OPEN LOYALTY

API-first loyalty engine

Introduce future-proof loyalty and gamification features faster than developing them from scratch

50 | Technology **Fast 50**
2023 CENTRAL EUROPE
Deloitte. Google Cloud

Digital wallets

Status: Active, Deactivated ✏️   + ADD FILTER   15 (100%) of 15 Results

Wallet ID	Wallet type	Active units	Pending units	Spent units
● 1192817369138249	Prepaid card	984.00 USD	51.00 USD	859.00 USD
● 4319512765803147	Prepaid card	474.00 USD	0.00 USD	735.00 USD
Gift card	216.00 USD	191.00 USD	840.00 USD
Gift card	1,248.00 USD	231.00 USD	1412.00 USD
Prepaid card	1,142.00 USD	910.00 USD	871.00 USD
Prepaid card	638.00 USD	0.00 USD	466.00 USD
Prepaid card	493.00 USD	212.00 USD	1282.00 USD
Gift card	850.00 USD	1,461.00 USD	742.00 USD
Gift card	1,028.00 USD	1,077.00 USD	984.00 USD
Gift card	151.00 USD	873.00 USD	489.00 USD
Gift card	927.00 USD	1,282.00 USD	1,248.00 USD
Gift card	270.00 USD	1,127.00 USD	1,028.00 USD

Add campaign

Trigger

Transaction | Behaviour | Referral

RULE 1   🗑 ⌄

Conditions

1. Transaction value   is greater than $200.00

+ ADD CONDITION

Effects

1. Add points   with formula   T

+ ADD EFFECT

RULE 2

Jane Smith
jane.smith@example.com
+1 202 555 0117

⭐ Earned 213 points for a transaction

🏆 Reached Gold tier

Spent $8.21 from digital wallet

Was added to segment "Champions"
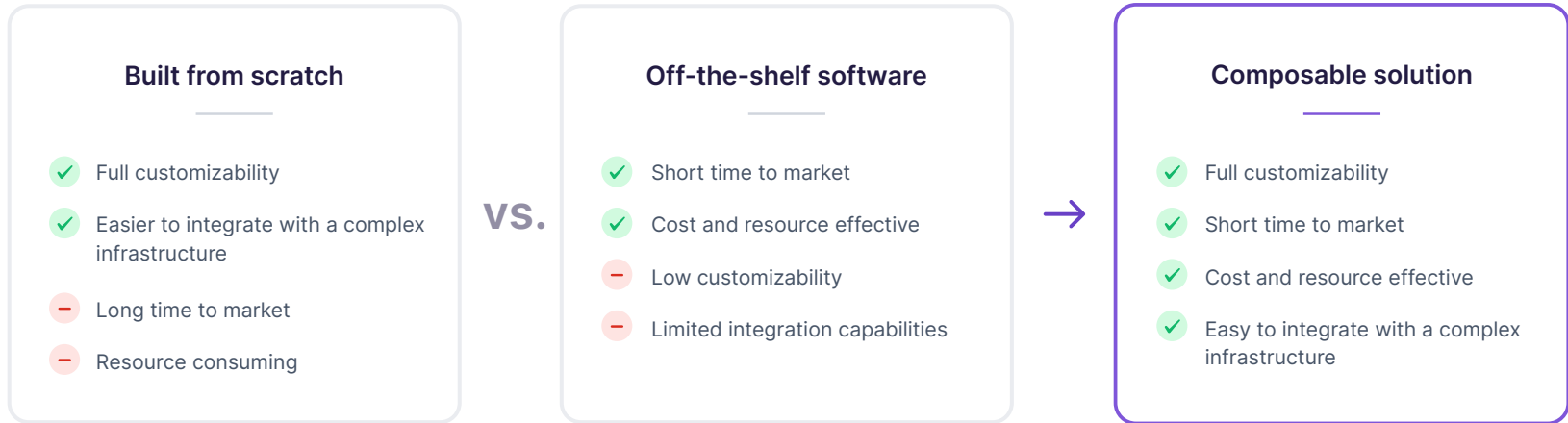
Redeemed $10.00 voucher

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We help companies
acquire, engage, and retain their customers
by providing a toolkit of
loyalty and gamification mechanics

The power of composable loyalty

Built from scratch

✓ Full customizability

✓ Easier to integrate with a complex infrastructure

− Long time to market

− Resource consuming

vs.

Off-the-shelf software

✓ Short time to market

✓ Cost and resource effective

− Low customizability

− Limited integration capabilities

→

Composable solution

✓ Full customizability

✓ Short time to market

✓ Cost and resource effective

✓ Easy to integrate with a complex infrastructure

Open Loyalty at a glance

CORE

🔔 Campaigns	📅 Events	Customer profiling	Loyalty analytics

LOYALTY MECHANICS

Points	⭐ Tiers	Wallets
Code scanning	🎟 Coupons	Referrals
🎮 Achievements	Badges	🏆 Rewards

INTEGRATION LAYER

⚙ API	Webhooks	Data import/export

Open Loyalty flow in action

Open Loyalty engine

Condition

✅ Date is **December**

✅ Transaction value is over **$250**

◯ Tier is **Bronze**

Effect

◯ Give **500 points**

◯ Promote to tier **Silver**

◯ Give **10% off coupon**

eCommerce — Transaction

Offline store

Mobile app

Custom software — Custom event

Product — Product usage

Enrich profile — CRM

Trigger message — Marketing automation

Business intelligence

Send coupon — Checkout

Data warehouse

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Trigger → Condition → Effect

Configure campaigns based on various triggers, conditions, and effects to create a truly personalized customer experience.

