



2025
ASIA
PACIFIC

LOYALTY TECHNOLOGY SOLUTIONS DIRECTORY

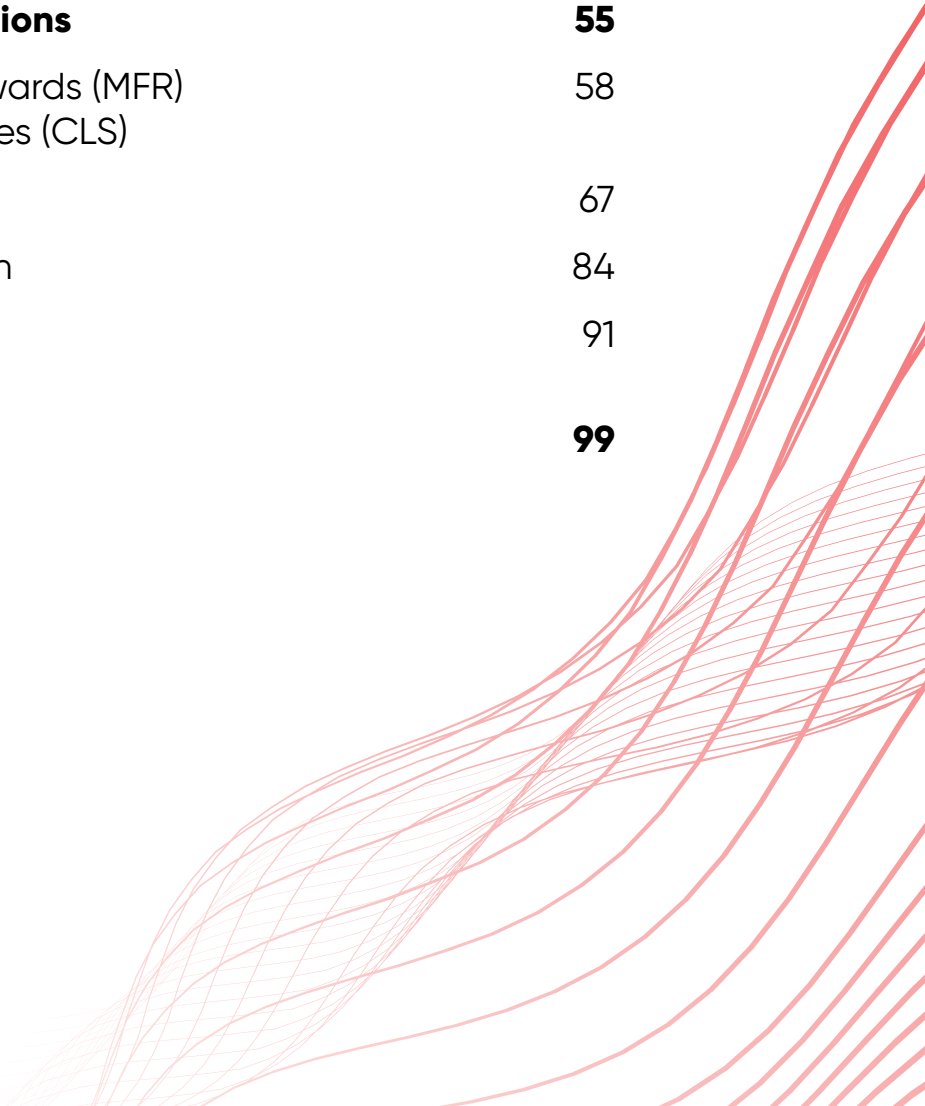
A Loyalty & Reward Co publication

The comprehensive guide for buyers of loyalty technology solutions



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Introduction



In the innovative industry of loyalty program technology, decision-makers across Asia Pacific can be confused and overwhelmed by the wide array of available solutions.

To address this, Loyalty & Reward Co has created this comprehensive directory to serve as a central source for viewing and comparing options.

This publication eliminates rating systems and biased opinions, empowering companies to make informed decisions without undue influence.

As a global loyalty consultancy, Loyalty & Reward Co has also created directory versions for Europe and North America.

Foreword



By Philip Shelper

CEO & Founder, Loyalty & Reward Co,
Author, 'Loyalty Programs: The Complete Guide'.

With nearly two decades of experience in the loyalty industry and several published books on the subject, I've enjoyed the good fortune of observing the remarkable evolution of loyalty program technology firsthand.

The loyalty sector is a profitable industry, generating hundreds of billions in value annually worldwide. This substantial revenue stream fuels ongoing technological innovation that aims to meet consumers' evolving demands for highly personalised offers, communications, and experiences.

Technological advancements are crucial to capitalise on opportunities arising from sophisticated data utilisation, refined program designs, emerging communication channels, innovations in gamification, expanded reward options, and the current AI revolution.

As the industry landscape shifts and new entrants emerge, our expert consultants at Loyalty & Reward Co frequently field inquiries from companies asking, "What technology should we use? What are our options? How can we make sense of the complexity of offerings to ensure we make the right decision?"

We realised that a global directory of loyalty technology solutions was a further contribution we could make to support the advancement of the loyalty

industry. Our ambition is to provide companies seeking to purchase loyalty technology or services with extensive but easily digestible information about the companies best able to meet their needs. This directory provides the insights needed to make data-informed, strategic decisions on the right technology.

As a tech-agnostic consultancy, our team is committed to providing unbiased, expert-driven insights to empower businesses in building successful loyalty programs.

This inaugural Loyalty Technology Solutions Directory will be updated annually to maintain its relevance and accuracy, helping companies connect with the most suitable solution for their needs.

If you, as a reader, require assistance in selecting the optimal technology solution provider, or are looking for guidance on loyalty program design, don't hesitate to contact Loyalty & Reward Co. From our offices in New York, London, Tokyo, Sydney, and Melbourne, we specialise in designing, implementing, and operating award-winning loyalty programs for global brands.

A handwritten signature in black ink, appearing to read 'Shelper', written in a cursive style.

How to Use the Directory

The directory separates loyalty vendors into two main categories:

1. Core Loyalty Solutions

These platforms form the foundation of loyalty programs, offering end-to-end capabilities to manage and engage customers effectively. Core Loyalty Solutions include scalable platforms designed for large, complex programs, and fast-deploy options for single-channel programs.

2. Add-On Loyalty Solutions

These tools enhance and extend loyalty programs, providing specialised functionalities such as gamification and card-linking. Add-On Loyalty Solutions include:

- Merchant Funded Rewards & Card-Linking Services
- Games & Gamification
- Reward Supply
- Other Niche Add-Ons (e.g., mobile wallets, receipt scanning)

Each main category commences with a general introduction, followed by sub-categories that detail the specific solutions available. The information provided for each solution type includes an overview of the technology, use cases, key features to consider, and a listing of vendors organised alphabetically.

Here's how to navigate the directory effectively:

- **Category Introductions:** Each main category and sub-category begins with an overview, detailing the types of solutions it includes, typical use cases, and ideal business profiles. These introductions will orient you to the types of solutions most suited to your organisation's needs.
- **Expert Guidance:** Integrated throughout the directory, our guidance sections offer advice on what to look for in each type of solution, common challenges, and best practices for implementation.
- **Vendor Listings:** Each category contains an alphabetical listing of relevant vendors, with featured listings providing a detailed profile of each solution's key features and differentiators. Standard listings highlight core capabilities and unique attributes.
- **Supplementary Sections:** The end of the directory details industry insights. This section is designed to deepen your understanding of the loyalty technology landscape.



Key Trends in Loyalty Technology

As loyalty programs become increasingly sophisticated, several key trends are shaping the way businesses approach loyalty solutions:



AI-Driven Personalisation

AI and machine learning are allowing loyalty programs to offer highly personalised rewards and engagement opportunities, enhancing customer experience and retention.



Predictive Analytics and Real-Time Decisioning

Predictive analytics are anticipating customer behaviours, enabling real-time rewards and tailored outreach to enhance engagement and reduce churn.



Omnichannel Integration and Unified Member Profiles

Unified member profiles enable brands to deliver consistent experiences, rewards, and data across all channels for seamless loyalty program engagement.



Gamification and Experiential Rewards

Gamified features and experiential incentives are delivering emotionally engaging loyalty interactions, including challenges, badges, and exclusive events.



Blockchain and Tokenised Loyalty Programs

Blockchain is enabling secure, interchangeable digital rewards, fostering transparency, interoperability, and shared loyalty ecosystems among multiple brands.



Location-Based and Proximity Marketing

Proximity tools are delivering context-sensitive loyalty offers as customers approach stores, enhancing personalisation and prompting immediate engagement.



Next-Generation Mobile Loyalty Apps and Wallet Integrations

Advanced mobile apps are being integrated into rewards, payments, and communications, allowing convenient redemption through wallet-based solutions and seamless experiences.



Biometric and Invisible Redemption Experiences

Biometric identification and frictionless redemption are removing manual steps, delivering effortless, secure loyalty interactions without cards or codes.



Data Privacy and Compliance

Enhanced data safeguards and compliance measures are building trust by protecting personal information and ensuring transparent loyalty practices.



Zero-Party Data Collection

Brands are utilising better methods and systems to gather consumer-provided data (via surveys, receipt scans) to build trust, ensure transparency, and gain actionable insights.

These trends are reshaping loyalty strategies and driving innovation across categories, providing a wealth of new opportunities for brands to build stronger, data-driven relationships with customers.

Technology and services selection process

Determining the right loyalty technology solution requires a refined process to ensure the optimal outcome. Considerations include the ability to deliver to business needs, configurability, user access and usability, integration options, service support, security and fraud protections, adherence to regulatory requirements, cost (for implementation and ongoing licensing), and more.

