

**stickystreet**<sup>®</sup>

CLOUD  PAYMENTS LOYALTY SOLUTION



**API POWERED LOYALTY PLATFORM**  
**COMPLETELY WHITE-LABEL ENTERPRISE PRODUCT FOR RESELLERS**  
**ROCK SOLID SECURITY WITH** 

**A World Leading Loyalty Platform**

# Everything you need is provided in the cloud



## API Driven

Our API Driven Platform as a Service allows you to quickly implement meaningful customer engagement solutions.



## Turn-key and modular

Create and manage in-house loyalty and stored value (gift card) programs under your own brand.



## Powerful yet Flexible

With over 7 campaign styles, including points, Buy x Get X, Two-Tier and even Coalitions the power is in your hands, on the cloud, or on any mobile device.



## Localized

We are global, businesses all over the globe use the technology in their own language and currency.



## Web Based Cloud Solution

The API platform allows you to manage your client's accounts from anywhere in the world. In the Cloud, it works with any browser, operating system, or mobile device.



## Secure

We maintain the data and integrity of the system, additional features and more -there's nothing for you to worry about. Safety and integrity of data is all-important to us. Your information is safe and secure.

Many businesses build their products on our platform and every precaution is taken to protect client's data.



## Mobile Friendly

Clerk and Customer mobile responsive web applications are available. Use them to go to market in hours or integrate into your existing client applications.



## Fully Customizable

Customize your client loyalty program to be as unique as their business. Create, customize, brand, and maintain an engaging loyalty program in a matter of hours.

# The platform explained in 7 points

Here are 7 things about the platform that will help understand quickly what we offer:



## Agency Toolbox

Everything needed to create and manage your client's accounts is provided. From your own branded agency toolbox, to easy links, and widgets to setup customer balance lookups and more.



## Client Dashboard

This easy to use interface allows you to be the administrator of any of your client's loyalty programs. Choose to give them full access to this interface and let them set up and manage their own program, or be the administrator they need to launch a successful loyalty program. Explore more about our flexible programs and account types on page 6.



## Transaction Recording

Get your clients setup in minutes with any of our ready to use web interfaces, customize and host your own clerk interface, or integrate any 3rd party service. Additional methods like batch uploads or batch file processing are available.



## API

The platform is unrivaled for one simple reason: Our robust and powerful API. Using the API the opportunities are unlimited for your agency and clients. Go after the smallest turn key client, or integrate our platform into any other API accessible product and go big! No, there are no additional fees to access the API.



## Merchant Access

Provide your clients with access to any of our interfaces to monitor their loyalty program and record customer visits. Customize and host your own interface or app, or use the API to integrate with any 3rd party system.



## Customer Access

Every business and industry might be looking for something different when it comes to customer experience. Set up a balance look up in minutes, host and customize a web portal for consumers to be able to login and interact with the loyalty program, or use the API to integrate into any existing mobile application or e-commerce solution.



## Reporting

Data is key, that's why the reporting component is so important. Audit, Marketing, and Balances reports are available.

# Agency Toolbox

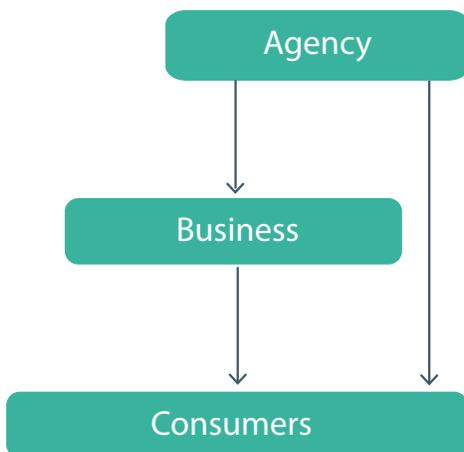
Everything you need to create and manage your clients' accounts is provided. From your own agency toolbox to easy links and widgets to setup a customer balance lookup in minutes.

The screenshot shows the 'Agency Toolbox' interface. At the top, there are navigation tabs: Clients, Sub-Agencies, Tools, Support, Settings, and Logout. Below this is a 'LOGO HERE' placeholder. A secondary navigation bar includes 'Active Clients', 'Trial Clients', 'Client Announcement', and '+ New Client'. The main content area is titled 'Agency Toolbox' and features a 'Trial Clients' section. A green box indicates 'Total Trial Clients = 6'. Below this is a table with the following data:

	Account ID	Business Name	Customers	Client Notice	
<input type="checkbox"/>	demo_so	Demo SO	5		Update Msg
<input type="checkbox"/>	demo_ustwotier	Demo Two-Tier	3		Update Msg
<input type="checkbox"/>	demo_ged	Ged Demo Account	2		Update Msg
<input type="checkbox"/>	demo_afteraws	Demo test aster Aws	0	Custom Message Here!	Update Msg
<input type="checkbox"/>	demo_star	Demo RStar	0		Update Msg
<input type="checkbox"/>	demo_uscoalition	Demo Coalition	0		Update Msg

Below the table are buttons for 'All/None', 'Activate', 'Suspend', 'Unsuspend', 'Delete', and 'Update Msg to Selected'.