Trigger:

A **customer** buys **a product**

Conditions:

product SKU includes **21ASD13**
- AND **purchase date** is **during Halloween**
- AND **total spent** is **more than $100**
- AND **product category** is **candy**

Effects:

The **customer** receives **"Shopper" badge**
AND **points** based on **total order value**

Trigger:

A **customer** watches **a video**

Multiple Conditions:

Total time watched this week is **over 120 minutes**
OR
videos fully watched this week is **five or more**

Effects:

Customer receives **points** based on **minutes watched**
AND **OL** sends **Webhook to a chosen destination**

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Open Loyalty example architecture

TOUCHPOINTS

Actor

Actor

- Mobile App
- PWA
- POS
- eCommerce
- IoT
- Social Platforms
- AR
- Chatbots
- TV
- Fridge
- Watch

API Gateway

- CMS
- eCommerce
- Payment
- PIM
- Open Loyalty
- CRM
- CDP
- Others

Management & Orchestration (API / Webhooks)

- Marketing Automation
- Fulfillment Platform
- Analytics
- Reporting
- BI
- Others
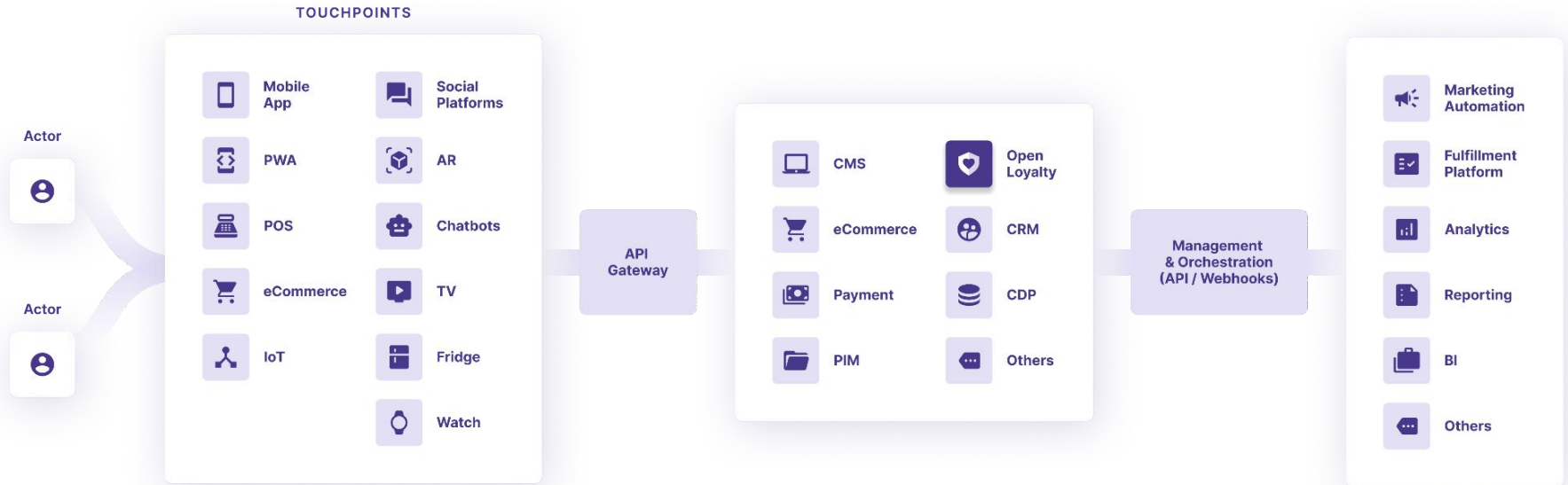
Great brands build loyalty programs with us

Enterprise-ready

99,99%	**50+**	**27 markets**
system uptime	enterprise clients	across 6 continents
50M	**GDPR**	**350M**
active program members	**compliant**	earn & spend operations monthly
90 ms	**ISO 9001 and 27001**	**AWS**
average API response time	quality certifications	**based**

About us

✓ Part of the **OEX Group** founded in 2004, publicly listed since 2005

✓ Recognized twice by **Google & Deloitte** engineering committee for the quality of the loyalty tech

✓ **1,500+** employees and 16 companies in the group, generating **$185M revenue** (2023)