In Loyalty & Reward Co's experience, companies that suffer a sub-optimal outcome from a loyalty program launch or relaunch make similar mistakes. These may include:

- A poorly crafted loyalty program design
- A lack of quality documentation detailing the program design, business requirements, process mapping, data flows, and operational support needed to enable technology and services providers to intimately understand the vision and deliverables
- No experienced loyalty professionals involved in the process (internal resources or loyalty consultants)
- A lack of knowledge regarding appropriate costs for technology and services
- Limited awareness regarding security and fraud risk exposure
- Sub-standard commercial modelling
- Unrealistic timeframes
- Inadequate lifecycle marketing strategy development
- Underdeveloped reporting and analytics

Proficiency in each area will significantly increase the likelihood of choosing the correct technology solution, a critical element of a successful launch or relaunch.

The engagement of a loyalty technology solution vendor will be significantly improved if the client can provide a comprehensive loyalty program design (including customer journey mapping/ user stories), business and technical requirements, and process/data flow mapping between relevant technical systems. These should form the basis of any vendor brief, whether to individual vendors or as part of an RFI/RFP process.

The vendor should be provided with the opportunity to run a discovery process where they can explore existing technology architecture, interview key stakeholders, determine integration points, review API documents, and fill any knowledge gaps.

This will enable them to develop a Statement of Work (SOW) which can be viewed as a formal response to the initial briefing documentation. As part of this process, they can further revise their project plan, delivery timelines and cost quote.

With this phase completed, the client and vendor will be able to decide whether to progress with the engagement.

About Loyalty & Reward Co

Loyalty & Reward Co specialises in designing, implementing, and operating award-winning loyalty programs for global brands.

From our offices in New York, London, Tokyo, Sydney, and Melbourne, our dedicated team of loyalty experts continues to deliver real success stories for our clients. This includes major companies across multiple industries in North America, LATAM, Europe, the Middle East, and the Asia Pacific region.

Our data-driven and customer-focused loyalty programs generate incremental acquisition, spend, retention and advocacy, adding meaningful value to clients and their members.

Our obsession with loyalty is what defines us. At Loyalty & Reward Co, we constantly engage with and study loyalty programs, loyalty psychology, technology and industry trends. We continually challenge ourselves to deliver and demonstrate value in everything we do.

Importantly, we are tech-agnostic, ensuring that we take an unbiased approach towards the selection of any specific technology required to deliver our world-class loyalty program designs for our clients. Combined with our global presence, this uniquely positions us to deliver this inaugural Loyalty Technology Solutions Directory.

We help our clients succeed by providing end-to-end services and expert insights across six key areas:



Design

We design the world's best loyalty programs



Implement

We implement the final program design



Operate

We operate and optimise loyalty programs for success



Audit

We audit and improve existing loyalty programs



Innovate

We are loyalty innovators, ahead of new trends



Educate

We educate the world's loyalty professionals via our publications and our courses

For more information or to engage our services, visit www.loyaltyrewardco.com

Connect with Loyalty & Reward Co:

Website: www.loyaltyrewardco.com

Email: hello@loyaltyrewardco.com

LinkedIn: www.linkedin.com/company/loyalty-&-reward-co



Core Loyalty Solutions



Core Loyalty Solutions form the foundation of loyalty programs, offering comprehensive, end-to-end platforms that enable businesses to effectively manage, reward, and engage customers. These solutions support a wide range of loyalty program structures—from points-based systems to tiered rewards—allowing businesses to tailor their approach to align with brand objectives and customer preferences. With robust rules engines, data analytics, and integration capabilities, Core Loyalty Solutions empower organisations to deliver seamless and personalised experiences across multiple channels.

What to Expect in This Section

Platforms listed in this section provide a range of sophisticated, flexible solutions designed to enhance customer engagement for businesses of all sizes. Larger solutions leverage API-first architecture, serving as the technological backbone for large-scale initiatives while others may offer streamlined, plug-and-play functionalities for quicker deployments.

These modern platforms process complex reward calculations and promotion validations in real-time, providing robust analytics that deliver immediate insights into program performance, customer behaviour patterns, and campaign effectiveness. This capability enables data-driven decision-making across the customer lifecycle.

A key feature is seamless integration with existing business infrastructure. By connecting directly with Point of Sale (POS) systems, Customer Relationship Management (CRM) platforms, Customer Data Platforms (CDP), marketing

automation engines, and e-commerce solutions, these platforms create a unified ecosystem for customer engagement. This interconnected approach ensures consistent customer experiences across all touchpoints, allowing organisations to orchestrate sophisticated multi-program campaigns that span various channels and business units, both within markets and cross-border.

These systems efficiently handle complex promotional rules, manage tiered loyalty structures, and deliver personalised incentives without compromising performance at scale. This technological foundation empowers businesses to move beyond simple points-based programs, creating dynamic, personalised rewards experiences that drive meaningful customer engagement while maintaining operational efficiency and program profitability. They also uphold program integrity through advanced fraud prevention mechanisms and support comprehensive reporting and analytics capabilities.

While typically adopted by large retailers, corporations, and multi-brand conglomerates, significant reductions in licensing fees have made these solutions increasingly accessible for medium-sized and smaller businesses. Challenges in implementation may include potentially long integration times, technological complexities (such as API integrations with multiple systems), the need for IT integration support (either from the vendor or a system integrator), and associated costs.

Core loyalty solutions that offer a plug-and-play feature can enable businesses to enhance customer engagement without requiring extensive technical resources or complex integration processes. These streamlined systems offer out-of-the-box functionality for

reward calculation, promotion validation, and real-time program analytics.

Integration can be achieved through pre-built connectors and standardised plugins or they may be pre-embedded within broader software offerings (e.g., a POS system or an e-commerce solution). This design enables rapid deployment within primary sales channels, providing a unified experience that feels native to both merchants and customers.

The focused nature of these solutions allows businesses to create and manage single-program campaigns aligned with their primary sales channels. While they may be more streamlined than larger, enterprise solutions, they still deliver robust capabilities for custom business rule enforcement, basic fraud prevention, and personalised incentive delivery. This ensures that businesses can offer sophisticated loyalty programs that resonate with their customers while maintaining operational simplicity and cost-effectiveness.

Typical adopters of plug and play platforms include small to mid-sized businesses and e-commerce-only businesses. They may face challenges, such as ensuring compatibility with existing systems and managing potential limitations in functionality compared to larger core loyalty solutions.



Core Platforms



Section 1: Core Platforms

Annex Cloud

www.annexcloud.com



Overview

Company Overview

Annex Cloud's Loyalty Experience Platform™ empowers brands to move forward faster, to become beloved by their customers. Our enterprise-grade SaaS solution combines expert strategy with cutting-edge technology, including our innovative Journey Catalyst and AI-powered features, to deliver loyalty programs that are personalised, scalable, and make an impact

Years in Operation 15 **Categories Supported** B2C and B2B
Operating Regions NAM, EU, and APAC

Industries Supported

- Automotive
- FMCG
- E-commerce
- Entertainment
- Retail
- Health & Wellness
- Sports & Recreation

Current and Previous Clients

Contact Annex Cloud for more information

Features

Standout Features/Unique Selling Proposition

- 1 Build Dynamic Journeys:** Personalise loyalty with the real-time workflows
- 2 Scale Across Brands/Regions:** Empower local marketers with program replication across multi-region and multi-brand
- 3 Optimise with AI Insights:** Use predictive analytics for program success

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- Credits
- Discounts
- Gamification
- Loyalty Currency
- Member Benefits
- Referral
- Status Tiers
- Subscriptions
- Surprise & Delight

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|-----------------------------|---|
| CDP or CRM | ⊗ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfillment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White-label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Shopify, Shopify Plus, BigCommerce, Magento, Commercetools, Salesforce Commerce Cloud and more

Shopify App Store Availability

Shopify-Integrated App: Robust integration via an official Shopify app

Scalability

| | | | | | |
|------------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multi-program Support | ✓ | Average Uptime Percentage | 99.99 |
| Multi-currency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|-----------------------|-----------------------------|
| Local Area Compliance | Yes |
| Certifications | ISO 27001, SOC I and SOC II |
| Anti-Fraud Mechanisms | Yes |

Infrastructure

Data Center and Hosting Locations

• Contact Annex Cloud for more information

Hosting

Cloud-based

Cloud Provider

Contact Annex Cloud for more information

Multi-Tenant or Single-Tenant Architecture Multi

Future Roadmap

Additional AI Enhancements:

Boost predictive analytics and fraud detection to optimise engagement and brand peace of mind

Journeys & Events:

Making marketers' job easier with rewards & recognition workflows powered by AI + 1st/zero-party data for scaled personalisation

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

www.annexcloud.com

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Antavo AI Loyalty Cloud

antavo.com

antavo
AI LOYALTY CLOUD


Overview

Company Overview

Antavo's AI Loyalty Cloud is a SaaS platform designed to power next-generation loyalty programs. It redefines customer loyalty through advanced AI and seamless integration, helping brands increase customer lifetime value, retention, and engagement. The Loyalty Planner supports program scoping and speeds up implementation 10x, while the flexible Loyalty Engine powers points, tiers, benefits, and more. The Promotion Engine drives engagement through rules-based offers, and the Optimizer enables ongoing measurement and performance improvement. All modules are enhanced by Timi AI, Antavo's embedded assistant for smarter decision-making across the loyalty journey

Years in Operation 8 **Categories Supported** B2B & B2C
Operating Regions EU, APAC, NA, UK

