

# Loyalty Pays with Smart Engine

Smart Ads for POS – Customer Loyalty powered by Smart Engine

Your customers expect their loyalty to be rewarded and now, thanks to Smart Engine, you can offer them a complete points-based loyalty program to build brand equity and the value of your business.

Smart Engine has years of successful experience developing software that powers the loyalty programs for many of the world's leading retailers, credit card issuers and banks.

Now, with the availability of smart point of sale devices, we're able to make our expertise available to almost any retailer. Among supported POS are: Ingenico Tetra, Desk, Lane and Move 5000 series; Verifone VX series and Carbon; AEVI Albert; Worldline Yomani and Yoximo.

Not only is Smart Ads for POS easy to implement and use, it's sophisticated as well. For example, if you have an existing loyalty system, you can migrate your data into Smart Ads for POS and, if you need an omni-channel solution, Smart Ads for POS is already integrated with leading eCommerce systems such as Magento or, using our API, into your custom systems.



**Quickly launch a points-based loyalty program**



**See the impact of this program on your sales**



**Measure and monetize customer loyalty**



**Design and deploy new offers quickly and easily**



**E-Commerce Plug In available for common platforms**



**API for your custom system integration**

## How Smart Ads for POS Works



### Smart Ads for POS Portal

- Set up the rules that will control your loyalty system, including defining points rules, branches and devices that can access our system and using our in-built reports to view all aspects of your loyalty system.
- Contact Smart Engine anytime you need help or advice.

### Smart Ads for POS App

- Resides in your local POS devices.
- Provides easily understood dialog boxes for your customers, covering all aspects of your loyalty program from joining the program, through earning and redeeming points to providing special offers such as buying points and birthday offers.

# Easy and Fast

## For You

At Smart Engine we understand that introducing any new system needs to be fast and easy so we designed Smart Ads for POS to do this in just 3 easy steps.

- 1 Register on our website
- 2 Access our portal to set up and manage your loyalty program
- 3 Download and install our app on your POS system

**That's all there is to it!** Your payment or check out process has now become a powerful marketing channel without any investment in loyalty or marketing platforms, plastic cards or customer portals.

## For Your Customers

A successful loyalty program also needs to be easy and fast for your customers. We designed Smart Ads for POS to be just that.

- 1 When a new customer pays for a purchase they are asked if they want to join the program.
- 2 Simply replying "yes" to this question sets up their account.

**No new card to manage,** no asking for personal information, no junk email and no data privacy issues. And every time they make another purchase, their new points balance is clearly shown on their receipt.

# You Are In Control

Nobody knows your customers and business like you do so Smart Ads for POS puts you in control of setting up your system to meet the unique needs of your customers and your brand.



### Points Rewards:

You decide how many points are awarded for money spent



### Welcome Offer:

You decide what discount or points a customer earns when they sign up



### Buy Points Offer:

You decide whether customers can buy loyalty points and for how much



### Redeem Points:

You decide at what threshold points can be redeemed against purchases

And you can set other offers as well enabling, for example, special offers on a customer's birthday or the ability to gift points to a friend or earn points for referring a friend when they join the program.

Smart Ads for POS also provides powerful reporting that allows you to view or download and print, powerful graphs and reports. You choose the time ranges and data that you want to see in your reports and Smart Ads for POS does the rest providing you with insights into your customer's purchasing habits including their earned, bought, redeemed and gifted points.



# Loyalty Pays with Smart Engine

With Smart Ads for POS, any company can offer their customers an easy to use program that rewards their loyalty to you and your brand. Smart Engine has been recognized as a market leader in loyalty management for many years and we work with premier POS companies including Ingenico, AEVI, Verifone and Worldline. Smart Engine is your partner in earning and retaining the loyalty of your customers to build brand equity and the value of your business.