



Drive Loyalty Marketing Solution

Connect with your guests at the right time with the right message, the way they prefer, to strengthen loyalty and ensure retention.

What is Drive Loyalty?

Drive Loyalty is the smart way to connect with your guests. Unlike most loyalty programs, Drive uses POS data to give your guests a personalized experience from the moment they opt-in. Based on transaction history, behavior and demographics, your guests will receive rewards, messages and offers that are most relevant to them, automatically!

The Value of Drive

As a busy business owner, you don't have time to follow up with each of your guests individually. Drive works 24/7 to keep you connected to your guests, rewarding your best guests for their loyalty and incentivizing occasional or new guests to return. With Drive, you can turn every guest into a loyal fan.



EMAIL



DIRECT MAIL



SMS

The Results

Increased Retention

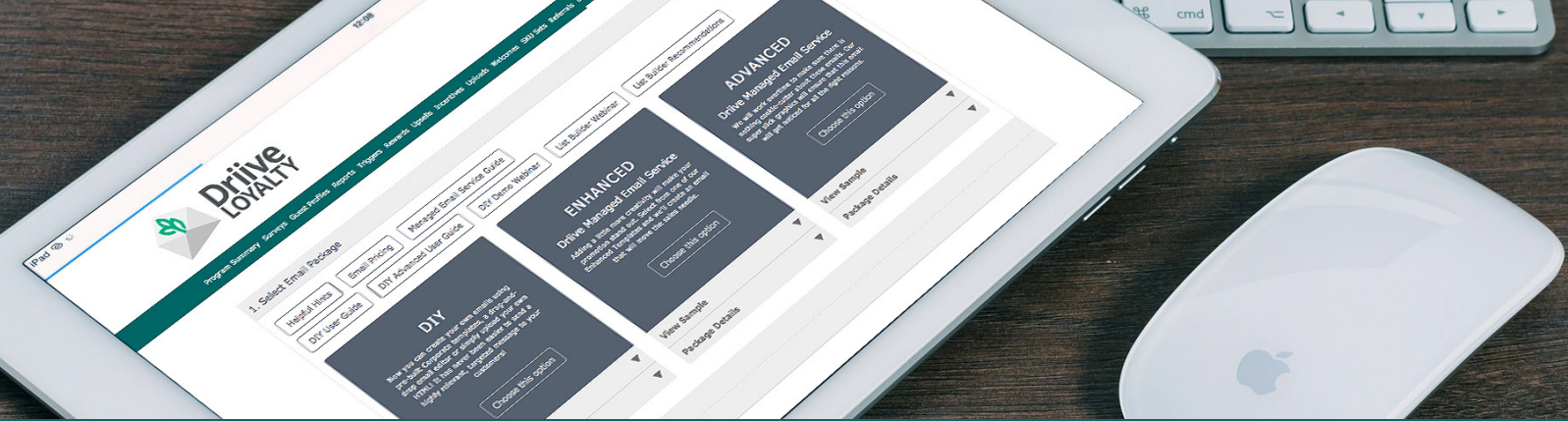
Clients who use Drive Loyalty Marketing Solution retain 43% more guests than those who don't have loyalty programs.

Increased Same Store Sales

Rewards program members spend 151% more annually than non-members. Increase annual revenue up to 23.6% with Drive Loyalty.

Cost Effective Solution

Clients are able to prove the ROI of Drive Loyalty quickly, as all of the pieces of our solution are already fully integrated.



Additional Services

While the core of Drive Loyalty is automated messages and rewards, there are many elements to the program that help make it successful. We've built a complete rewards program and marketing solution that you won't find anywhere else.

These additional services can be added to the Drive Loyalty program to help you capture feedback about your business, enable your best guests to spread the word and give your guests more ways to interact with you.

Surveys & Comments

Capture guest feedback to improve your operations and increase guest satisfaction.

Referral Program

Reward your guests for sharing their love of your brand with their closest friends and family.

SMS Texting

Send rewards and offers to your guests, straight to their phone, automatically.

Mobile App

Build or integrate with an existing app to engage your guests. Offer a convenient way for guests to check points and rewards.

Reporting Dashboard

Evaluate your loyalty marketing performance 24/7 with an intuitive dashboard, multi-level analysis and standard & ad-hoc reporting.

- Guest Count & Sales Trends
- Message Tracking & ROI
- Retention Analysis
- Email Address Collection Rate
- Highest/Lowest Performing Guests
- Points & Rewards Redemption