Industries Supported

| | | |
|--|--|--|
|  Retail |  Entertainment |  Fast Food & Dining |
|  CPG & FMCG |  Hospitality & Travel |  Health & Wellness |
|  E-commerce |  Grocery & Fuel | |

Current and Previous Clients

Hyatt, Skims, Rip Curl, KFC, Kathmandu, Notino, C&A, Flying Tiger, Bergzeit, Hornby Hobbies, Politix, LuisaViaRoma, Peek & Cloppenburg, Mercury, Jellycat, La Cage, and more

Features

Standout Features/Unique Selling Proposition

- 1 Fitting The Enterprise:** Antavo's platform scales to enterprise level, supporting multi-brand and country, omni-channel, and high-volume data with composable, API-first technology and martech integrations
- 2 Workflow editor:** Antavo's platform has a unique rules editor that helps marketers create logic without engineers
- 3 AI:** Antavo's technologies are enhanced by agentic AI called Timi AI, which makes the platform even more powerful

Core Functionality

Loyalty Campaign Management
Standard Reporting











Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|--|---|--|
|  Discounts |  Member Benefits |  Status Tiers |
|  Gamification |  Punch/Stamp cards |  Surprise & Delight |
|  Loyalty Currency |  Referral | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ⊗ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ⊗ |
| Segmentation Engine | ✓ | Predictive Analytics | ⊗ | Digital Wallets | ✓ |
| Marketing Engine | ⊗ | Card-Linking Services | ⊗ | White Label Functionality | ⊗ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Magento 2, Salesforce Commerce Cloud, Shopify, Shopify Plus

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Shopify-Integrated App: Robust integration via an official Shopify app

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.80 |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|---|--|
| Local Area Compliance Certifications | GDPR, UK GDPR and CCPA ISO 27001, ISO 27017 and ISO 27018 |
| Anti-Fraud Mechanisms | Reject Fraudulent Transactions, Fraud Detection Workflows, Flagging Suspicious Behaviours, Blocking accounts, Event Logs |

Infrastructure

| | | |
|--|---|--------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • Europe, Netherlands | Cloud Provider | Google Cloud |
| • America, Oregon | Multi-Tenant or Single-Tenant Architecture | Both |
| • Asia Pacific, Sydney | Availability of Test Environment | ✓ |

Future Roadmap

The Optimizer

Antavo's Optimizer will introduce AI-powered loyalty performance analysis—offering actionable insights, real-time dashboards, and recommendations that help loyalty teams focus on what works, eliminate waste, and continuously improve results

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

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antavo.com

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Section 1: Core Platforms

Capillary Technologies

capillarytech.com



Overview

Name of Technology Loyalty+, Rewards+, Insights+, Engage+ and CDP+

Company Overview

Capillary Technologies powers loyalty for over 400 brands worldwide, including Dell, NASCAR, Hallmark, PetSmart, Shell, and more. Strategic acquisitions of Brierley, Kognitiv, and TENERITY's Digital Connect give it an edge as an end-to-end loyalty technology platform, along with decades of consulting experience. Capillary's AI-powered suite—Loyalty+, Engage+, Rewards+, Insights+—operates on a robust consumer data platform, helping enterprise brands build customer loyalty as a profit center

Years in Operation 16

Categories Supported

B2C and B2B

Operating Regions NAM, APAC, EU, MEA

Industries Supported

Automotive

Financial Services

Hospitality & Travel

CPG & FMCG

Grocery & Fuel

Retail

E-commerce

Fast Food & Dining

Sports & Recreation

Entertainment

Health & Wellness

Utilities

Current and Previous Clients

Tata Digital, Dell, Hertz, Shell, IndiGo, Domino's, PUMA, Al-Futtaim Group, Asics, Royal Caribbean and more

Features

Standout Features/Unique Selling Proposition

1 Aira copilot: AI-powered loyalty tech that streamlines campaign creation, automates reporting and enhances customer support

2 Rewards Ecosystem: Capillary's Rewards+ combines rational, emotional, and profitable loyalty through our global rewards network, delivering sustained engagement and superior, seamless CX

3 Integration suite: Neo, Vulcan and Connect+ provide seamless platform integration options, simplifying technical implementation

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

Credits

Member Benefits

Subscriptions

Discounts

Punch/Stamp cards

Surprise & Delight

Gamification

Referral

Loyalty Currency

Status Tiers

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|-----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfillment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White-label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

Open API Documentation

[CLICK TO VIEW](#)

E-commerce Platform Support

Pre-built/plug-in integrations include 10+ e-commerce systems, including Magento, Shopify, Hybris, Salesforce and more

Shopify App Store Availability

Shopify-Integrated App: Robust integration via an official Shopify app

Scalability

| | | | | | |
|------------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multi-program Support | ✓ | Average Uptime Percentage | 99.99 |
| Multi-currency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|-----------------------|---|
| Local Area Compliance | GDPR and CCPA |
| Certifications | ISO 27001, SOC 2 Type 2 and PCI DSS 4.0 |
| Anti-Fraud Mechanisms | Redemption capping, outlier tagging, RFM analysis, ML algorithms, data mining & analysis, transaction monitoring and more |

Infrastructure

| | | |
|--|---|-------------|
| Data Center and Hosting Locations | Hosting | Cloud-based |
| • United States of America | Cloud Provider | AWS |
| • India | Multi-Tenant or Single-Tenant Architecture | Multi |
| • Ireland | Availability of Test Environment | ✓ |
| • Hong Kong | | |

Future Roadmap

Introducing AI tools for automated campaign management, predictive insights & creative optimisation

Upcoming solutions for seamless integration & enterprise scalability

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

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capillarytech.com

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Section 1: Core Platforms

CarltonOne

carltonone.com

CarltonOne

Overview

Company Overview

CarltonOne offers the world's most powerful engagement + e-commerce platform for creating B2B employee recognition, customer loyalty, rewards, and sales/channel incentive programs. Recognised as one of the top 50 most inspiring workplaces in North America, CarltonOne helps our partners and clients operate programs with over 10 million rewards in over 185 countries. Our eco-action business model has funded over 20m trees globally

Years in Operation 36 **Categories Supported** B2B
Operating Regions EU, APAC, NAM, MEA, LATAM

Industries Supported

| | | |
|---|--|--|
|  Automotive |  Financial Services |  Hospitality & Travel |
|  E-commerce |  Fast Food & Dining |  Sports & Recreation |
|  Entertainment |  Health & Wellness |  Utilities |

Current and Previous Clients

Fiat, Staples, Ford, Dell, Lumo, Bell, NetLeaders, ABB, Motorola and more

Features

Standout Features/Unique Selling Proposition

- 1** Global rewards fulfilment - offering over 10 million merchandise items, gift card and travel rewards in 196 countries, sourced and shipped locally, with 24/7 member support
- 2** Partner-first platform for launching customisable loyalty, channel, recognition or e-commerce programs within 24 hours
- 3** Full global marketing support to drive program engagement and redemptions

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks



Credits



Loyalty Currency



Subscriptions



Discounts



Member Benefits



Surprise & Delight



Gamification



Status Tiers

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|-----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ⊗ | Reward Supply & Fulfillment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ⊗ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support
CarltonOne E-commerce store

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability
Not Available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99 |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|------------------------------|---|
| Local Area Compliance | GDPR, CCPA and PIPEDA |
| Certifications | SOC 2, CSA STAR Level 2 and PCI DSS A-EP |
| Anti-Fraud Mechanisms | Check-out threshold monitors, known bad source-IP blocking, suspicious IP login checks and check-out transaction monitors |

Infrastructure

| | | |
|--|---|-------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • Canada | Cloud Provider | AWS |
| • Germany | Multi-Tenant or Single-Tenant Architecture | Both |
| • South Africa | Availability of Test Environment | ✓ |
| • India | | |

Future Roadmap

Roadmap

Loyalty AI:

A promotional tool with AI & ML for Channel Data Management, to recommend, customise, forecast, deploy, monitor & manage promotions

Rewards AI:

A hyper-personalised shopping experience that curates the most relevant results, and a Wishlist with goal progress

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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carltonone.com

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Section 1: Core Platforms

Comarch Loyalty Marketing (CLM)

comarch.com

COMARCH

Overview

Company Overview

Comarch Loyalty Marketing is an AI-powered platform designed to help businesses create personalised loyalty programs that drive customer engagement and retention. Key differentiators include advanced data analytics, gamification features, omni-channel capabilities and enabling tailored promotions across various industries (eg retail, travel, and finance.) The solution boosts customer retention, enhances brand loyalty, and delivers measurable business impact

Years in Operation 30 **Categories Supported** B2C and B2B
Operating Regions NAM, LATAM, EU, MEA, APAC

Industries Supported

| | | |
|---|--|---|
|  Automotive |  Financial Services |  Hospitality & Travel |
|  CPG & FMCG |  Grocery & Fuel |  Retail |
|  E-commerce |  Fast Food & Dining |  Sports & Recreation |
|  Entertainment |  Health & Wellness |  Utilities |

Current and Previous Clients

Auchan, Alshaya Group, BP, Carrefour, Etihad Airways, Heathrow Airport, Globe Telecom, Santander, True, Vietnam Airlines, and Virgin Active

Features

Standout Features/Unique Selling Proposition

- 1** CLM stands out with an intuitive Promo Designer that enables the creation of personalised, AI-powered promotions to drive customer interactions with ease
- 2** Multi-tenancy, multi-country and large-scale programs—one platform, global reach, limitless scalability potential
- 3** Modular, flexible architecture enabling seamless omni-channel engagement and scalable program growth