✓ Providing services to clients in **27 countries** across **6 continents**

Modules overview

🔔 Campaigns

TRIGGER

🛒 Transaction

CONDITIONS

🏆 Weekday is Monday

EFFECTS

⭐ Give points ORDER.VALUE * 2

TRIGGER

🛒 Transaction

CONDITIONS

🏆 Weekday is Monday

EFFECTS

⭐ Give points ORDER.VALUE * 2
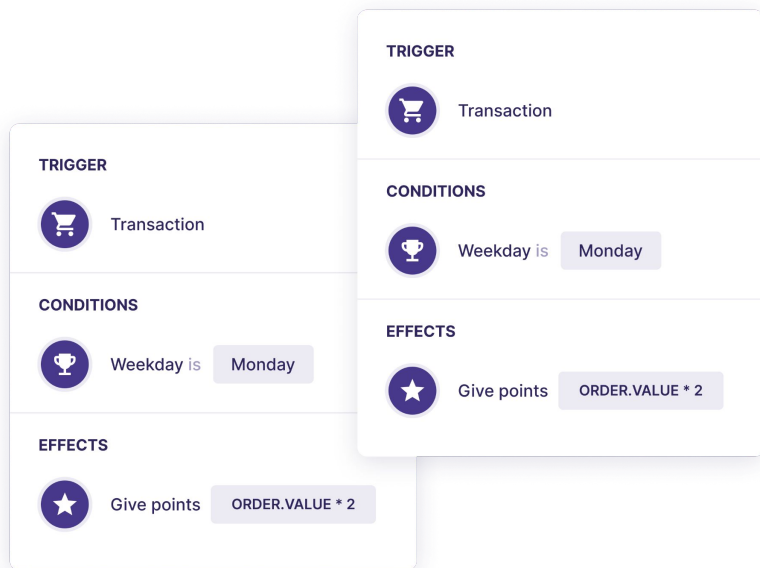
Campaigns work based on **triggers**, **conditions**, and **rewards**. After the trigger occurs, conditions are checked based on trigger attributes, and a reward is given.

- **Direct campaign:** a one-sided campaign where you can add rules for Members
- **Referral campaign:** a two-sided campaign where you can add rules for Referrers and Referees
- **Birthday campaign:** a campaign where you can add custom rules that will be triggered on the Member's birthday

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Digital Wallets

SECOND POINTS WALLET

Units	Expiration	Pending
Points	14 days	2 days

Balance

Active units	Expired units
2500 points	800 points

Pending units	Used units
1000 points	3200 points

YOUR WALLETS

Points wallet (default)

Stars wallet

Miles wallet

Second points wallet — 550 / 1000 points

Prepaid card — 350 / 500 USD

Gift card — 80 / 800 USD

Create an unlimited number of digital wallets, allowing you to **add as many currencies or other asset types** as necessary, without any limits.

- Set separate earning rules for every digital wallet
- Configure currency expiration and pending rules per wallet
- Use separate wallets for earn & burn, rewards redemption, tier progression and more
- Configure wallets with various units, e.g., points, dollars, stars

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Achievements

Achievement-based campaigns

CHOOSE ACHIEVEMENT

Achievement type
Place 5 orders above $100

Login to the application 7 days in a row

Buy 5 times between June and August 2022

Do 2 transactions above $50 weekly

Add minimum 10 product reviews

ADD NEW ACHIEVEMENT

EFFECT

Action type
Give points

Value
200

Define different types of achievements, and **configure campaigns using a new set of challenges, gamification, and activity streaks**. Members will then receive extra points, coupons and other rewards in return for **achieving various milestones**.

- Define achievements based on Member behavior, e.g. visit frequency
- Reward user engagement when completing actions done in a row
- Introduce gamified referral campaigns based on milestones and achievements

Referrals

IF CONDITION
Tier

IS EQUAL
Gold

ADD EFFECT
Give Plays

Referrer

Referee

IF CONDITION
Transaction gross value

IS EQUAL
$100

ADD EFFECT
Give 50 points
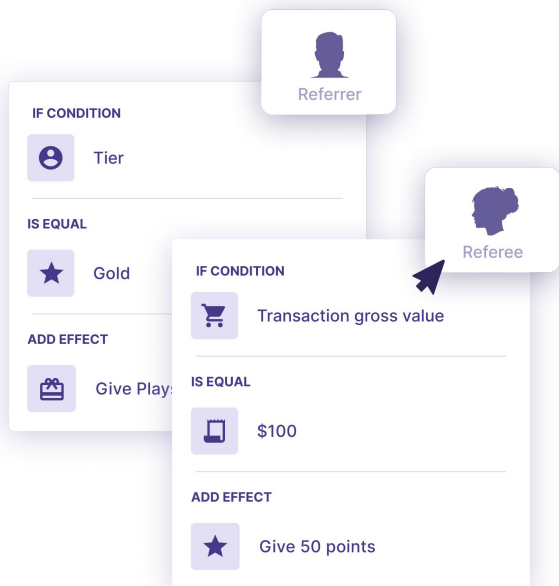
Expand your customer base, by building **engaging referral programs for different segments of your audience**. Set multiple rules with conditions such as time, customer segment, event or transaction details, details of the referrer or referee and earn yourself **program ambassadors**.

- Reward existing Members for new users' transactions, e.g. the first transaction
- Reward existing Members for new joiners' behavior, e.g. registration
- Implement a referral program in any channel, e.g. mobile or eCommerce
- Introduce a gamified referral program based on milestones and achievements

Rewards

REWARD NAME	COST	STOCK
● Portable speaker	320 points	
● $20 Netflix voucher	450 points	
● Instant birthday reward	-	
● Lottery coupon	50 poi...	
● 10% off for the next order	320 po...	
● Free delivery code	90 points	
● Smartwatch	650 points	

Redeemed rewards: **2493**
Available rewards: **2507**
Stock limit: **5000**

Enrich your loyalty program with a range of customer loyalty rewards and **introduce personalised reward catalogues** using reward systems to engage members.