- ✓ Balance Lookup
- ✓ Online Enrollment
- ✓ Client Login Links
- ✓ Points Calculator
- ✓ API Documentation
- ✓ Active & Trial Accounts
- ✓ New Client Creation
- ✓ Suspend/Delete Clients
- ✓ Online Ticket Support System

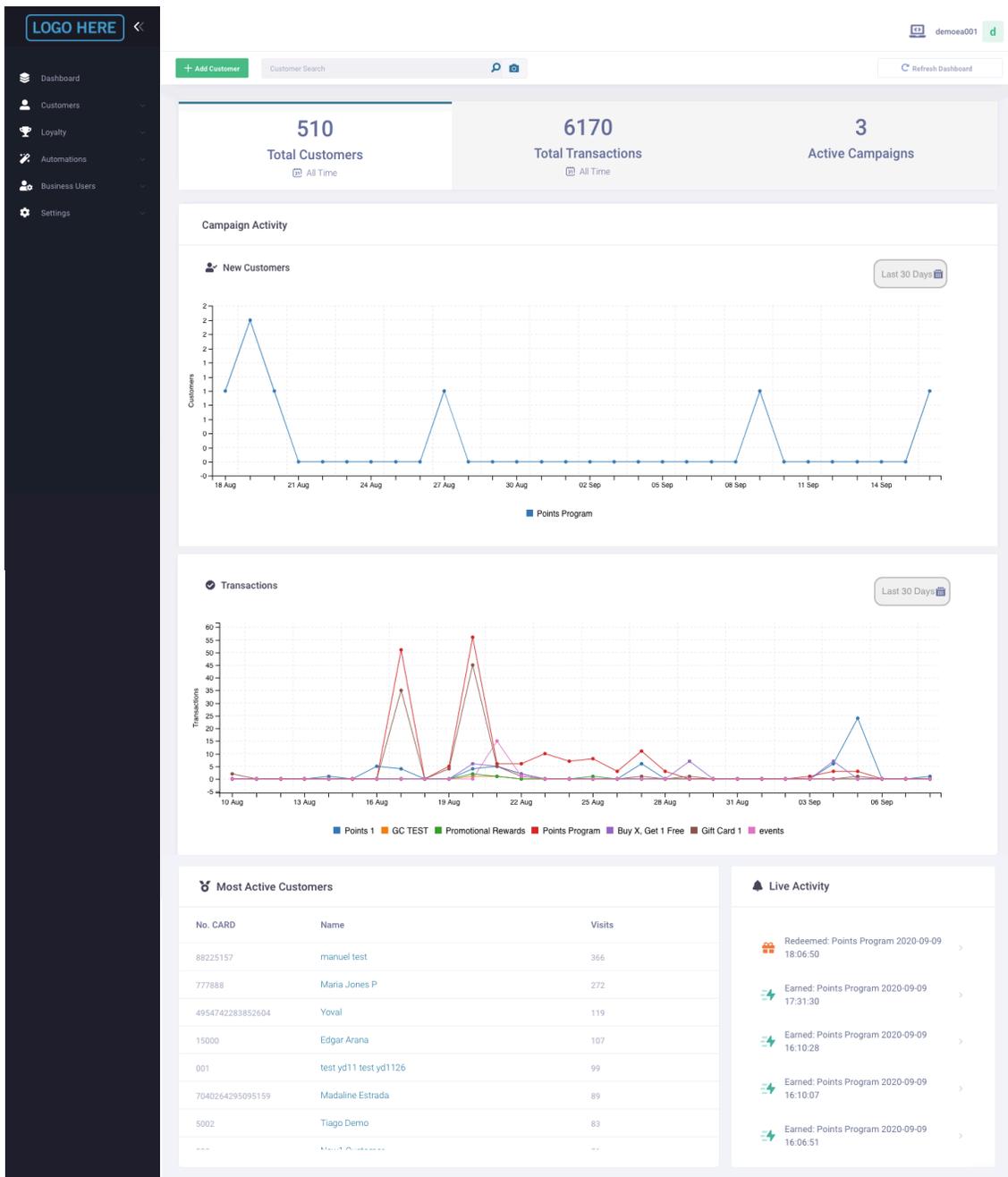


- ✓ Business to Business
- ✓ Business to Consumers
- ✓ Coalition Program
- ✓ Two-Tier (Mall) Program