Core Functionality

Loyalty Campaign Management
Standard Reporting





Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|--|---|--|
|  Credits |  Member Benefits |  Surprise & Delight |
|  Discounts |  Punch/Stamp cards |  Subscriptions |
|  Gamification |  Referral | |
|  Loyalty Currency |  Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ⊗ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Magento, Salesforce, Tokheim, Shopify and more

Open API Documentation

Contact Comarch for more information

Shopify App Store Availability

Basic Shopify App: Basic compatibility, supports simple tasks like data syncing

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99 |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance GDPR

Certifications ISO 27001, SOC 1 (ISAE 3402) and SOC 2

Anti-Fraud Mechanisms Detection of transactional anomalies using AI, prevention of fraudulent accounts and transactions, and identification of loopholes and misconfigurations

Infrastructure

Data Centre and Hosting Locations

- Poland
- Germany
- United Arab Emirates
- Malaysia
- Australia
- Canada
- France
- United States of America

Hosting

On Premises or Cloud-based

Cloud Provider Comarch Cloud, Oracle Cloud and AWS

Multi-Tenant or Single-Tenant Architecture Multi

Availability of Test Environment ✓

Future Roadmap

The AI-powered Next Best Offer model delivers real-time, personalised recommendations to boost engagement and loyalty conversions

New reporting module: visual dashboards, multi-source data support, large dataset handling, and reliable back-end processing

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

[GET IN TOUCH](#)

[CLICK HERE FOR WEBSITE](#)

comarch.com

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Eagle Eye

eagleeye.com



Overview

Name of Technology Eagle Eye AIR

Company Overview

Eagle Eye is a leading SaaS technology company enabling retail, travel and hospitality brands to earn the loyalty of their end customers by powering their real-time, omni-channel and personalised consumer marketing activities. We create value by ensuring our customers are able to deliver better, more personalised marketing, which is simpler for their teams to execute and cheaper for them to run

Years in Operation 22 **Categories Supported** B2C and B2B

Operating Regions NAM, EU, UK, MEA, APAC

Industries Supported

- | | | |
|----------------|----------------------|---------------------|
| E-commerce | Fast Food & Dining | Retail |
| Entertainment | Health & Wellness | Sports & Recreation |
| Grocery & Fuel | Hospitality & Travel | |

Current and Previous Clients

Tesco, Asda, Pret, Woolworths Group, Morrisons, Virgin Red, Pizza Express and more

Features

Standout Features/Unique Selling Proposition

- 1 Market-leading loyalty and promotions suite:** Enables the execution of any customer engagement tactic with hundreds of out-of-the-box offer types
- 2 Single customer view:** Provides a real-time integration to all customer touchpoints
- 3 Real-time omni-channel personalisation execution:** Deliver the right message, to the right customer, at the right time via any touchpoint

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|------------------|-------------------|--------------------|
| Credits | Member Benefits | Subscriptions |
| Discounts | Punch/Stamp cards | Surprise & Delight |
| Gamification | Referral | |
| Loyalty Currency | Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ⊗ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ⊗ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ⊗ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Salesforce Commerce Cloud and Commercetools

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Not Available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|-------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99 |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|-----------------------|--|
| Local Area Compliance | GDPR and Data Protection Act |
| Certifications | ISO 27001 and ISAE 3402 type 2 |
| Anti-Fraud Mechanisms | Flexible Loyalty & Campaign Management, Reporting and Analytics, Secure Coupon Distribution, Refund Management and MFA |

Infrastructure

| | | |
|--|---|--------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • United States of America | Cloud Provider | Google Cloud |
| • United Kingdom | Multi-Tenant or Single-Tenant Architecture | Multi |
| • Australia | Availability of Test Environment | ✓ |

Future Roadmap

Personalised Promotions

An AI-based personalised offer generation and targeting solution that optimises based on objectives and defined guardrails with real-time omni-channel execution - paving the way for unlimited 1:1 personalisation

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

eagleeye.com

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Gratifi
gratifi.com



Overview

Name of Technology Gratifi Connect

Company Overview

Gratifi is an ASX-listed company transforming the way rewards, incentives, and loyalty experiences are designed and delivered. We combine rewards content, loyalty programs, marketing services, and conference/event facilitation with cutting-edge technology to create experiences and results that members, customers, and employees love. Trusted by 85+ top brands, we're the largest provider of rewards content with over 5,000 offers, delivering exceptional results and engagement

Years in Operation 14 **Categories Supported** B2B
Operating Regions APAC

Industries Supported

| | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Sports & Recreation |
| E-commerce | Fast Food & Dining | Utilities |
| Entertainment | Health & Wellness | |

Current and Previous Clients

Coles, The Distributors, Rest, Alinta Energy, Seagrass Boutique Hospitality Group, NRMA, RACQ, Velocity Frequent Flyer, Westpac, and more

Features

Standout Features/Unique Selling Proposition

- 1 Configurable loyalty program, benefits and rewards platform, supporting white labelled front-end or API integration
- 2 Over 5,000 benefits and rewards, with exclusive products and pricing
- 3 Ability to recognise members with segments and/ or tiering, driving experiences and pricing within these cohorts

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level

Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|------------------|-------------------|--------------------|
| Credits | Member Benefits | Subscriptions |
| Discounts | Punch/Stamp cards | Surprise & Delight |
| Gamification | Referral | |
| Loyalty Currency | Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ⊗ | Advanced Reporting Suite | ⊗ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ⊗ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ⊗ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ⊗ | | |
| Unique Code Generation | ✓ | Games | ⊗ | | |

Integrations & Documentation

Existing Integrations

Contact Gratifii for more information

Open API Documentation

Contact Gratifii for more information

E-commerce Platform Support

Support integration through available APIs. As such, any third party can integrate with it, but these are not 'out of the box' integrations

Shopify App Store Availability

Not available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|------|
| Multilingual Support | ⊗ | Multiprogram Support | ✓ | Average Uptime Percentage | 100% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance

Gratifii supports the Australian Privacy Act, but can also configure for other geographies and regulations

Certifications

ISO 27001 certified

Anti-Fraud Mechanisms

Tools are leveraged within Gratifii's payment portal supplier, and in addition, Gratifii also has custom rules and controls on top

Infrastructure

Data Centre and Hosting Locations

• Australia

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

On-premise

AWS

Multi

✓

Future Roadmap

Enhanced purchase experiences: a focus on the end to end experience, creating a 'discovery' opportunity in the journey, not just a transaction focus

White labelled native mobile app: fully branded benefits and rewards app for customers or members

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

CLICK HERE FOR WEBSITE

[gratifii.com](https://www.gratifii.com)

CLICK HERE TO BOOK A DEMO

Section 1: Core Platforms

IQ Gecko

iqgecko.com.au



Overview

Name of Technology StickyFeet. Flaxx. SalesGrabber. posIQ Cloud

Company Overview

IQ Gecko specialises in customer engagement by integrating data from various touchpoints, such as every point-of-sale (POS), mobile apps and online platforms, into a central unified dataset. Our CRM empowers businesses to automate personalised engagement strategies with effective loyalty + gift card programs that streamline connections. With successful dashboards and automated marketing tools, IQ Gecko enhances customer retention and delivers measurable increases in profitability

Years in Operation 23

Categories Supported

B2C and B2B

Operating Regions

APAC, NAM

Industries Supported

Automotive

Entertainment

Health & Wellness

Retail

Hospitality & Travel

Sports & Recreation

CPG & FMCG

Grocery & Fuel

Utilities

E-commerce

Fast Food & Dining

Current and Previous Clients

Gloria Jean's, Suncorp Bank, Toys'R'Us, Harley-Davidson Australasia, Best Western Hotels Australasia, Rebel Liquor buying group, Rashays Restaurant, Simon Johnson, Bendigo Wholefoods, Gladesville Pharmacy and more

Features

Standout Features/Unique Selling Proposition

1 SaleGrabber: Unifies loyalty for all POS systems. Know every sale: Who, What, Where, When, Values, Points + more

2 PosIQ Cloud: Integrates transaction sources into a unified dataset with automated point bonuses by Date, Item + more

3 Unified Dataset: Auto marketing and dashboards based on all interactions by store, client, brand, product, and more.

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

Credits

Punch/Stamp cards

Surprise & Delight

Discounts

Referral

Loyalty Currency

Status Tiers

Member Benefits

Subscriptions

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Shopify, WooCommerce and Flaxx

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Basic Shopify App: Basic compatibility, supports simple tasks like data syncing

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|------|
| Multilingual Support | ⊗ | Multiprogram Support | ✓ | Average Uptime Percentage | 99+% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance GDPR and CISP

Certifications Contact IQ Gecko for more information

Anti-Fraud Mechanisms Bespoke and pro-active alerts from multiple channel data is built based on clients' specific needs

Infrastructure

Data Centre and Hosting Locations

- Australia
- United States of America

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi

✓

Future Roadmap

SaleGrabber Online* auto-populates online orders into any POS for seamless fulfilment and stock accuracy

Personalised AI Video Experiences creating and sending real-time personal videos based on member actions, purchases, recommendations, CTA and more

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

www.iqgecko.com.au

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Kademi

kademi.co



Overview

Name of Technology Partner and Incentive Management Platform

Company Overview

Kademi is a hybrid Partner and Incentive Management Platform that equips brands with everything needed to onboard, enable, engage, and incentivise channel partners. By seamlessly combining these capabilities, brands can move beyond transactional loyalty and build strong, lasting relationships with businesses that buy or resell their products

Years in Operation 12 **Categories Supported** B2B

Operating Regions NAM, LATAM, UK, EU, APAC, AF

Industries Supported

- Automotive
- Hospitality & Travel
- Health & Wellness
- Financial Services
- Retail
- Grocery & Fuel
- Utilities