- Create reward catalogues
- Calculate the value of the coupons based on a set of unique variables
- Distribute external coupons based on chosen conditions
- Develop campaigns with instant rewards
- Target rewards for specific customers
- Add and manage coupon & material rewards
- Upload rewards from external vendors

Multi-Tenancy

NAME	MEMBERS	CURRENCY	TIMEZONE
UK	10,164	GBP	(GMT+1)
US			(T-4)
Germa			(T+2)
France			(T+2)
Poland			(T+2)

Name
US

Currency
USD

Time zone
Washington, DC, (GMT-4)

Number of members
10, 164

Leverage built-in multi-tenancy features to make fast country roll-outs and run your **localized programs on multiple markets** at the same time. Adjust **currency, timezone, points ratio and customize available redemption** options **per country or per brand**.

- Create separate loyalty program schemes for different countries
- Configure different currencies, timezone, and segments
- Customize campaigns and rewards per business unit
- Set up coalition loyalty programs with multiple brands

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Members

Jane Smiths
jane.smith@gmail.com
+48 606 29 29

⭐ Earned 300 points for purchase

🏆 Reached Gold tier

🎁 Redeemed reward Apple Watch

👥 Joined segment "Big spenders"

Track all customer interactions and **run personalized loyalty campaigns**. Integrate data from all sources - **both online and offline**.

- **See one consistent loyalty profile** with a single view of the customer. Match online and offline data easily. Use mobile phone, email, loyalty card number, or any other identifier to **connect data from multiple sources**
- **Segment customers based on specific criteria** like **purchase history, profile attributes**, or **custom events** that represent specific behavior
- **Track purchases across all channels.** Use data from different sources - both eCommerce and retail stores. Merge purchase operations from one or multiple merchants or brands

Segments

SEGMENTS

🛒 Bought iPhone 14

📅 Purchase period

🧾 Big spenders

Segments are **helpful for grouping members** based on their data, transactional data, or loyalty program behavior. Members are automatically added to the Segment if they meet the conditions that are included in it.

- Anniversary segment
- Average transaction value
- Bought in a specific channel
- Bought specific SKU
- Daily gross value in a given period

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Case studies

HEINEKEN

Open Loyalty powers Heineken's D2C loyalty application

HEINEKEN engages their customers with the loyalty app in which customers are rewarded for scanning QR codes hidden under the caps of the bottles.

Details of the project

- ✓ Mobile-first D2C loyalty program with points and rewards

- ✓ We've extended Open Loyalty's engine to trigger campaigns when customers scan product codes

- ✓ API-first architecture offered Heineken's product team high flexibility and short time-to-market

- ✓ From the concept to the working loyalty application in only 4 months

☆ Points   🎁 Rewards   ⊡ Code scanning
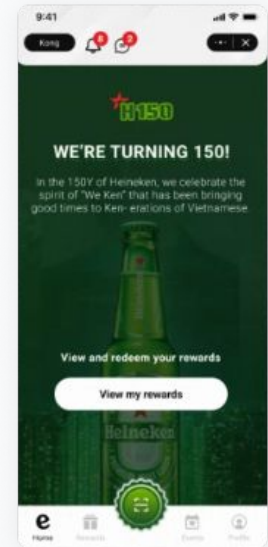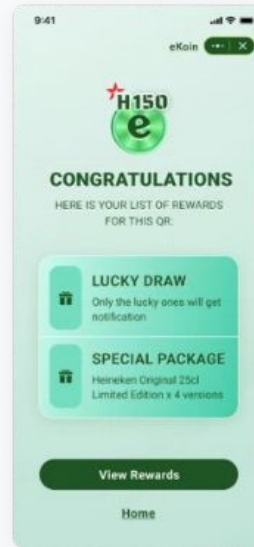
Scan and earn with the D2C loyalty program
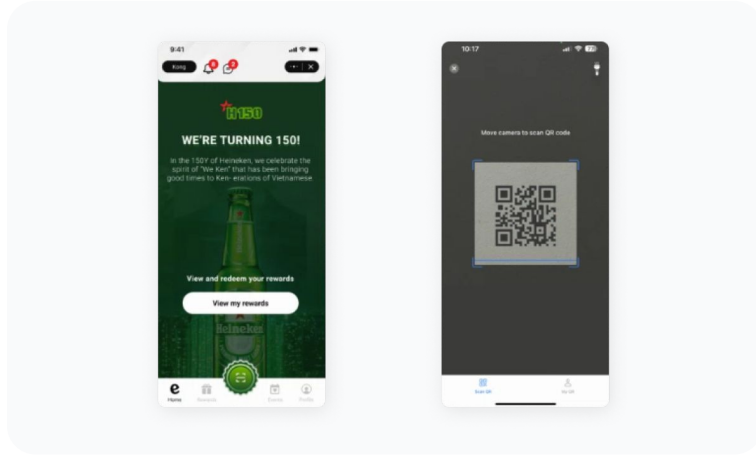
Scan products and earn points

