



## GIFT CARD & LOYALTY PROGRAM

### ACKROO GIFT CARD & LOYALTY CARD PROGRAM

Ideal for single site, multiple storefronts or franchises.

Ackroo provides the combination of a reloadable gift card and loyalty program with flexible promotional capabilities in a single card.

Ackroo's platform can increase your profitability and customer retention with a Loyalty Program designed to benefit both you and your customers.

Comprehensive web-based reporting tools offer insights into customer spending and purchasing habits allowing you to see how your Loyalty program is working for you.

- **Gift Card:** provides a reloadable gift card with a convenient method of payment that can only be redeemed at your business.
- **Loyalty Program:** reward customers for their patronage and encourage repeat visits with dollars they can spend at your business.
- **Promotional Offers:** replace coupons with time-based and scheduled promotional offers that drive immediate action and increased purchase behaviour.

#### ► Ackroo All-In-One

One card combines the convenience of a gift card, the customer retention power of a loyalty program and the measurable customer purchasing action through time-based offers and promotions applied directly to your customer's loyalty card.

Ackroo provides guidance, coaching and on-going support to ensure your program is a success.

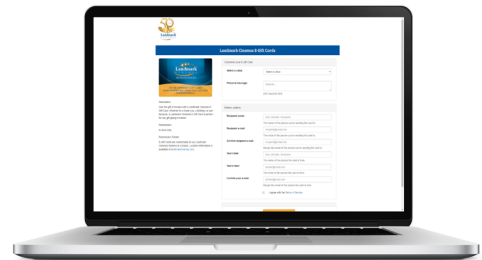


### ACKROO eGIFT CARDS

Ackroo makes it easy.

Ackroo's eGift Cards extend your gift card business online with an easy eCommerce solution that allows your customer to give, receive, share and reload their eGift Cards; all through your own website. eGift Cards can work as an independent, online solution or can integrate seamlessly with your existing Ackroo Gift Card and Loyalty Program.

- **Easy Online:** simple plug-and-play solution from your own website and is easy-to-use for customers.
- **Convenient:** eGift Card via email allows customers to redeem from their mobile device or printout.
- **Reloadable:** customers can reload virtual and physical gift cards online in fixed denominations.
- **Drives Traffic:** eGift Cards are redeemable in-store, driving customers and foot traffic to your business.



### APPLICATION PROGRAMMING INTERFACE (API)

- Point of Sales terminals
- Customer Management Systems
- E-Commerce platforms
- Mobile apps
- SaaS platforms and more



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613.599.2396 or 888.405.0066  
[sales@ackroo.com](mailto:sales@ackroo.com)