Current and Previous Clients

Zoetis, Schneider Electric, and more

Features

Standout Features/Unique Selling Proposition

- 1 Journeys Designer:** Build automated customer journeys—from onboarding to purchase—boosting scalability and operational efficiency
- 2 Portal Builders:** Create full-featured portals with a no-code editor, cutting launch time and simplifying user interface design
- 3 AI-Powered Reporting:** AI removes manual reporting by generating clear, written summaries that reveal how your program is performing

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- Credits
- Member Benefits
- Discounts
- Referral
- Gamification
- Status Tiers
- Loyalty Currency
- Surprise & Delight

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ⊗ |
| Segmentation Engine | ✓ | Predictive Analytics | ⊗ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ⊗ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Contact Kademi for more information

Open API Documentation

Contact Kademi for more information

Shopify App Store Availability

Basic Shopify App: Basic compatibility, supports simple tasks like data syncing

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 100% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance GDPR

Certifications SOC2 Type 2

Anti-Fraud Mechanisms IDP rules, granular auditing of transactions, customisable workflows to mitigate fraud

Infrastructure

Data Centre and Hosting Locations

- United States of America
- Germany
- Australia

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi

✓

Future Roadmap

Create more ways for brands to connect with customers through integrations with Slack and WhatsApp

Future investment in ongoing development of AI

Implementation

Implementation Support

Contact Kademi for more information

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

kademi.co

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Linked Loyalty

linkedloyalty.com



Overview

Name of Technology Kynect

Company Overview

Kynect is a modular loyalty platform enabling brands to engage customers through payment-linked rewards, behavioural triggers, and data-driven personalisation. It supports closed-loop and open-loop loyalty, tiered recognition, and real-time campaign execution. Fully white-label and API-friendly, Kynect serves both B2B and B2C clients across multiple verticals

Years in Operation 10 **Categories Supported** B2C and B2B
Operating Regions NAM, APAC, UK and AF

Industries Supported

| | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

Evasight, RACV Travel & Experiences, Entertainment, Findraiser, Workplacer and more

Features

Standout Features/Unique Selling Proposition

- 1 Payment-linked loyalty:** Removes the ability for promotion stacking on other CLO programs
- 2 Product Marketplace:** Powered by PayPal Connected Path engage members with exclusive deals from top brands via our plug-and-play Marketplace
- 3 Modular white-label platform:** Your brand, your way—easily customise the platform to match your needs, style and tech stack

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Configurable templates with flexible customisation

Supported Loyalty Frameworks

- | | | |
|------------------|-------------------|--------------------|
| Credits | Member Benefits | Subscriptions |
| Discounts | Punch/Stamp cards | Surprise & Delight |
| Gamification | Referral | |
| Loyalty Currency | Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ⊗ | Digital Wallets | ✓ |
| Marketing Engine | ⊗ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ⊗ | | |

Integrations & Documentation

Existing Integrations

Contact Linked Loyalty for more information

Open API Documentation

Contact Linked Loyalty for more information

E-commerce Platform Support

Shopify

Shopify App Store Availability

Basic Shopify App: Basic compatibility, supports simple tasks like data syncing

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|--------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance Australian Privacy Act

Certifications ISO 27001

Anti-Fraud Mechanisms Vanta, 3DS2, 24/7 Vulnerability Scanning and Kobalt SOC Monitoring

Infrastructure

Data Centre and Hosting Locations

• Australia

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Both

✓

Future Roadmap

A fully extendable API to enable centralised management of all content sources and integrations

Launching a staff, family & friends offer module

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

CLICK HERE FOR WEBSITE

linkedloyalty.com

CLICK HERE TO BOOK A DEMO

Section 1: Core Platforms

Lobyco

lobyco.com



Overview

Company Overview

Born from retail, with the DNA of the shop floor, Lobyco helps retailers and customers connect in more meaningful ways. Our end-to-end loyalty and promotions platform combines personalisation, segmentation, and real-time analytics to turn everyday interactions into lasting relationships. Retailers gain full control and flexibility to adapt to market shifts, optimise campaigns, track rewards, and grow customer lifetime value—across every channel. Built for the speed of modern retail, Lobyco transforms loyalty from a program into a powerful growth engine

Years in Operation 5 **Categories Supported** B2C and B2B
Operating Regions APAC, NAM, EU, ME

Industries Supported

- Grocery & Fuel
- E-commerce
- Retail
- Hospitality & Travel

Current and Previous Clients

TOKMANNI, Central Coop, Samkaup, Profi, Australian United Retailers, COOP, Foodstuffs NZ, Calgary Co-op and more

Features

Standout Features/Unique Selling Proposition

- 1 End-to-end:** A truly end-to-end and API-based solution, no need for countless vendors to run loyalty and promotions
- 2 Intuitive, No-Code, Flexible Platform:** Easy-to-use, API-based, and modular platform for loyalty and promotions
- 3 Retail Expertise:** Solutions are tailored to retailers, backed by Lobyco's deep expertise within retail

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- Credits
- Member Benefits
- Surprise & Delight
- Discounts
- Punch/Stamp cards
- Referral
- Gamification
- Status Tiers
- Loyalty Currency
- Subscriptions

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✗ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

Contact Lobbyco for more information

Open API Documentation

Contact Lobbyco for more information

E-commerce Platform Support

Magento

Shopify App Store Availability

Not Available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|--------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance GDPR

Certifications ISAE 3000 (3402) Type II

Anti-Fraud Mechanisms We have fraud checks, threshold alerts for purchases and multi-factor validation for some clients with banking-ID

Infrastructure

Data Centre and Hosting Locations

- Australia
- Netherlands
- Ireland
- Canada
- United Arab Emirates
- United Kingdom and more

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

MS Azure

Single



Future Roadmap

Contact Lobbyco for more information

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

CLICK HERE FOR WEBSITE

lobbyco.com

CLICK HERE TO BOOK A DEMO

Section 1: Core Platforms

Marigold
meetmarigold.com

MARIGOLD™

Overview

Name of Technology Marigold Loyalty

Company Overview

Marigold loyalty empowers enterprise marketers across the globe to create the kind of loyalty that boosts Customer Lifetime Value. It is infinitely flexible, enabling one-of-a-kind customer experiences while being quick to market. Marigold Loyalty's marketers have a full set of capabilities to address customer needs for greater personalisation, engagement, and unified messaging across channels - all while managing and respecting the rights and security of proprietary data

Years in Operation 30+ **Categories Supported** B2C and B2B
Operating Regions APAC, NAM, MENA

Industries Supported

| | | |
|---|--|--|
|  Automotive |  Financial Services |  Hospitality & Travel |
|  CPG & FMCG |  Grocery & Fuel |  Retail |
|  E-commerce |  Fast Food & Dining |  Sports & Recreation |
|  Entertainment |  Health & Wellness |  Utilities |

Current and Previous Clients

Donatos, Vans, The North Face, Starbucks, KFC, Virginia Lottery, Great Wolf Lodge, Great Clips, Fleet Feet, and more

Features

Standout Features/Unique Selling Proposition

- 1 Gamification:** Offer features for quests and activities to collect zero-party data
- 2 Offer Management:** Manage complex offers for members and non-members, enhancing discounts and promotions with AI
- 3 Retention and Churn Logic powered by Marigold AI:** Marketers can engage members before churn with optimised offers to boost engagement, conversion, and LTV

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level

Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|--|---|--|
|  Credits |  Member Benefits |  Subscriptions |
|  Discounts |  Punch/Stamp cards |  Surprise & Delight |
|  Gamification |  Referral | |
|  Loyalty Currency |  Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✗ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Shopify, Magento, Salesforce
Commerce Cloud, commercetools
and more

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Not Available: Shopify App not
provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|------------------------------|--|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | Contact for more information | |

Security & Compliance

Local Area Compliance Certifications GDPR, CCPA, Australian Privacy Act and NZ Data Privacy Act
SOC 1 and SOC 2

Anti-Fraud Mechanisms Fraud detection rules can initiate automated system remediation
actions to proactively address and mitigate the impacts

Infrastructure

Data Centre and Hosting Locations

- United States of America
- Europe
- Japan
- Australia

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi



Future Roadmap

AI Powered Offers:

Intelligent offer targeting based on predicted
optimal discount decreases program costs while
maintaining program engagement

Enhanced Pre-Purchase Points Calculation:

provides real-time visibility into points earnings
for your loyalty members before a purchase is
made

Implementation

Implementation Support

We provide direct implementation support
(i.e. hands-on keyboards to configure
business rules)

Integration Support

We provide direct integration support
(i.e. hands-on keyboards to integrate our
platform with yours)

**GET IN
TOUCH**

[CLICK HERE FOR WEBSITE](#)

meetmarigold.com

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Open Loyalty

www.openloyalty.io



Overview

Company Overview

Open Loyalty is an API-first engine for introducing gamified loyalty programs at scale to increase CLV without eroding profit margins. Over 100 enterprises such as Heineken, JTI, limango, INTERSPORT, and ALDO have used Open Loyalty to successfully build lifelong customer loyalty through gamified experiences in over 40 countries. Global leaders use our API-first engine to integrate powerful loyalty and gamification mechanics without the resource strain of building from scratch

Years in Operation 7

Operating Regions APAC, EU, UK, NAM, LATAM, ME, AF

Categories Supported B2C and B2B

Industries Supported

| | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

Heineken, INTERSPORT, ALDO, limango, Circles, Japan Tobacco International, US Soccer Federation and more

Features

Standout Features/Unique Selling Proposition

- 1 Gamified loyalty mechanics:** Build long-lasting customer behaviours instead of relying on one-time sales spikes, reducing dependence on margin-eroding tactics
- 2 API-first architecture** enables seamless integration into the most advanced tech stacks
- 3 Advanced loyalty program rule builder:** Use the customer data hub to collect all kinds of data to enhance rule setup

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level

Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|------------------|-------------------|--------------------|
| Credits | Member Benefits | Subscriptions |
| Discounts | Punch/Stamp cards | Surprise & Delight |
| Gamification | Referral | |
| Loyalty Currency | Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✗ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✗ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Open Loyalty supports all composable E-commerce platforms that allow integrations via API and webhooks, such as Shopify, Magento, and commercetools

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Not Available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|--------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance

GDPR

Certifications

ISO 9001 and ISO 27001

Anti-Fraud Mechanisms

Transaction monitoring and anomaly detection, customisable anti-fraud rules and limits and user verification

Infrastructure

Data Centre and Hosting Locations

- Ireland
- Germany
- Singapore
- Australia
- United States of America, and more

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Single

✓

Future Roadmap

Advanced gamified loyalty program analytics

AI-driven personalisation

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

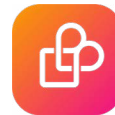
www.openloyalty.io

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Points4Purpose

points4purpose.com.au
communityrewards.store



points4purpose™
Get More. Give More.

