Loyalty Max: ProLogic's Full-service Loyalty Marketing Solution

Loyalty Max is ProLogic's full-service loyalty marketing platform. It's ideal for retailers that want the highest level of features, support and customization in order to get the maximum results from their shopper data.

With Loyalty Max, retailers can design a virtually limitless number of promotions, including continuity programs and sweepstakes, which will enable them to retain and grow their top shoppers. These offers can be targeted down to the level of the individual shopper or groups of shoppers based on any number of specific traits. Retailers also have the option to use the POS printer or a dedicated marketing printer to deliver promotional messages to shoppers including discounts, coupons, loyalty points balance or other information.

ProLogic also provides an Account Director which works with the retailers on a daily basis to design promotions and ensure the optimal usage of the loyalty marketing platform. The Account Director plays a major role in ensuring that the retailer is taking full advantage of the platform's capabilities.

Furthermore, the Loyalty Max platform provides an unlimited number of custom reports. The Account Director works closely with the retailer to design and maintain a suite of custom reports that are tailored to the retailer's business.

Loyalty Max also includes support for Shopper Connect, a ProLogic service which delivers email or text messages to shoppers when certain loyalty criteria are met. For example, a shopper can be notified by email or text that she has just earned a free turkey in a Thanksgiving continuity program. The notification can occur in real time at the instant that the benefit is triggered.

Key attributes of Loyalty Max include:

- Unlimited number of promotions, including complex promotions such as continuities and sweepstakes

- Targeted promotions to a specific shopper or groups of shoppers based on attributes such as purchase history, demographics, zip code or peer group

- Fuel programs

- Digital coupon capability (load-to-card and redemption at checkout)

- Unlimited number of custom reports via Cognos

- ProLogic Account Director works with retailer daily to optimize the usage of the loyalty marketing platform, including designing and building custom promotions and reports

- Easy-to-use promotion building tool in addition to ProLogic Account Director support

- Easy-to-use tool to enroll members and manage the database of member shoppers

- Alternate identification (physical loyalty card or telephone number) using the POS terminal

- Option to print loyalty-related messages to shoppers on either the POS receipt or a dedicated loyalty receipt from a ProLogic graphics printer

- System can trigger customized email or text messages to shoppers when certain loyalty criteria are met.

- Optional integration with 3rd party promotion services such as ibotta, SavingStar and Upromise

- Supported POS systems include IBM ACE, NCR ACS, Retalix ISS 45 v8, Retalix ScanMaster, LOC SMS