# Client Dashboard

## Features:

- ✓ Dashboard Insights
- ✓ Generate Reports
- ✓ Account Settings
- ✓ Export Data
- ✓ Customer Fields
- ✓ Employee Roles & Permissions
- ✓ Transaction Fields
- ✓ Email & SMS Communications
- ✓ Customers Records
- ✓ Memberships Levels
- ✓ Loyalty Program Campaigns
- ✓ Boost Promotions
- ✓ Record Customer Visits/Transactions



# Loyalty Program Styles

A highly customizable group of program styles is provided. You can pick and choose the ones that best suit your needs.



## Points & Rewards

Traditional programs allow merchants to assign points based on variable such as amount spent, products purchased, in-store promotions, etc. Merchants determine point value & customer rewards.



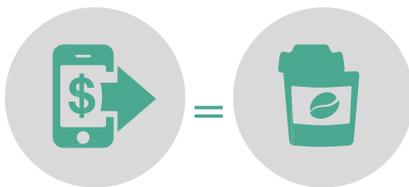
## Gift Card/Stored Value

Traditional plastic gift card program, or go virtual through a mobile or online stored value account.



## Event Based

Merchants define rewards based on the interactions customers have with the business, such as number of visits or check-ins, rather than money spent.



## Buy X Get 1 Free

A classic program rewarding customers with free items based on a defined number of times they purchase a specific product or service.



## Earn Money Per Event

Customers earn a monetary value when performing your client (business) targeted actions, such as customer referrals, participating in a survey or product test, etc.



## Multi-merchant Accounts

Use the multi-merchant account that suits your needs without the worry of being charged based on the number of merchants and/or participating locations.

- ✓ Coalition
- ✓ Two-Tier

# Coalition Account

Allows for unlimited business locations to participate in a group program where consumers can visit any of the locations, earn or redeem points or stored value. Consumers keep a single balance that can be used at any of the participating business locations. This account is designed for administrators to easily create and manage all the participating businesses, their rewards, promotions, and user employees that have access to a specific business location.

## Features

- ✓ Setup for multiple businesses /locations
- ✓ Participating customers have a Single Coalition Balance
- ✓ Each participating business location can have their own points ratio
- ✓ Each participating business location can have their own rewards and promotions
- ✓ Customers enroll or register online or at any participating business location
- ✓ Customer ID can be defined for anyone to easily find the customer account
- ✓ Customers can earn and redeem at any participating location
- ✓ Reporting for easy reconciliation available

Program styles supported for coalition accounts:



Points & Rewards



Gift Card/Stored Value

## Example

---



Pizza = 20 points



Shoes = 100 points



Haircut = 30 points

=

Balance  
150 pts

# Two-Tier Account

Allows for unlimited business locations to participate in a group program where consumers can visit any of the locations to enroll, earn and redeem points. Consumer has multiple balances, one per each participating business. This account is designed for administrators to easily create and manage all the participating businesses, their rewards, promotions, and user employees that have access to an specific business location. No reconciliation is needed for this type of account.

## Features

- ✓ Setup for multiple business locations
- ✓ Participating customers have multiple balances (one per business)
- ✓ Each participating business location can have their own points ratio (e.g. 1 point per dollar)
- ✓ Each participating business location have their own rewards and promotions
- ✓ Customers enroll or register online or at any participating business location
- ✓ Customer ID can be define for anyone to easily find the customer account
- ✓ Customer can only redeem points at the business where they earned those points or visits (e.g. If a customer gets 500 points at business "A" those points are only redeemable at e business ("A")).
- ✓ This account allows to use any of the program styles available, which means that a business location can offer points per dollar spent, but another rewards per visit, or even promotional buy x, get 1 free items.
- ✓ Reporting avaiable, no reconciliation needed.

## Example

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### Town Rewards



Pizza = 20 pts



Shoes = 100 pts



Haircut = 30 pts



### Balances

Pizza = 20 pts (redeemable at Pizza only)

Shoes = 100 pts (redeemable at Shoes only)

Haircut = 30 pts (redeemable at Haricut only)

Town Rewards = 15 pts (redeemable at Town Rewards only)

(This is the 2nd Tier = % Contribution of all accumulated pts)

# Some program examples created with our platform

- **Basic Points Program**

Customers earn points based on the amount of pre-tax purchases. Merchant determines a product or service they want to promote and offer the product/service as a reward based on amount of points earned.

