

CARD-LINKED OFFERS

SEAMLESS, INTEGRATED AND MOBILE



Offering add-on services such as bonus programmes, coupons and incentives in order to intensify the buying experience both strengthens and boosts the customer relationship.

The increasing customer digitisation creates new challenges for merchants. With innovative and flexible integrated mobile solutions, which can be tailored to business needs and target groups, not only existing customers are managed but they will also attract new customers.

Wirecard Card-Linked Offers combine flexible payment solutions and intelligent customer loyalty programmes in one mobile application.

THE BENEFITS:

- ▶ Single Tap Loyalty fully integrated into the payment process
- ▶ Works with any credit card and alternative payment solution
- ▶ Omnichannel capabilities
- ▶ Real-time processing and feedback
- ▶ Software Development Kits for Android and iOS
- ▶ Multi-merchant offers available in loyalty applications
- ▶ Self-service platform for convenient merchant self-administration

As a provider of payment solutions, Wirecard is the ideal partner for everyone who wishes to increase their sales potential via a flexible, innovative, secure and easy-to-handle integrated solution.

HOW IT WORKS

The Card-Linked Offers Platform is a loyalty system run by Wirecard. The technology is based on the transactions the users perform with their linked payment methods.

The system works in real time and offers seamless integration with other services offered by Wirecard for both issuing and acquiring clients. For merchants it is easy to set up a loyalty programme on top of their Wirecard contract. For efficient processes and minimisation of manual efforts the setup can easily be done using the merchant login for the self-service platform. Merchants can conveniently sign up and create their own merchant profile and see real-time reporting.

In addition merchants can choose from a list of popular, predefined campaigns or create their own offers and loyalty programmes. Built-in approval processes for both merchant profiles and campaigns are part of the self-service platform. Reporting and customer insights for campaigns and communication activities are provided by Wirecard.

Wirecard Card-Linked Offers Platform leads to seamless solutions that fulfill the customers' demand for frictionless products. It is also very simple for customers to take part in a loyalty programme. All they have to do is add a payment method and perform their usual transactions. The system will link all future transactions at participating merchants to their account and grant loyalty points or coupon rewards.

FEATURES

Wirecard Card-Linked Offers offer a variety of options. Merchants can choose from various campaigns to put together their own customer loyalty programme.

We also offer individual ways to create a tailor-made customer loyalty programme.
Contact us for more information!

CAMPAIGNS	CUSTOMER REWARDS
Promotions <ul style="list-style-type: none"> ▶ Informational campaigns, which do not affect the customer balance but can reward the customer with a non-monetary gift. ▶ Gifts are not linked to payment transactions and are redeemed manually. 	Manual Redemption <ul style="list-style-type: none"> ▶ Offers are validated manually by the merchant. ▶ Security: Timer
Incentive Campaign <ul style="list-style-type: none"> ▶ A single transaction or (depending on the setup) every single transaction can lead to a reward. ▶ The visit of a customer during a campaign is rewarded with a fixed cashback amount or percentage amount by a merchant or the programme manager. ▶ Card-Linked Offers allow detailed configuration of discount rate, minimum transaction amount, maximum rewards per customer and campaign. 	Coupon-Based Redemption <ul style="list-style-type: none"> ▶ Codes are supplied by merchant or programme manager and distributed by loyalty system. ▶ High level of security and simple integration.
Punch Card <ul style="list-style-type: none"> ▶ A digital punch card (stamp card) within the mobile wallet. For every payment the card holder receives a punch onto his punch card. ▶ Once the punch card is full the reward is granted (cashback or coupon). 	Payment-Linked Redemption <ul style="list-style-type: none"> ▶ A monetary reward for customers ▶ Integrated into the prepaid card account infrastructure (top-up) ▶ Integrated into payment processing platform ▶ Cashbacks are granted in real time
Spending Target Campaign <ul style="list-style-type: none"> ▶ Reward multiple purchases with discounts or gifts to secure customer loyalty. ▶ Based on a determinable threshold a coupon or discount will be permitted after the customer reached the threshold value. 	
Point-Based Loyalty Campaign <ul style="list-style-type: none"> ▶ All transactions are tracked and specific point values are granted. ▶ Points can be redeemed for benefits defined by the programme manager or the merchant. 	