Overview

Company Overview

Points4Purpose's (P4P) mission is to deliver seamless, automated white-label loyalty/rewards solutions that provide measurable outcomes. Utilising its core cardlinking technology platform, along with cookie-tracking enablement, members earn cash back that they can use for a wide range of purposes including supporting the causes they care about. Supported by a team of seasoned professionals with a 20+ year track record, P4P also provides an end-to-end managed service solution that drives 'win-win' outcomes for its clients. A recent addition is an expansive E-gift card platform, enabling members to channel cash back earned towards either gift cards or towards bill payments such as utilities and telecommunications service

Years in Operation 5 **Categories Supported** B2C and B2B
Operating Regions APAC, NAM

Industries Supported

| | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

Mitre 10, Wunderbar, ANZ, Mitsubishi, Master Builder Association, Steeline Group, Boral, Rebel Sport, Goldmark, Amart, Barbeques Galore and more

Features

Standout Features/Unique Selling Proposition

- 1 Seamless and affordable solution
- 2 Cardlinking capabilities
- 3 Wide choice of redemption options

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- Loyalty Currency (i.e., Cashback)

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

Contact Points4Purpose for more information

E-commerce Platform Support

Shopify, WooCommerce, Magento and BigCommerce

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Built for Shopify: 'Built for Shopify' Certified, offering native integration and out-of-the-box functionality

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|--------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.99% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|-----------------------|------------------------|
| Local Area Compliance | GDPR and CCPA |
| Certifications | ISO 27001 |
| Anti-Fraud Mechanisms | AWS Level 6 compliance |

Infrastructure

| | | |
|--|---|-------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • United States of America | Cloud Provider | AWS |
| • Australia | Multi-Tenant or Single-Tenant Architecture | Multi |
| • Canada | Availability of Test Environment | ✓ |

Future Roadmap

Points exchange and Gift Card solutions that offer cash back

Communications platform that drives personalisation and member lifetime value

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

[CLICK HERE FOR WEBSITE](#)

points4purpose.com.au

[CLICK HERE TO BOOK A DEMO](#)

Section 1: Core Platforms

Salesforce Inc.

salesforce.com



Overview

Company Overview

Salesforce Loyalty Management empowers brands to deliver exceptional experiences at every customer touchpoint. It supports both B2B and B2C use cases. The solution features inbuilt AI capabilities, predictive recommendations and dashboards, pre-built industry templates, and comprehensive promotion and partner management tools. With support for experiential rewards, it's ideal for marketers aiming to boost customer loyalty and lifetime value while lowering acquisition costs

Years in Operation 4
Operating Regions NAM, LATAM, EU, UK, APAC, MEA, JP
Categories Supported B2C and B2B

Industries Supported

- | | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

IHG, MOL, Moeve, Pizza Hut, ITA Airways, SunExpress, and more

Features

Standout Features/Unique Selling Proposition

- 1 Deep Program and Partner Management:** Comprehensive management of loyalty programs and partner relationships for enhanced engagement
- 2 Generative and Predictive AI and Analytics:** Advanced AI and analytics for generating insights and predicting customer behaviours
- 3 Low-Code/No-Code Platform:** Easily configurable and extensible platform with low-code/no-code options for seamless integrations

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

- | | | |
|------------------|-------------------|--------------------|
| Credits | Member Benefits | Subscriptions |
| Discounts | Punch/Stamp cards | Surprise & Delight |
| Gamification | Referral | |
| Loyalty Currency | Status Tiers | |

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ✓ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ✓ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ✓ | Card-Linking Services | ✓ | White Label Functionality | ✓ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ✓ | | |
| Unique Code Generation | ✓ | Games | ✓ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

E-commerce Platform Support

Direct integration with Salesforce Commerce Cloud

Open API Documentation

[CLICK TO VIEW](#)

Shopify App Store Availability

Not Available: Shopify App not provided

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|--------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.95% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

Local Area Compliance Certifications GDPR, CCPA, HIPAA, FedRAMP, PCI DSS, BCR
ISO 27001, SOC 1, SOC 2, SOC 3

Anti-Fraud Mechanisms Encryption, 2FA, limit IP addresses and transactions, fraud analytics, monitor events, pause account, transaction reversals, escrow account

Infrastructure

Data Centre and Hosting Locations

- Netherlands
- Sweden
- Germany
- France
- United States of America
- Japan

Hosting

Cloud-based

Cloud Provider Hyperforce is Salesforce's proprietary technology which is independent of host. 90% of Hyperforce instances on AWS

Multi-Tenant or Single-Tenant Architecture

Multi

Availability of Test Environment

✓

Future Roadmap

Loyalty AI Agents:

AI systems enhancing loyalty programs by providing personalised interactions, automating tasks, and delivering tailored support

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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salesforce.com

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Section 1: Core Platforms

Talon.One
talon.one



Overview

Name of Technology Talon.One Loyalty & Promotion Engine

Company Overview

Talon.One is the most powerful loyalty engine unifying loyalty, promotions and gamification into one platform. Backed by enterprise-grade security, 270 of the world's most-loved brands including Adidas, Sephora and Costa Coffee work with Talon.One to drive deeper engagement and lasting loyalty. Talon.One's robust APIs and flexible Rules Engine can be used to power any loyalty program framework across all engagement & transactional channels, and to manage and execute personalised promotions at scale

Years in Operation 9

Operating Regions APAC, NAM, ME, AF, LATAM, UK, EU

Categories Supported B2C and B2B

Industries Supported

Automotive

Financial Services

Hospitality & Travel

CPG & FMCG

Grocery & Fuel

Retail

E-commerce

Fast Food & Dining

Sports & Recreation

Entertainment

Health & Wellness

Utilities

Current and Previous Clients

Sephora, Adidas, Bosch, Ticketmaster, ASOS, Gymshark, Bilt Rewards, Costa Coffee, Nando's, and Nordstrom

Features

Standout Features/Unique Selling Proposition

1 Flexibility:

Talon.One's rule-builder allows businesses to create promotions and loyalty campaigns, using any customer or product data, seamlessly in one platform

2 Enterprise Performance:

Evaluation of incentives on every customer update, not just at the check-out. Make and deploy changes in real-time

3 Omni-channel:

Seamless integration – online, in-store, and on mobile

Core Functionality

Loyalty Campaign Management
Standard Reporting



Rules Engine Customisation Level



Fully customisable rules based on business needs

Supported Loyalty Frameworks

Credits

Member Benefits

Surprise & Delight

Discounts

Punch/Stamp cards

Gamification

Referral

Loyalty Currency

Status Tiers

Additional Functionality

| | | | | | |
|------------------------|---|---------------------------------|---|----------------------------|---|
| CDP or CRM | ⊗ | Advanced Reporting Suite | ✓ | Reward Supply & Fulfilment | ⊗ |
| Segmentation Engine | ✓ | Predictive Analytics | ✓ | Digital Wallets | ✓ |
| Marketing Engine | ⊗ | Card-Linking Services | ⊗ | White Label Functionality | ⊗ |
| Promotions Engine | ✓ | Digital Engagement Capabilities | ⊗ | | |
| Unique Code Generation | ✓ | Games | ⊗ | | |

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

Open API Documentation

[CLICK TO VIEW](#)

E-commerce Platform Support

Salesforce Commerce Cloud, commercetools, BigCommerce, Shopify Enterprise, Adobe Commerce (Magento) and in-house commerce solutions

Shopify App Store Availability

Shopify-Integrated App: Robust integration via an official Shopify app

Scalability

| | | | | | |
|-----------------------|---|---------------------------|---|---------------------------|---------|
| Multilingual Support | ✓ | Multiprogram Support | ✓ | Average Uptime Percentage | 99.996% |
| Multicurrency Support | ✓ | Elasticity (Auto-Scaling) | ✓ | | |

Security & Compliance

| | |
|-----------------------|--|
| Local Area Compliance | GDPR and CCPA |
| Certifications | ISO 27001 and SOC 2 Type II |
| Anti-Fraud Mechanisms | Block customers from creating multiple accounts to benefit from bonus campaigns multiple times |

Infrastructure

| | | |
|--|---|--------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • Belgium | • Indonesia | Google Cloud |
| • United Kingdom | • Australia | Single |
| • United States of America | Multi-Tenant or Single-Tenant Architecture | ✓ |
| • Singapore | Availability of Test Environment | |

Future Roadmap

Talon.One is developing a predictive AI feature for real-time recommendations, analysing data to optimise promotions effectively

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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talon.one

Section 1: Core Platforms

212F

 212f.com/au/

212F offers a B2B incentive and loyalty platform that powers tailored reward programs across sales channels and workforces. With a flexible rewards catalogue including merchandise, travel, and prepaid cards, it also supports incentive travel and events with carbon-neutral delivery options.