- **Non-Monetary Points Program**

Using the “promos” capability, a business defines things a customer can do to earn points by adding “+ promos”. Example – Bible Bucks program gives +10 points for doing a good deed and +5 points for memorizing a Bible verse.

- **Basic Gift Card Program**

Customer buys a gift card for someone else. That person receives the gift card and uses the amount of credit on the card to make purchases.

- **Referral Program**

Points: People or employees who refer new customers are given points they can redeem for discounts, free products/services or VIP status.

Money: People or employees who refer new customers are given a certain “bounty” they can use at the store as credit for purchases.

- **Basic Visit-Based Program**

Customer accumulates “visits” each time they visit the merchant. A schedule provides options of rewards based on number of visits. Example – After 10 visits, you can get a free product. Or keep accumulating visits and after 20, get a different free product.

- **Pre-Loaded Stored Value Program**

Customer is incentivized to pre-pay into a stored value card that can be used at a merchant location by receiving extra money on the card. Example – purchase \$100 pre-loaded card and get a bonus \$5 to spend.

- **Buy X Get One Free Program**

A specific item is defined along with the number of times the item must be purchased to earn a free item. Example – A coffee shop may have a “buy 10 coffees get one free” or “buy eight cookies, get one free.”

- **Tab Program**

Using a stored value campaign, businesses like bars that extend tabs to customers can add to a balance that represents what the customer owes the business. The balance is reduced when customer pay all or a portion of the accumulated balance.

- **VIP Program**

Using an event or points program, define lifetime-accumulated balances to provide tiered benefits (e.g.: Gold Member). Use the “x promo” to define multipliers for accruals. Example – earn 100,000 points and become a Gold Member; customer earns 2x points on purchases.

- **Third-Party Fulfillment**

Merchants can integrate with third-party fulfillment so the points (or visits/events) earned can be redeemed for a list of products made available and shipped by the third-party fulfillment warehouse.

- **Charity Choice Program**

Using three points campaigns in three different accounts, a single transaction in a participating location (each location has one campaign in each of the three accounts) is split into three API calls that “fund” the three campaigns. That is usually split with 80% going to the stores’ loyalty program, 15% to an account where the customer donates to a charity of choice and the remaining 5% to the program organizer’s profit.

- **Gyms/Spas Membership Program**

Using the Buy X campaign, the receptionist pre-loads the amount of services and products a customer purchases (e.g.: platinum membership gets 10 free massages, 2 free salt wraps and one bathrobe). When the customer comes in and wants to redeem a service/item, the receptionist deducts from their balance.

- **Miles Program**

Use a points campaign, call it miles, and determine mile expiration based on last transaction (rolling expiration) or based on the date of earning item (use them or lose them).



# Transaction Recording

Transaction Recording is the heart of a successful loyalty program, without the right method there is big chance of failure. Every businesses is different, every industry is different, we cannot force you to use “our app” or to pay for an integration that only we can do. We rather like to give multiple options for you to choose the right one for the type of client that you are targeting. Yes, we are not perfect and there is no such thing as magic, but our technology is that flexible.

## Methods Supported:

Web Dashboard	✓
Mobile Responsive Clerk Web Application	✓
Mobile Responsive Custom Web Clerk Portal	✓
Real Time API Transactions	✓
Manual Batch Upload	✓
Batch Processing APIs	✓
Custom Batch File Upload & Processing*	✓
Custom Integration to POS/System*	✓

\*Per Statement of Work

# API

The API documentation is published at <http://api.clienttoolbox.com> for your developers or any of your clients to access it.

Here's what you should know about the API:

- ✓ API stands for Application Programming Interface
- ✓ It's a comprised of a set of methods that allows users to quickly develop and deploy custom loyalty applications.
- ✓ The API allows other programs and hardware to interface with the loyalty platform directly, without having to go through a browser, allowing you to integrate transactional steps into mobile, web, or desktop applications.
- ✓ API Protocol? It's an HTML POST request. Same thing as submitting a form on a web page and can be done in any programming language or script. The resulting data however is either XML or JSON.
- ✓ You can use the API to:
  - Integrate with a POS system.
  - Design your own mobile application.
  - Program your own email, sms, or custom marketing and customer relations application.
  - Automate the recording of transactions based on your own triggers.
  - Integrate with other SaaS online applications for a seamless enterprise solution.