Customers collect points for each scanned QR code, earn points and use them to redeem rewards from the catalog.
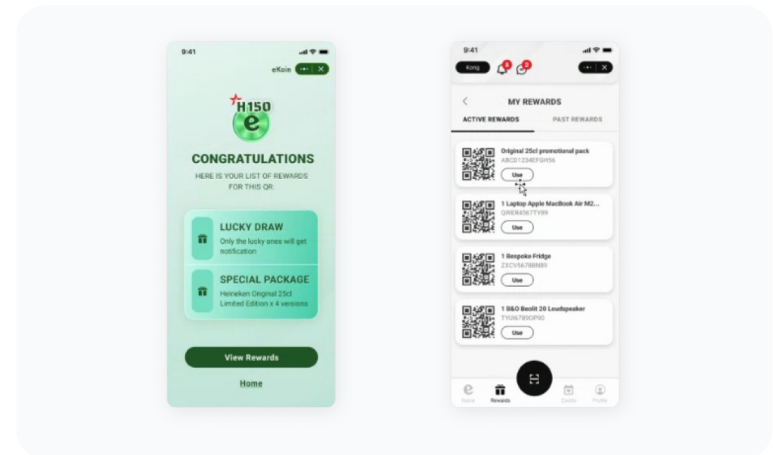
Surprise and delight milestone

Every month customers can win a surprise reward for reaching a specific number of scanned product codes.

Scan product codes and earn loyalty points

Trigger: Scan the code → **Condition:** If the code is valid → **Effect:** Get points & rewards
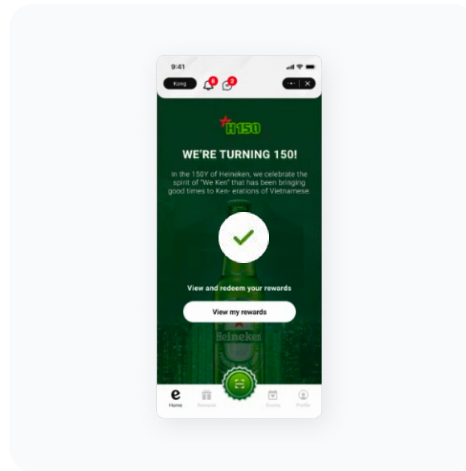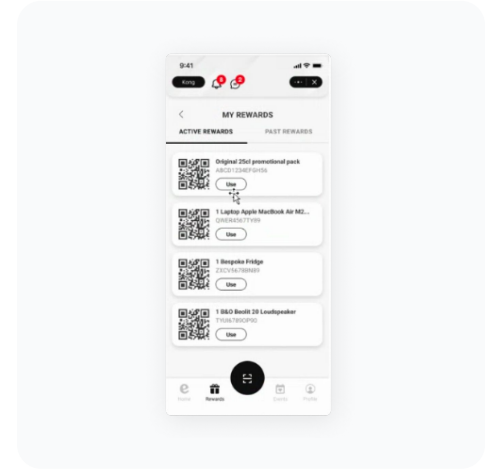
Mechanics: ⭐ Points 🎁 Rewards ▦ Code scanning

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Ploom Club: D2C loyalty program by Japan Tobacco International (JTI)

Customers collect points for online purchases and completing Ploom Club tasks. Ploom Club members become part of a community and experience exclusive offers, private event invitations, and personalized services.

Details of the project:

- ✓ Ploom is an electronic tobacco heating device. Users are incentivized to purchase tobacco sticks and accessories

- ✓ The Ploom Club is an omnichannel loyalty program available in 18 countries

- ✓ Open Loyalty sends data to the Customer Data Platform (CDP) which serves as the main source of truth

⭐ Points   🏷️ Coupons   💬 Referrals

24
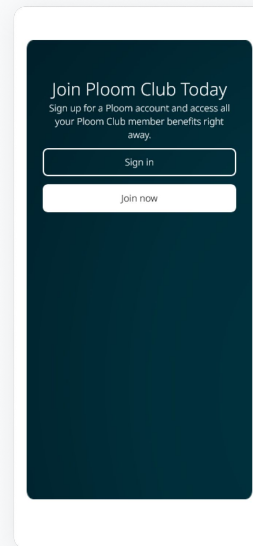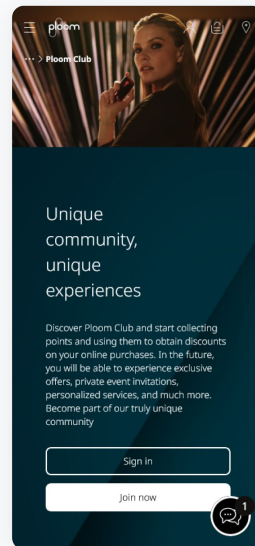
Highly personalized community-based program
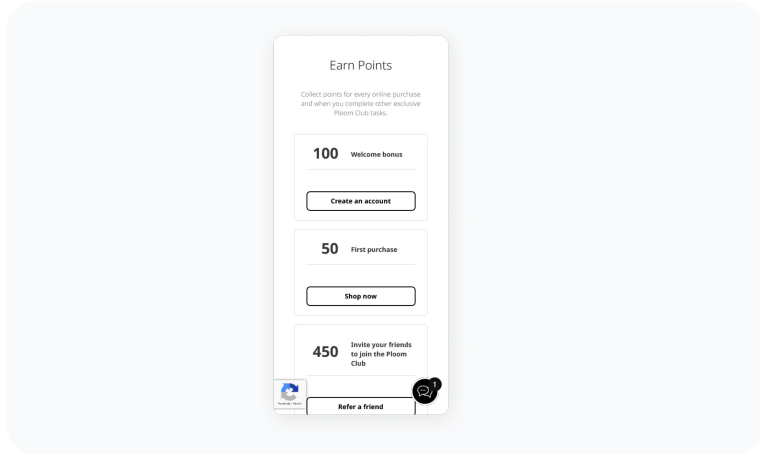
Incentive to join the program

