background shows shelves stocked with green and yellow packages. A dark blue curved graphic element is in the top right corner.

stickystreet®

StickyStreet Loyalty

The world's largest white label loyalty platform you never heard of



What is Loyalty?

Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes a product or service. To build customer loyalty, customer experience management blends the physical, emotional and value elements of an experience into one cohesive experience.

Retaining customers is less expensive than acquiring new ones, and customer experience management is the most cost-effective way to drive customer satisfaction, customer retention and customer loyalty. Not only do loyal customers ensure sales, but they also are more likely to purchase ancillary, high-margin supplemental products and services. Loyal customers reduce costs associated with consumer education and marketing, especially when they become advocates for your company.

Given the highly competitive business landscape, customer loyalty programs are the most effective way to differentiate your company from your competition. Such differentiation effectively drives consumer loyalty when consumers are engaged on an emotional, intellectual, or even spiritual level, and when a customer cherishes a product or service before, during and after its use.

Source: www.beyondphilosophy.com



Why is loyalty important?

Customers are the lifeblood of any business. Meeting their needs and ensuring their satisfaction is imperative. Fierce market competition necessitates that businesses constantly improve their relationship with customers. This can translate into an efficient customer lifecycle management by evoking a positive experience across the customer journey.

Customer Engagement Lifecycle

Acquisition

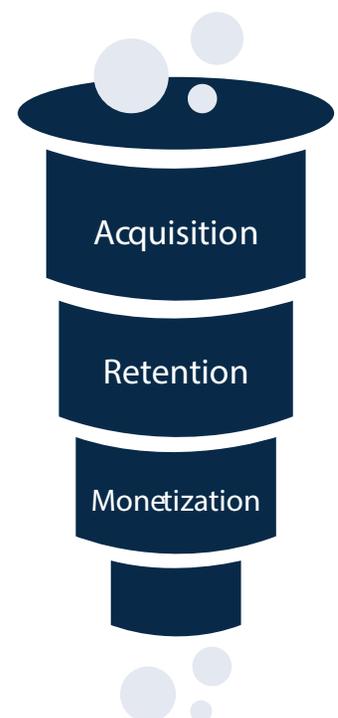
Create consumer awareness and drive program adoption through marketing campaigns, partner channels and 1-to-1 referral's.

Retention

Analytics and strategies to incentivize consumer behavior for longer lasting, more loyal relationships.

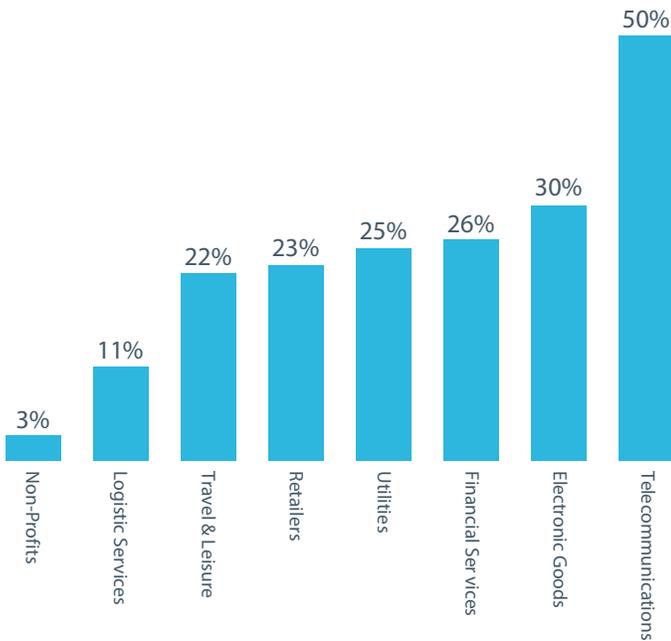
Monetization

Promote the right offer to the right consumer at the right time to drive higher perceived value and profitability.

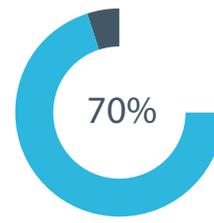


Every industry needs help

Customer satisfaction by industry:

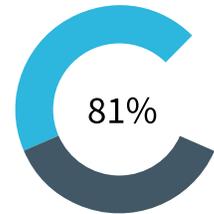


The better the customer experience...



The more loyal the customer

70% stopped doing business with a brand following a poor customer experience; 92% of which went straight to a competing brand and made a purchase.



The higher the perceived value

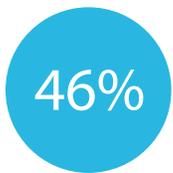
81% willing to pay more for superior customer experience; 44%, nearly half, willing to pay a premium of more than 5%.



The more likely they are to recommend

20% advantage customer experience leaders have a likelihood to recommend scores compared to customer experience laggards.

Reward facts



Increased Spend

Customer spending increase 46% with companies offering a reward program.

Total Research Corp & Custom Marketing Corp's Loyalty Monitor Study



Increased Revenue

Companies can increase revenue by nearly 50% by retaining 5% of their customers.

Frederick Reicheld, Loyalty Effect



Increased Visits

Customers extremely likely to increase business visits if offered a reward program.

Total Research Corp & Custom Marketing Corp's Loyalty Monitor Study

The more the market rewards the focus

last 5-years' return of S&P 500 companies.

22%
customer
experience
leaders

vs.

46%
customer
experience
laggards



customers' needs

Market Problem

Businesses want to acquire, retain and monetize their best customers, but many can't drive one-to-one marketing with their customers.