Appstle

 appstle.com

Appstle Loyalty & Rewards is a Shopify app that boosts customer retention with customisable loyalty programs featuring points accumulation, store credits, rewards, referrals, and VIP tiers. Designed for e-commerce merchants, it delivers a unified experience with Shopify POS integration.

Arrivia

 arrivia.com

Arrivia is a leading travel loyalty platform that empowers businesses to attract, engage, and retain customers through exclusive travel benefits. Its customisable, white-label solution offers access to a vast inventory of cruises, hotels, flights, car rentals, and unique experiences, driving customer loyalty and revenue.

Ascenda

 ascenda.com

Ascenda provides end-to-end loyalty solutions for financial services and travel brands, enabling seamless points transfers to global airline and hotel programs. Its automated loyalty marketing engine delivers personalised rewards for various financial activities while offering co-branded card solutions and real-time redemption options.

Section 1: Core Platforms

bLoyal

 bloyal.com

bLoyal provides a comprehensive loyalty platform designed to boost customer engagement and retention through customisable loyalty programs. Offering points-based systems, tiered rewards, promotions, coupons, subscriptions, and memberships, bLoyal aligns with customer values and drives repeat business and profitability.

BON Loyalty

 bonloyalty.com

BON Loyalty is a Shopify rewards app that helps merchants boost customer retention with customisable points-based programs, referral incentives, and VIP tiers. Its user-friendly platform supports automated rewards and analytics, enabling businesses to drive repeat sales and enhance overall brand loyalty.

ebbo

 ebbo.com

ebbo provides a versatile loyalty ecosystem that supports various program structures and integrates promotional overlays like sweepstakes and instant wins. By collecting and analysing zero- and first-party data, ebbo enables personalised marketing strategies that strengthen customer relationships and drive engagement.

Eber

 eber.co

Eber provides a comprehensive loyalty marketing platform designed to enhance customer engagement and retention. Its intuitive system rewards customers through point collection, enticing rewards, and exclusive multi-level memberships while integrating marketing tools, messaging, and CRM to deliver personalised experiences.

Section 1: Core Platforms

Engage People

 engagepeople.com

Engage People offers a suite of loyalty solutions - including Podium Loyalty, Access Plus, and Insights Analytics - focused on enhancing member engagement. Serving diverse industries, especially financial services, it streamlines reward fulfilment and real-time offer management with strategic, data-driven insights.

EonX

 eonx.com

EonX provides comprehensive loyalty solutions that enhance customer and employee engagement. Its offerings include a customisable Rewards Marketplace, a real-time Points Engine, Gift Card Solutions, and gamification strategies - all designed to foster brand loyalty and deliver personalised experiences across channels.

Epsilon

 epsilon.com

Epsilon PeopleCloud Loyalty is an end-to-end platform that empowers brands to build deeper, personalised customer relationships. With real-time rewards, advanced segmentation, and omni-channel engagement, it integrates with existing tech stacks and uses predictive analytics to boost customer interaction and loyalty.

Exchange Solutions

 exchangesolutions.com

Exchange Solutions offers AI-driven loyalty platforms that enhance customer engagement and profitability. Its suite includes ES Loyalty for program management, ES Loyalty Boost for automated offers, and ES Engage for real-time personalised offers, seamlessly integrating with marketing tools to drive revenue.

Section 1: Core Platforms

Flaunt

 flauntloyalty.com

Flaunt offers an AI-powered loyalty platform built for modern e-commerce, with a strong focus on Shopify. It enables custom, gamified programs and real-time analytics, helping brands boost retention and lifetime value through seamless integration and engaging customer experiences.

Gameball

 gameball.co

Gameball offers a gamified loyalty platform tailored for digital-first businesses. It delivers customisable loyalty programs with referral systems and segmentation tools that reward customer actions and drive repeat purchases through a data-driven approach that enhances personalised engagement and brand loyalty.

Growave

 growave.io

Growave provides a comprehensive loyalty platform designed for e-commerce and Shopify-based brands to enhance customer engagement and retention. It enables rewards for purchases, reviews, referrals, and social follows, with tiered VIP programs and customisable rewards that drive repeat purchases and foster long-term brand loyalty.

Hinda Incentives

 hinda.com

Hinda Incentives powers loyalty and incentive programs with a secure, customisable platform and a rich catalog of brand-name rewards. From consumer loyalty to employee and channel partner recognition, Hinda helps businesses drive engagement, reinforce brand value, and inspire lasting behaviour change.

IAG Loyalty

 iagloyalty.com

IAG Loyalty offers comprehensive loyalty solutions powered by a flexible, cloud-hosted platform. While known for the Avios currency, its technology and services extend beyond, enabling seamless member management, personalised engagement, and strategic consultancy to drive growth and brand loyalty across industries.

IBS Software

 ibsplc.com

IBS Software delivers a cloud-native, highly configurable loyalty platform tailored for the travel industry. Supporting airlines, hospitality, and cruise lines, it enables end-to-end program management, partner integration, personalised engagement, advanced analytics, and robust fraud protection to drive customer loyalty and growth.

Incentive Solutions

 incentivesolutions.co.nz

Incentive Solutions delivers data-driven loyalty programs that drive business growth. Its flexible solutions cover B2B and consumer loyalty as well as employee engagement, using smart data to attract, reward, and retain loyal customers while strengthening business relationships.

Kangaroo Rewards

 loyalty.kangaroorewards.com

Kangaroo Rewards delivers a customisable loyalty platform designed to attract, retain, and engage customers. Featuring points-based rewards, referrals, gamification, and automated marketing via email, SMS, and push notifications, it integrates with POS systems to offer real-time insights and personalised experiences.

Section 1: Core Platforms

Kobie

 kobie.com

Kobie delivers a scalable, cloud-based loyalty platform built for speed, intelligence, and personalisation. With no-code tools, AI-driven decisioning, and deep data capabilities, it empowers brands to design and optimise loyalty experiences—supported by strategic services that enhance program performance and growth.

Kognitiv

 kognitiv.com

Kognitiv, a Capillary Technologies company, delivers AI-powered loyalty solutions designed to maximise customer engagement and lifetime value. Its Inspire platform enables businesses to launch, manage, and scale personalised loyalty programs with real-time analytics, while its Marketplaces offer diverse partner benefits across multiple reward channels.

Liven

 liven.love

Liven delivers a hospitality-focused loyalty program designed to boost customer engagement and repeat business. Its platform provides dynamic rewards as real currency, seamless POS integration, and targeted customer data insights, empowering businesses to deepen relationships and drive revenue growth.

Loloyal

 loloyal.com

Loloyal offers a customisable loyalty and rewards platform specifically designed for Shopify merchants. Featuring points-based programs, referral incentives, and VIP tiers, it enables businesses to tailor rewards to their brand personality, driving repeat sales and fostering long-term customer engagement.

Section 1: Core Platforms

Lootly

 lootly.io

Lootly offers a customisable loyalty platform for e-commerce, featuring points-based rewards, referral marketing, VIP tiers, and affiliate management. Integrating with platforms like Shopify, WooCommerce, and Magento, it enables businesses to reward customer actions and optimise loyalty strategies with real-time insights.

Loyale

 loyale.io

Loyale provides a rewards marketing platform that features points-based loyalty, digital punch cards, and coupons, along with automated customer engagement tools. Its API integration and prebuilt Loyalty Wallet app help businesses streamline reward tracking, drive retention, and simplify overall program management.

LoyaltyLion

 loyaltylion.com

LoyaltyLion is a data-driven loyalty and engagement platform tailored for e-commerce brands. It offers customisable rewards, referral programs, and VIP tiers, with a dedicated Shopify app and robust analytics, enabling businesses to drive repeat purchases and maximise customer lifetime value globally.

Loyalty Partner Solutions

 lpsolutions.com

LPSolutions provides a comprehensive loyalty management suite offering program design, consulting, and daily operations support. Its platform delivers personalised rewards and seamless integration for sectors like retail, hospitality, and airlines, ensuring secure, scalable solutions that build lasting customer relationships.

Section 1: Core Platforms

Maritz

 maritz.com

Maritz delivers comprehensive loyalty services spanning B2B, consumer, and channel programs. Blending behavioural science with technology and rewards, it offers curated consumer experiences and partner engagement platforms that drive emotional connections, optimise partnerships, and foster lasting loyalty.

Merit Incentives

 [meritincenives.com](https://meritincentives.com)

Merit Incentives delivers comprehensive loyalty solutions designed to enhance customer engagement and retention. With customisable management systems, points exchange programs, and a global rewards marketplace, it connects clients to thousands of brands worldwide, facilitating real-time rewards and seamless program management.

Microsoft Dynamics 365

 microsoft.com

Microsoft Dynamics 365 Commerce provides a flexible loyalty system with tiered memberships, custom earning and redemption rules, and omni-channel integration. Its built-in analytics empower businesses to track rewards across mobile, web, and in-store channels, ensuring accurate accounting and personalised engagement.

Okendo

 okendo.io

Okendo offers a comprehensive loyalty program that enhances customer engagement and retention with customisable earning rules. Customers earn points through purchases, reviews, and social interactions, while flexible redemption options and VIP tiers deliver personalised, seamless omni-channel experiences for e-commerce brands.