Customers can earn 100 points as a welcome bonus for creating an account and 200 points for registering the device. They are awarded 50 points for the first purchase.
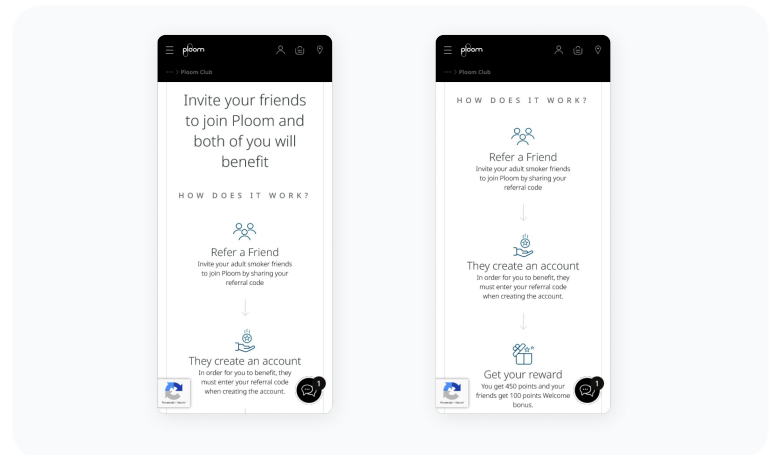
Most points for referrals

If a customer invites a friend to the Ploom Club, they get 450 points and their friend gets 100 points Welcome bonus.

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EQUIVA

EQUIVA digitized their loyalty program with Open Loyalty

EQUIVA started their digital transformation by replacing a paper loyalty program card with a mobile app that creates emotional engagement.

Details of the project

- ✓ 23% higher average transaction value

- ✓ 42% higher average number of transactions

- ✓ 3,400 referred customers which saved the company EUR 68,000 in customer acquisition costs

- ✓ 2x the average buying frequency (4.5 vs. 9.1)

☆ Points   🏷 Coupons   🎖 Achievements   🏆 Tiers
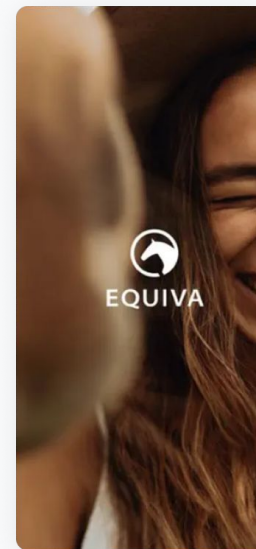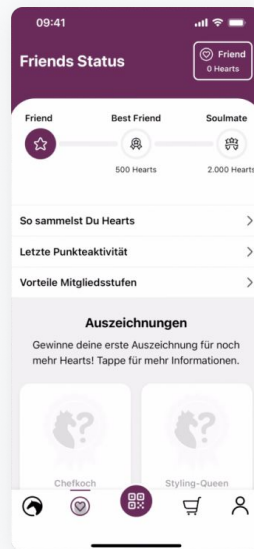
"EQUIVA Friends" mobile loyalty app experience
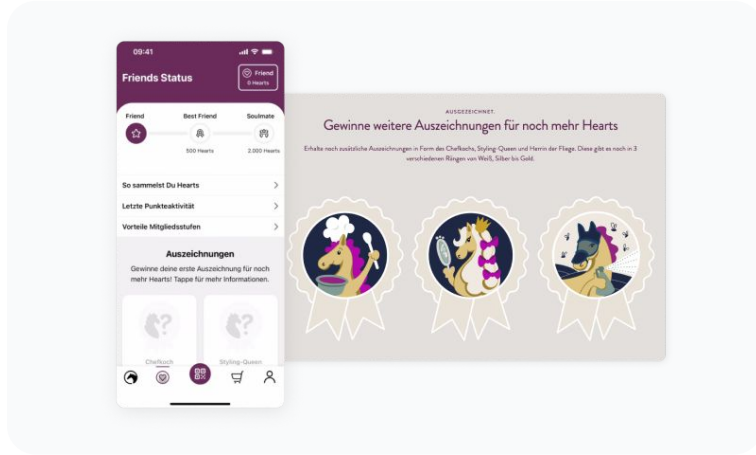
Fast track in tiers for top customers

Horse owners (top spending customers) can earn the "Chefkoch" badge, and unlock a Best Friend tier faster than a regular customers.
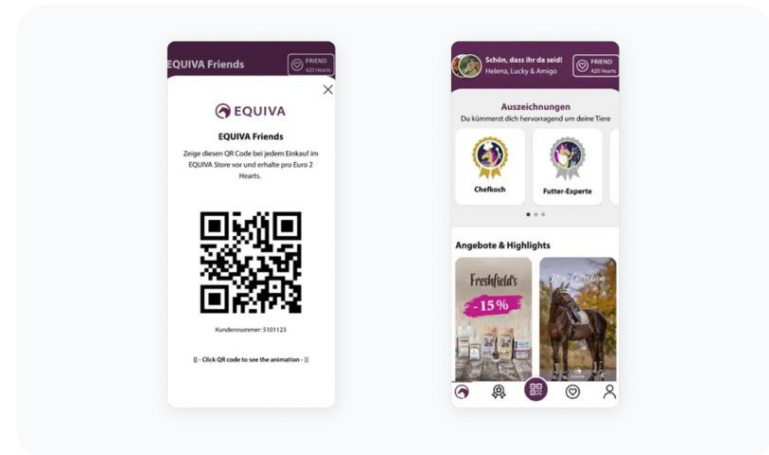
Members earn more with mobile app

Customers who download and use loyalty mobile app save more than the member who use the paper loyalty card (up to 10% vs. 4%).

