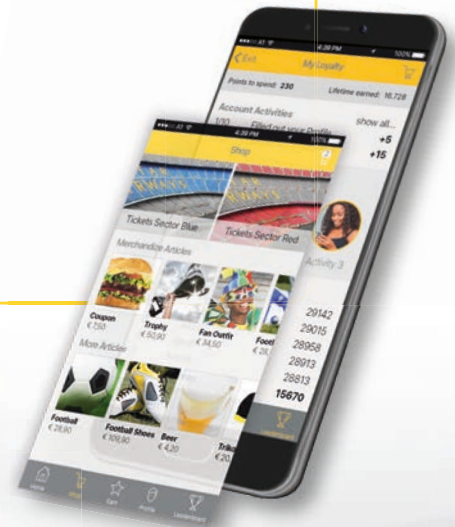


# sweb<sup>®</sup> Loyalty

Identify and increase fan and customer engagement year round with a fully customizable, dynamic loyalty platform.

- Identify your fans and gather data on their behaviors
- Incentivize and prioritize activities based on your own goals, within your own economy of points
- Reward fans with unique experience and increase fans' perceived value



Engage

Influence

Reward

Uses Twitter and Facebook weekly to interact with team

Dana, age 28  
San Diego, CA

Attended six games last season

Been a fan for 12 years

Enters arena on average 1.3 hours before kickoff



# With **sweb® Loyalty**, reward fans and gather their patterns and behaviors.

Your fans already earn hotel points, airline miles, and coffee stamps at other businesses- now reward them for repeat business and loyalty with game day activity and year-round activity.

**sweb® Loyalty** offers the optimal solution:




## Identify your Fan

Get a 360° view, from days and time spent utilizing your services, to online and social media interaction. Then, analyze date to determine how to best market to your fanbase.




## Emphasize Interactions


Users earn points and you set the amounts, limits and rules based on your preferences. Make game day an even more enjoyable experience for all!



Early Attendance



Concession Purchase



Social Media Posting

Your Leaderboard Position		
1	Anna	29142
2	Frederick	29015
3	Jacob	28958

## Strengthen Relationships

Users redeem loyalty points for services, experiences, or products from your portfolio or partners. With a loyalty platform, fans can receive a variety of opportunities beyond the run-of-the-mill game day experience and go “behind the scenes” of their favorite team!



## Influence Behavior

Incentivize actions based on what business outcomes you value (spend, attendance, frequency, etc.). Keep fans engaged and coming back repeatedly with special rewards and an increased feeling of value.

# How fans interact with your loyalty program



## Mobile and Web Access

Use a mobile plugin and APIs for your app or create a precise brand matching look and feel with responsive web templates and easy customizable modules.



## Integration and Customization

sweb® Loyalty is flexible and can easily be connected to existing or new third parties in order to offer a customized experience to your fans.



## Membership Benefits

Allows special offers for loyalty members based on their particular user segment. Season ticket holders, single game buyers, or fans in local areas are ways to segment promotions or rewards.



## Payment Options and Connections

Users connect their credit card to their account and can add money as they go. Users access this secure payment option with their loyalty ID number or login.



# Core Modules

## Membership Management

- Flexible registration engine and customizable user profiles
- Ability to define user segments based on points, profile information and user activity
- Role-management allows to give access to specific rewards and point activities

## Point Engine

- Points, categorized by activities
- First-time engagement bonus
- Flexible rules engine for activity limits (time limit / sliding windows, lifetime max)
- Arbitrary point level milestones and fulfillment triggers email / points / role / badges
- Tracking of online activities of the user, like visits to web sites, image galleries, videos or articles.

## Leaderboard and Badges

- Display user rank, based on various dimensions (point activities, time, roles, point category, ...)
- Flexible creation and configuration of leaderboards at any time
- Awarding of badges for predefined activities

## Rewards and Loyalty Codes

- Rewards, sweepstakes, auction
- Sell rewards for money
- Restrict access based on user role or segment
- Automatic notification for user and admin on redemption
- Inventory management
- Ability limit redemption quantity by user
- Create options on rewards (e.g. color / size)
- Ability to create unique voucher codes

## Event Management

- Creation of event dates and times (sales, door opens, start, end)
- Connection between point engine and event management for attendance and early arrival
- Connection to external systems like ticketing possible

## Content Management

- Flexible backend system for simple HTML content
- Article management system

# Optional Modules

## Social Stream

Connect accounts with social media, track social media interactions and reward for predefined Facebook, Twitter and Instagram activities.

## Simple Survey

- Design online surveys and quizzes
- Provide incentives to participate by awarding points and rewards
- Store and export the survey data.

## Mobile Admin App

- Verification of a reward voucher and mark it as redeemed
- Redemption of any quantity of rewards for users
- Modify awarding points for users
- Mark reward redemptions as fulfilled
- Award points to users using doing a bar code scan.
- Check-in users to events
- Availability for offline mode

## Member Value

- Incorporate cashless payment and online gift cards
- Use loaded value, stored value, membership discount and direct payment functionality.

# Integration

## Automated User Data Interface

- Easily import and export data by transferring flat files through a secure FTP server
- Update or create users, award customers with points, import attendance data.

## Application Programming Interface

- Use industry standard compliant interfaces to enable real-time import and export of data.
- Create a neat user experience with the seamless integration of 3rd party systems.

### SKIDATA Headquarters

Untersbergstraße 40 • 5083 Grödig / Salzburg  
tel +43 6246 888 • fax +43 6246 888-7  
www.skidata.com • info@skidata.com

**SKIDATA®**  
KUDELSKI GROUP