API Based Integration?  
The world is your oyster!



## API DOCUMENTATION

Last Update: Wed, Mar 5, 2014

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**Premiere Access**  
[Enterprise-Level API Calls](#)

**API Calls**  
[Overview](#)

Clients (Businesses)  
[Account - Update](#)  
[Account - Info](#)  
[Dashboard - Info](#)

Custom Fields  
[Customer Field - Create](#)  
[Customer Fields - List](#)  
[Customer Field - Update](#)  
[Customer Field - Delete](#)  
[Transaction Field - Create](#)  
[Transaction Fields - List](#)  
[Transaction Field - Update](#)  
[Transaction Field - Delete](#)

Users (Business Employees)  
[User - New](#)  
[User - Update](#)  
[Users - List](#)  
[User - Info](#)  
[User - Delete](#)

### Overview

This API allows other programs and hardware to interface with the loyalty platform directly, without having to go through a browser, allowing you to integrate transactional steps into mobile, web, or desktop applications.

You can use this API to:

- Integrate with a POS system.
- Design your own mobile application.
- Program your own email, sms, or custom marketing and customer relations application.
- Automate the recording of transactions based on your own triggers.
- Integrate with other SaaS online applications for a seamless enterprise solution.

### API Access URL

Requests can be sent to the main API uri:

```
https://api.clienttoolbox.com
```

NOTE: Notice the "s" in https – Connections to the API **must** be through encrypted SSL, in order to protect the sensitive nature of your data.

You can also use your vanity or domain-mapped domain, **but** with **"api.php"** as the destination to send the requests to (and **not** "admin.php".) For example:

- Take a look at the URL used to access your Control Panel. It is likely to be something like:

```
https://sub.domain.com/admin.php
```
- Now, replace the "admin.php" with "api.php" like this:

```
https://sub.domain.com/api.php
```

There is no difference in speed accessing either URLs, although domain-mapped URLs may take slightly longer due to the additional DNS hop. Generally, we recommend you use the main API url unless you have a specific reason to use your vanity or domain-mapped domain.

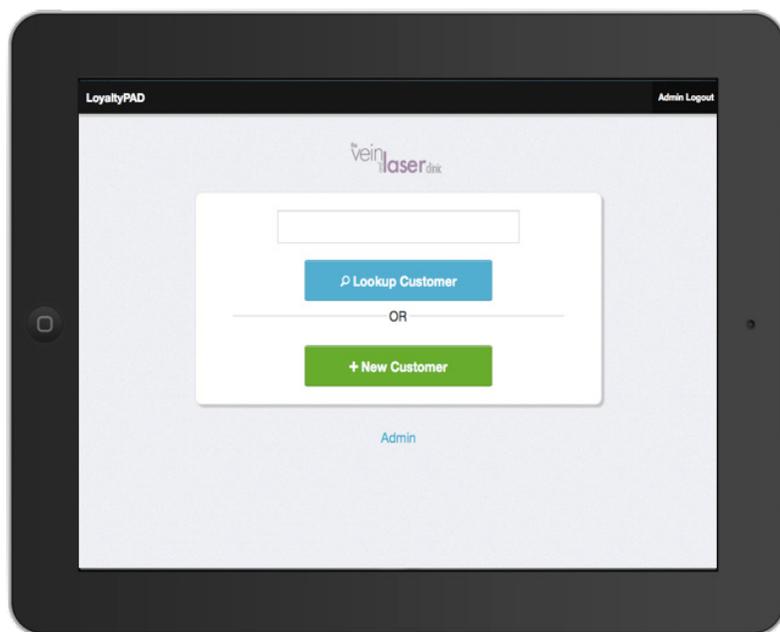
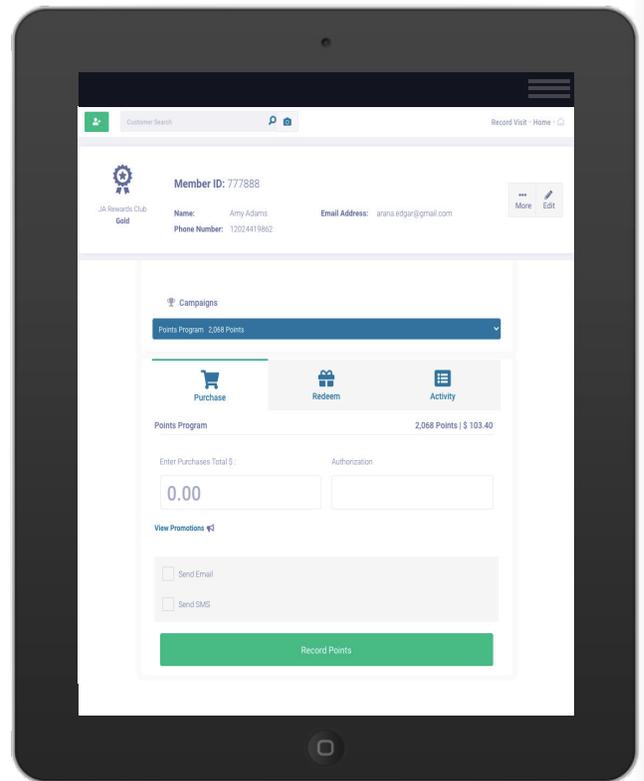
# Merchant Access