"The open API-first approach supported by the Open Loyalty model helped us transform extremely fast. (...) We used Open Loyalty pre-build modules, applied the loyalty mechanics via API to our tech stack and focused fully on the customer experience."

Fritze von Berswordt
Managing Director, EQUIVA GmbH

limango used Open Loyalty to move their loyalty program to the next level

limango introduced gamification based on challenges, tiers, and points to trigger emotional engagement in their customers and differentiate the brand on the competitive landscape.

Details of the project

- ✓ Gamified e-commerce loyalty program based on milestones and challenges
- ✓ Over 2 million members
- ✓ The implementation of the pilot in just 4 months

⭐ Points | 🏷 Coupons | 🎗 Achievements | 🏆 Tiers
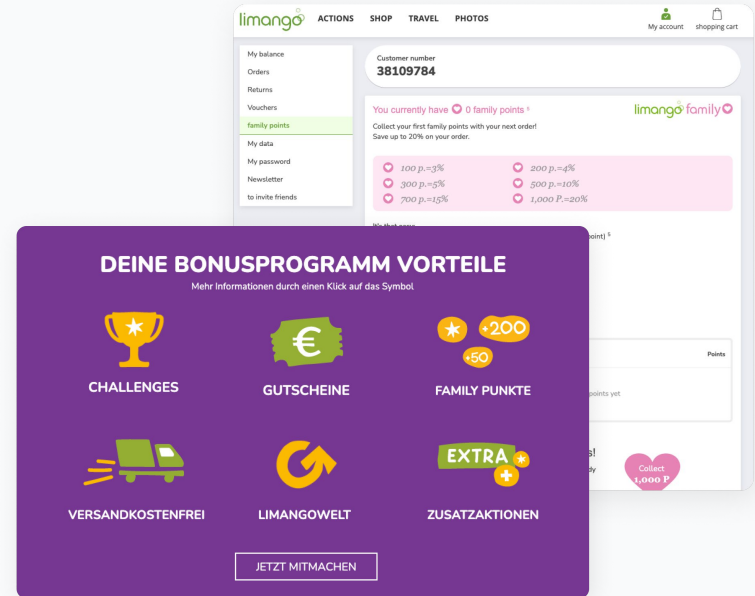
Customers engaged with gamification
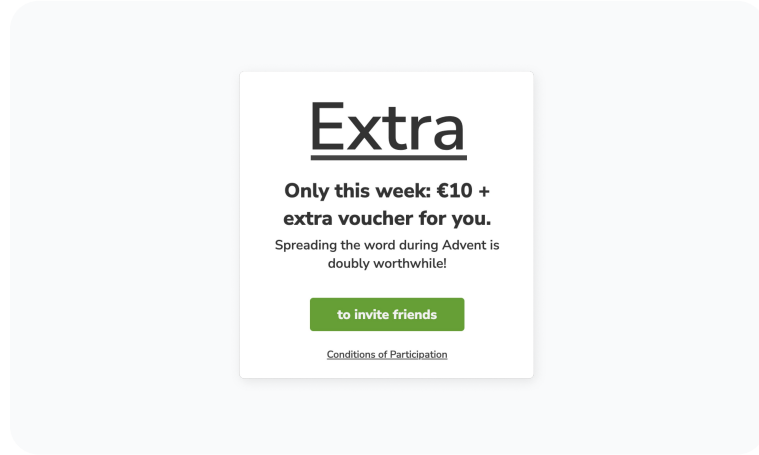
Loyalty challenges

Members receive family points by participating in various challenges, such as adding favorite brands to a wishlist. Members are encouraged to maximize their points by taking part in as many challenges as they wish simultaneously.
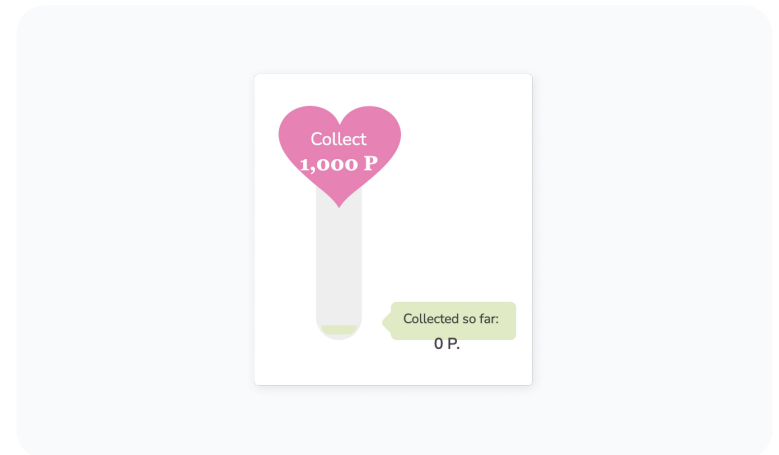
Tier structure

Members reach different levels by earning family points. At each level, vouchers for the next purchase (valid for 30 days) are automatically activated. The higher the level, the more exclusive the voucher.

