

Loyalty Express: ProLogic's Basic Loyalty Marketing Solution

Loyalty Express is ProLogic's basic loyalty marketing platform. It's designed for retailers that want a self-managed loyalty marketing program with a low level of complexity and cost. It empowers retailers to capture and analyze information about their shoppers, including top shoppers that account for the majority of their sales and profits.

Loyalty Express is ideal for retailers that are new to loyalty or are interested in managing their own promotions. It's also designed for wholesalers, cooperatives or associations with a mixed environment of independent store owners who may have differing requirements for a loyalty solution.

Key attributes of Loyalty Express include:

- Complete loyalty marketing solution with capability for member discounts and points issuance and redemption
- Broad selection of promotions, including member discounts, base points, bonus points, basket-level promotions, basket-level points redemptions, and multi-list promotions
- Easy-to-use promotion building tool
- Digital coupon capability (load-to-card and redemption at checkout)
- 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 points balances on the POS receipt
- Complete suite of reports on the retailer's loyalty metrics including top shoppers for each store
- Optional integration with 3rd party promotion services such as ibotta, SavingStar and Upromise
- Supported POS systems include IBM ACE, NCR ACS, Retailx ISS 45 v8, Retailx ScanMaster, LOC SMS

Loyalty Express supports the following types of promotions:

Promotion type	Example
Member-based discounts	All program members receive discount
Base points	Points issued per dollar spent
Bonus points	Points issued with item purchased
Basket-level promotions	Spend \$100, get a \$10.00 discount on the basket
Basket-level points redemption	Spend 2,000 points, get a \$10.00 discount on the basket
Item-level points redemption	Spend 2,000 points, get a discount on a specific item
Multi-list promotions	Buy specific item(s) and receive discount another item
Employee discounts	Discounts available only to store employees