There is no right or wrong way to use the technology, it all comes down to client needs and time lines. That's why we've created a set of interfaces that allow you to quickly set up a loyalty program for any of your clients so they can launch their program and start recording customer visits. Multiple user roles and permissions are available.

## Mobile Responsive Client Dashboard

Clerk Role Features:

- Add Customer
- Lookup Customer (QR Scan, phone, card #, any other info)
- Register Customer Visits
- Register Redemptions



## Mobile Web Interface PixiePad

Administrator Features:

- Edit Language Translation
- Edit Campaigns and Interface Settings
- Activate Login by PIN mode

Clerk Features:

- Login by PIN
- Add / Edit Customers
- Record Visits
- Redeem Rewards

# Consumer Experience

Consumer experience is key to run a successful loyalty program. Many businesses think that they should have an app, others want plastic cards, and others want a complete virtual experience. Consumer access and experience varies per industry and per business. Before deciding what to use or create we strongly advise you to:

1. Understand your client's needs
2. Know and understand your client's target audience

Based on the above you can successfully create and setup effective methods and tools to fully engage your client's customers.

Here are some out of the box tools that you can use to enhance the customer experience. However, you are welcome to integrate loyalty into any existing consumer mobile application.

## Balance Lookup

Quick balance lookup link  
This is not the only balance lookup option you have, but it's the quickest.

**Loyalty Program Balance Lookup**

Enter your Account ID or Card #:

**Look It Up**

---

Account ID/Card #: **555**

**Balance: Pawlour Points**  
**60 Points**

Date	Points
2014-07-02	5
2014-07-02	55

**Rewards Available**

Amount	Reward
50	\$10 gift certificate for a friend
75	Free half-day of doggie daycare
100	Three pack of beef tripe sticks
125	Free full-day of doggie daycare
150	Beef marrow bone and beef tendon
175	Pet Corrector (50 ml)
250	Small sio-bowl feeder
300	Any size Ruffhide chew toy
325	\$25 off anesthesia free teeth clean

Balance Lookup & Online Enrollment WP Plugin  
If your client has a Wordpress site a plugin can be installed so their customers can enroll and lookup their balance.

renu  
medspa

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**"The Card"**

We developed a rewards program to recognize our valued clients and award them for their continued support. Renu Medspa is proud to offer "The Card" Loyalty Rewards Program. This exclusive, versatile, multi-purpose program allows you to earn points, rewards, and spa bucks through purchases or referrals. These points and spa bucks are good for discounted or FREE services and products at Renu Medspa.

- IT'S FREE to enroll
- Points and credits never expire
- Points and spa bucks can be used on any product or service, even those already on special

**THE POINTS**

Now you can be rewarded on every purchase you make at Renu Medspa! Whether you are purchasing product, taking advantage of one of our fabulous special offers or just coming in for a little regular maintenance...you will see your reward point balance climb!

**THE RECRUITERS**

We appreciate your trust in us and we would like to thank you for the referrals of friends and family. This promotion will allow you keep track of those you have helped join the Renu Medspa Family! Each time you send us a referral, \$25 will be added to your Rewards Card!

When you make your first purchase or make your first referral, you will automatically be enrolled in "The Card" loyalty program. For more information, contact one of our Loyalty Rewards Program Experts.