ALDO

Open Loyalty powers ALDO Crew - a global omnichannel loyalty program

New Crew members unlock 15% off welcome offer, free shipping over $50, price drops & bundles, birthday treat: 20% off, and in-store reservations. 2 following tiers unlock further benefits.

Details of the project:

- ✓ The program is designed to improve customer retention, including the frequency of visiting offline stores

- ✓ Built on top of existing tech stack (Master Data Management, Marketing Automation, and eCommerce)

- ✓ Launched before the estimated delivery date: just 3 months from Proof of Concept to going live
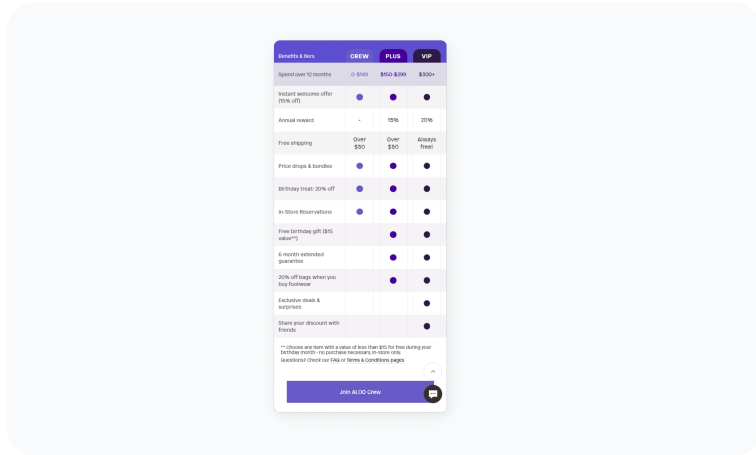
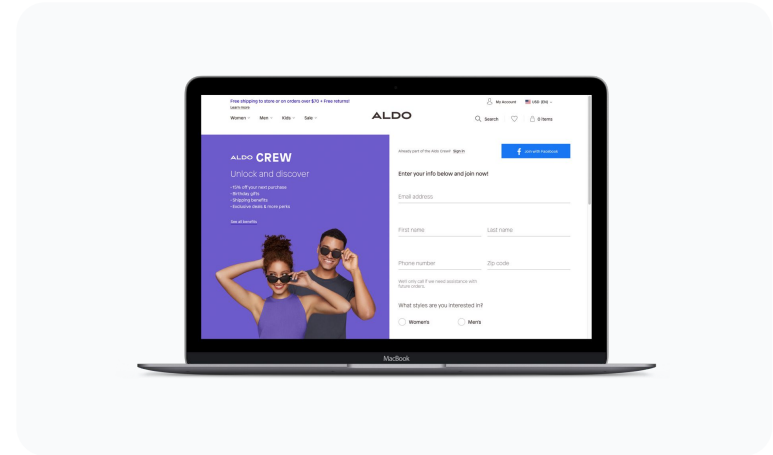🏆 Tiers   🎁 Rewards   🏷 Coupons
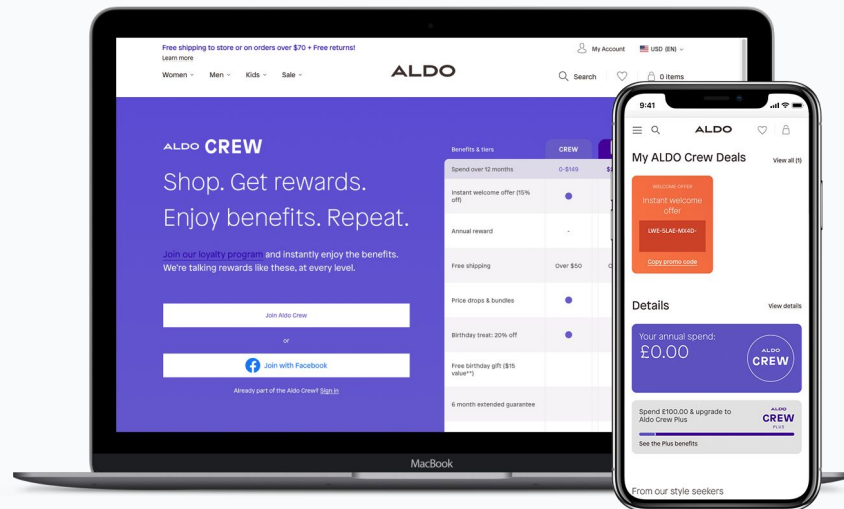
Tiering system to encourage members to purchase more

Tiers incentivize annual purchase value

The tier progression is designed to incentivize annual purchase value. Depending on how much members spend over 12 months they fall into Crew, Plus, or VIP tier unlocking exclusive benefits.
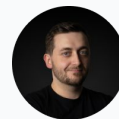
VIPs acquire new customers

VIP tier members are eligible for free shipping at every purchase, exclusive deals & surprises, and can share their discount with friends - an incentive to bring in new customers.
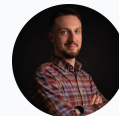
OPEN LOYALTY

Let's take your loyalty tech to the next level

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