Loyalty programs capture the consumer data and allow businesses to identify and incent their best customers.

Many businesses don't have budget or resources to develop robust loyalty engines, so a scalable solution with a rich set of tools for rapid deployment is very important. This enables brands to create a continuous, one-on-one relationship with their customers via any device they are using.

Rewards programs capture customer data and offer reports on transactional data. Customers that both earn and redeem a reward are eight times more valuable to a business and are 30% more likely to continue earning rewards by returning to the business. Over time, this equates to increased sales and longer lifetime value.



How can we help?

We offer an enterprise-grade white-label loyalty and rewards solution for large agencies, resellers and enterprise clients, enabling businesses to easily design, publish and manage loyalty and rewards programs through a customer portal and channel tools allowing for rapid deployment in 12 languages.

The white-label capabilities allow for strong, affordable customized branding for customers and the various APIs provide ease of implementation and rapid deployment into a mobile program and/or any other channel.

Everything you need for your clients to be able to access your custom loyalty offering is provided in the cloud. Offer our platform under your own label, and we do the rest .



What makes us different?

While many businesses try to promote their own brand and create the next big thing, we focus on providing the necessary infrastructure and tools for you to deliver unique loyalty solutions for any client, in any industry, anywhere.

Choose from one of our out of the box interfaces or create your own look and feel! With us you have full control over what your clients and their customers see and interact with.

Our API Driven Loyalty Platform allows you to provide closed loop, stored value, coalition and two-tier programs in a completely white label environment.



Who we serve?

We offer service for three different categories, allowing for a highly integrated, customizable product.

Value-Added Developers, Resellers, and Agencies

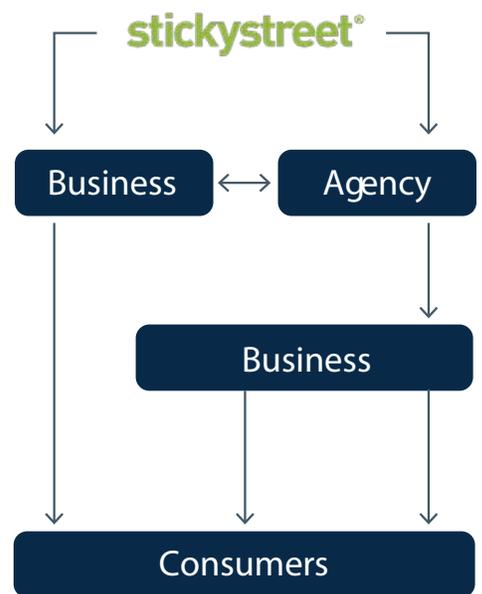
Expand your business by leveraging our robust customer engagement platform to offer your clients their own branded loyalty rewards program along with other integrated value-added marketing services.

Enterprise

Our scalable, flexible and fully configurable solution integrates with your internal systems and external third-party service providers. Our platform's dynamic capabilities allow you to extend your customer engagement offerings through branded rewards and nimble marketing solutions, allowing you to adjust to evolving customer behaviors and technologies.

Multi-Merchant Coalitions & Two-Tier Rewards Program

Our rewards program can include multi-branded service providers such as franchise systems, malls, property management companies, clubs and associations. Utilizing this option allows you to manage multiple brands and/or business levels through a single dashboard for maximum marketing impact and ROI.





Where are we deployed?

Verticals

- Retail
- Banking
- QSR
- CPG
- MNO
- Financial Institutions
- Digital Agencies

Businesses in more than 67 countries are using our technology. From small mom and pop store to large chains .
 Transactions= 50+ million
 Consumers = 6.6+ million
 Merchants= 1,000+
 Largest client = 2.7+ million consumers



English
 Dansk
 Deutsch
 Español
 Italiano
 Português

Türçe
 العربية
 Français
 Norsk
 ქართული
 תיבֿע

Transactions  50+ million	Consumers  6.6+ million	Active Customers  450k/month	Business  1,000+	Agencies  40+	Largest Client  2.7+ million
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Word on the street?

Testimonials

It's been easy to start working with StickyStreet from the beginning because we had many ideas in common. Their experience has been extremely useful for me to develop my business as it is today.

Stefano Benvenuti Founder,
SimpleSolution Rome, Italy

We have worked with StickyStreet since 2009. Its robust loyalty platform has proved stable, secure and reliable to trust our major customers to it, such as banks, credit cards and large retail companies. The founders of StickyStreet, are always ready to meet the most exacting demands of our customers. They are truly our strategic partners.

Stavros Frangoulidis Diretor Geral , PAP Solutions

Working with Anthony Angell and the team at StickyStreet can be described in two words; "Exciting" and "Professional". Their experience in creating a fantastic and easy to use back-end system that powers the StickyStreet platform has only been outshone by their determination to have a gorgeous and easy to use loyalty front-end. Attractiveness and ease of use aside - working with StickyStreet gives us at IQ Gecko the capability to bring the newest and most cutting edge technologies to market first. I firmly believe that having the capability to offer the StickyStreet platform feature-set is one of the main drivers that made "Top 5" Australian financial institution "Suncorp Bank" chose the StickyStreet (IQ Gecko "StickyFeet") platform as their application of choice to feature on their merchant credit card terminal.

Michael Rebiffé
IQ Gecko Managing Director Sydney, Australia

A few of many happy clients!





Get in Touch Today!

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