**Card #:**  
111999

**Check Balance**

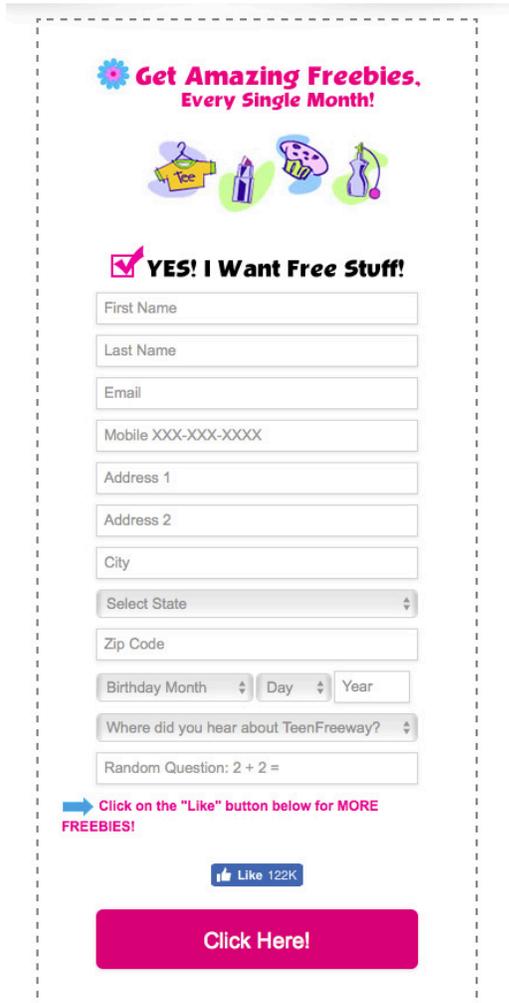
**Gift Card Balance: \$50.00**

Date Recorded	Recorded By	Amount	Description
2014-02-25	laserclinic	50.00	
2014-02-25	laserclinic	0	Account Activated.

# Online Enrollment & Registration

We have simple online enrollment links but also APIs that any web designer or developer can use to setup a nice form to capture the right data from the consumers enrolling.

Online Enrollment Example



**Get Amazing Freebies. Every Single Month!**

**YES! I Want Free Stuff!**

First Name

Last Name

Email

Mobile XXX-XXX-XXXX

Address 1

Address 2

City

Select State

Zip Code

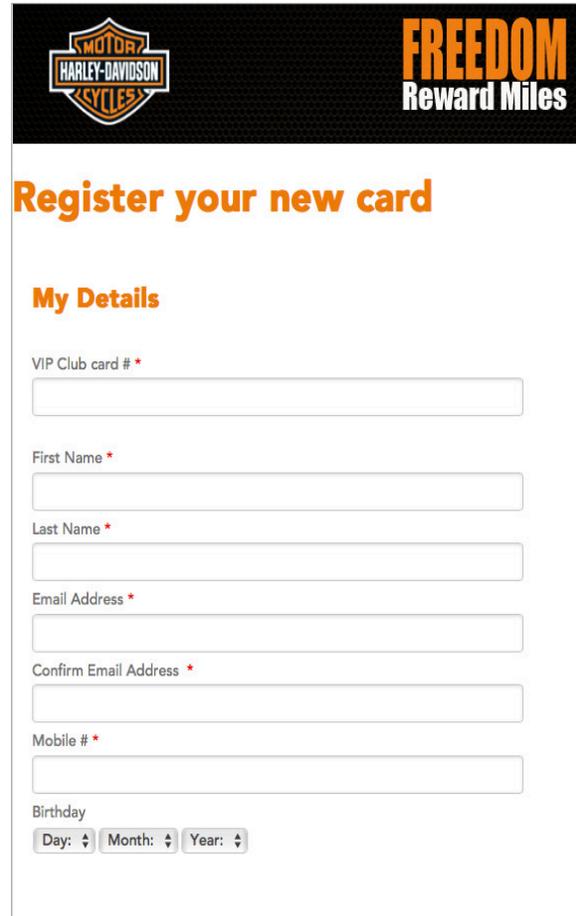
Birthday Month  Day  Year

Where did you hear about TeenFreeway?

Random Question: 2 + 2 =

Click on the "Like" button below for MORE FREEBIES!

Online Registration Example



**HARLEY-DAVIDSON MOTOR CYCLES** **FREEDOM Reward Miles**

## Register your new card

### My Details

VIP Club card # \*

First Name \*

Last Name \*

Email Address \*

Confirm Email Address \*

Mobile # \*

Birthday  Day:  Month:  Year:

Remember that during the online enrollment or registration process you are capturing valuable information from the consumers!

What information can you capture? It's up to you and your clients, the technology allows you to create your own custom fields (Name, email, favorite drink, family members, etc.)



# Consumer - Open Source Web Portal

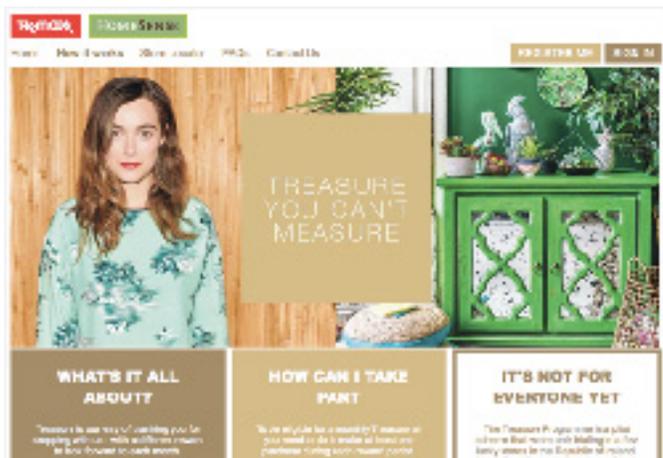
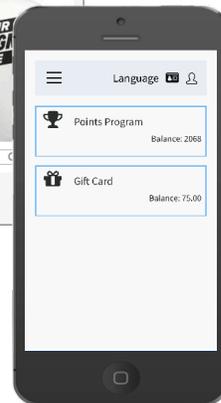
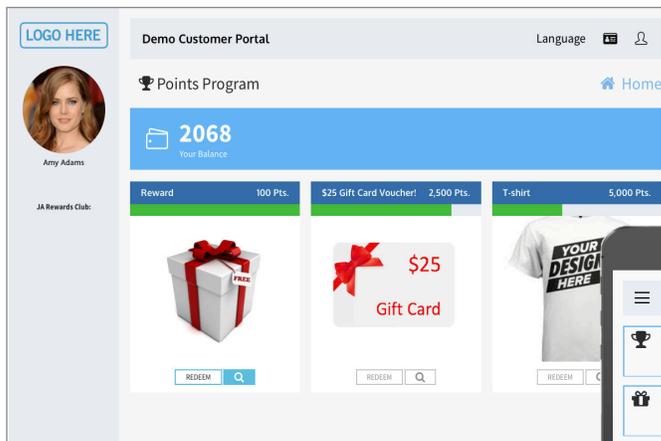
Allow your clients to offer a consumer portal to fully engage their customers. The mobile responsive consumer web portal will give you a huge head start. It's practically ready for you to upload a logo and host it anywhere you want.

#### Administrator:

- Fully Customizable
- Host it Anywhere

#### Customer:

- Balance Lookup
- Profile Editing
- Transaction History
- Reward Redemption
- Others Custom Configurations



This is what a customized customer portal looks like!

# Reports

Do you love data as much as we do? Here is the list of reports available and for every report you can cross consumer data fields with transactional data fields to get deeper insights and generate your own customer segments.

The screenshot displays a dashboard with a dark sidebar on the left containing a navigation menu. The main content area is titled "Frequent Summary Search" and includes a search bar with a "+ Add Customer" button and a "Customer Search" input field. Below the search bar, there are two summary cards: "Total Customers" with a value of 510 and "Date Range" set to "2020-01-01 - 2020-09-18"; and "Total Frequent Customers Search" with a value of 4 and a "Percentage Frequent Customer Search" of 0,78% shown as a progress bar. Below these cards is a "Frequent Customers" table with columns for #, Name, Card #, Phone Number, and Email Address. The table lists four entries: Tiago Soromehno, Edgar Test, Amy Adams, and Demo Customer1. An "Export" button is visible in the top right of the table area, with a dropdown menu showing "Export Options" for CSV and XLS. At the bottom of the table, it says "Showing 1 to 4 of 4 entries" and includes pagination controls. Below the table is a "New Customers Search Graphic" which is a pie chart showing "Frequent Customers Search" at 0.78% and "Customers Remaining" at 99.22%.

**LOGO HERE** <<

demoea001 d

+ Add Customer Customer Search Refresh Dashboard

### Frequent Summary Search

Total Customers: **510** Date Range: **2020-01-01 - 2020-09-18**

Total Frequent Customers Search: **4** Percentage Frequent Customer Search: **0,78%**

### Frequent Customers

#	Name	Card #	Phone Number	Email Address
40	Tiago Soromehno	2024255201	2024255201	tiago.soromehno@cloudpayments.com
5	Edgar Test	7467887288653622		
247	Amy Adams	777888	12024419862	arana.edgar@gmail.com
6	Demo Customer1	9591218031187206	12024419862	arana.edgar@gmail.com

Showing 1 to 4 of 4 entries

### New Customers Search Graphic

Frequent Customers Search: 0.78%

Customers Remaining: 99.22%