Section 1: Core Platforms

Omneo

 omneo.io

Omneo delivers modern loyalty programs that reward both customers and staff across multiple channels. Its platform enables businesses to design and implement incentive programs that combine financial rewards with acknowledgement, fostering deep customer and employee connections through integrated, omni-channel experiences.

Omnio Global

 omnio.global

Omnio's platform integrates loyalty and rewards products with advanced core banking functionalities. Its platform empowers banks and large corporations to deliver embedded financial services and loyalty solutions to drive customer engagement.

Oracle CrowdTwist

 oracle.com

Oracle CrowdTwist Loyalty and Engagement is a comprehensive platform that captures customer data across all touchpoints to build 360-degree profiles. Supporting omni-channel experiences and gamification, it delivers customisable loyalty programs with flexible SaaS architecture and robust analytics to drive targeted campaigns.

Perx

 perxtech.com

Perx Technologies provides an AI-powered customer engagement and loyalty platform that integrates gamification and behavioural science. Its suite includes adaptive rewards, merchant management, an intelligent rules engine, augmented analytics, and a rewards marketplace to deliver personalised, incentive-driven experiences.

Section 1: Core Platforms

Points shop (AU)

 pointsshop.com.au

Points Shop specialises in developing B2B sales channel loyalty programs and employee incentive initiatives across Australia and New Zealand. Its platform delivers customised rewards solutions that align with key business objectives, streamlining reward management and driving stakeholder engagement.

PUG Interactive

 puginteractive.com

PUG Interactive offers gamified loyalty solutions through its Picnic™ platform, delivering quests, challenges, and personalised rewards that drive customer engagement. Its AI-driven insights and seamless CRM/POS integration enable brands to build long-term relationships and maximise retention.

Punchh

 punchh.com

Punchh delivers a comprehensive loyalty and engagement platform tailored for restaurants, convenience stores, and retail brands. With customisable loyalty programs, AI-driven campaigns, gamified challenges, and real-time analytics, it enhances customer retention and drives revenue through seamless, data-driven strategies.

Reward 360

 reward360.co

Reward360 offers a data-driven customer engagement ecosystem designed to create and manage effective loyalty and rewards programs. Its platform features points management, customer segmentation, a robust campaign engine, and a global rewards network that ensures seamless operations and enhanced customer satisfaction.

Section 1: Core Platforms

SessionM

 learn.sessionm.com

SessionM, a Mastercard company, delivers a customer engagement and loyalty platform that drives sales and retention. Its personalised, tiered programs, real-time offer management, and targeted multichannel campaigns leverage AI and automation to transform customer data into actionable insights and boost profitability.

Simplicity Loyalty

 simplicityloyalty.com

Simplicity Loyalty offers a comprehensive program management system and marketing platform that caters to B2B, B2C, and coalition loyalty programs. It manages real and virtual loyalty cards, points, vouchers, and redemption rules with flexible currencies and multi-store support to streamline engagement and rewards.

Slyp

 slyp.com.au

Slyp enhances customer loyalty with its full-stack platform offering digital receipts, card-linked offers, and seamless integrations. It enables retailers to build first-party customer relationships by converting transactions into actionable data, personalising offers, and driving in-store and online engagement.

Smile.io

 smile.io

Smile.io is a comprehensive loyalty platform tailored for growing e-commerce businesses, featuring points-based rewards, referral programs, and VIP tiers. Built exclusively for Shopify, it offers a simple, user-friendly design that boosts customer retention and drives repeat sales with seamless integration and analytics.

Section 1: Core Platforms

Snipp

 snipp.com

Snipp delivers a modular loyalty and promotions platform with capabilities spanning rewards, rebates, receipt validation, sweepstakes, contests, and data analytics. Its flexible architecture allows brands to build scalable, personalised programs that drive lasting engagement and retention.

Tranxactor

 tranxactor.com

Tranxactor's Thor platform is a real-time loyalty and CRM engine that supports complex, multi-merchant reward programs. With SKU-level reward issuing, campaign tools, omni-channel communication, and flexible redemption options, Thor powers personalised engagement across digital and physical touchpoints.

Upzelo

 upzelo.com

Upzelo delivers a wide-ranging loyalty platform that boosts customer engagement, referrals, and memberships. Its customisable programs feature multi-tiered wallet passes, referral initiatives, and AI-driven personalisation, offering a tailored experience for e-commerce merchants and driving long-term retention.

Voucherify

 voucherify.io

Voucherify is an API-first promotion engine that powers custom loyalty programs, including points, tiers, referrals, and gamification. Its platform enables personalised, data-driven incentives across channels - helping brands boost engagement, retention, and customer value.

Section 1: Core Platforms

White Label Loyalty

 whitelabel-loyalty.com

White Label Loyalty offers a flexible, data-driven platform that helps businesses create and manage customised loyalty programs. With seamless data integration, configurable reward rules, and multi-channel engagement via apps, microsites, or APIs, it empowers brands to launch tailored, scalable programs quickly.

Xoxoday

 xoxoday.com

Xoxoday offers modular solutions for loyalty, rewards, engagement, and incentives. From customer loyalty to payouts and merchant offers, it enables businesses to deliver personalised, data-driven experiences that increase engagement, motivate behaviour, and drive long-term growth.

Yotpo

 yotpo.com

Yotpo offers an all-in-one loyalty and referral platform built for e-commerce, with a dedicated Shopify app that powers customisable rewards systems and customer engagement tools. Its robust analytics and integrated marketing suite enable brands to drive repeat purchases and maximise customer lifetime value globally.

Yoyo Wallet

 yoyogroup.com

Yoyo Wallet by Yoyo Group delivers digital loyalty solutions, including custom-branded apps, automated rewards via linked bank cards, and personalised engagement tools. Its Yoyo API seamlessly accesses digital rewards from thousands of stores, enabling brands to attract, retain, and grow their customer base.

Section 1: Core Platforms

Zinrelo

 zinrelo.com

Zinrelo provides an AI-powered loyalty and rewards platform designed to boost customer engagement and retention. Its solution offers customisable programs including points-based systems, tiered rewards, experiential and gamified elements, with advanced analytics and omni-channel integration for scalable growth.



Add-On Loyalty Solutions

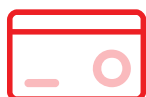


Add-On Loyalty Solutions enhance the functionality of Core Loyalty Solutions by providing specialised tools to address specific design needs and customer engagement goals. These solutions allow businesses to integrate features such as gamification, merchant-funded rewards, and customised rewards catalogues, adding depth and flexibility to their loyalty programs.

By leveraging these add-ons, organisations can create richer, more engaging experiences to drive deeper member engagement.

What to Expect in This Section

This section covers four categories, including:



Merchant Funded Rewards (MFR) & Card-Linking Services (CLS)

Solutions that connect loyalty programs to payment cards, enabling rewards funded by partner merchants.

- **MFR:** Service involving the provision of a merchant network for a loyalty program where merchants directly fund the rewards or offers provided to registered, transacting consumers.
- **CLS:** Specialised software that enables the automatic linking of an offer to a consumer's payment card which can be automatically applied when a qualifying purchase is made.



Games & Gamification

Platforms that incorporate game-like elements into loyalty programs, driving increased customer engagement through challenges and rewards. They enable brands to design and deploy interactive campaigns like digital games, quizzes, surveys, contests, and product recommenders across digital touchpoints, while capturing zero-party data and behavioural insights.



Reward Supply

Providers offering a diverse range of rewards and fulfilment options, from merchandise to unique experiences, often with customisable catalogues. These specialised service providers aggregate, source, and fulfil diverse redemption options for loyalty programs, including digital and physical merchandise, gift cards, and travel experiences. They maintain relationships with global manufacturers and retailers to provide wholesale pricing, handle supply chain logistics, and offer white-label marketplace solutions that enable loyalty programs to deliver comprehensive reward catalogues to their members without managing complex vendor relationships or fulfilment operations.



Other Niche Add-Ons

Specialised tools such as mobile wallets, receipt scanning, and additional integrations that bring unique functionalities to loyalty programs. These involve a range of highly innovative hardware and software solutions that unlock a specific opportunity or solve particular challenges across payments, mobile wallets, receipt scanning, POS integration and more.



Merchant Funded Rewards & Card-Linking Services





Merchant Funded Rewards & Card-Linking Services



Merchant Funded Rewards (MFR) involves the provision of a merchant network for a loyalty program where merchants directly fund the rewards or offers provided to registered, transacting consumers. This approach shifts the financial burden of loyalty programs away from the program operator while creating a diverse marketplace of compelling offers that can attract and retain customers through varied reward opportunities across multiple merchant categories and locations.

Card-Linking Services (CLS) involve specialised software that enables the linking of an offer to a consumer's payment card which can be automatically applied when a qualifying purchase is made. This technology works behind the scenes to monitor transactions in real-time, detecting qualifying purchases and applying relevant rewards without requiring additional action from either the consumer or the merchant at the point of sale. It primarily utilises existing payment networks such as Visa, Mastercard, or AMEX, but can also use alternatives including gift card networks.

The combination of MFR and CLS creates a beneficial loyalty ecosystem. Merchants gain access to a targeted customer base and only pay for verified transactions, while consumers enjoy a frictionless experience with automatic

reward redemption. Program operators can leverage these technologies to create more engaging loyalty experiences that drive increased participation and transaction volume while maintaining operational efficiency through automated offer management and redemption processes. This technological foundation enables the creation of sophisticated reward networks that can scale effectively while providing meaningful value to both merchants and consumers.

The typical adopters of such technology are coalition loyalty programs seeking to provide additional opportunities for members to earn value, whether that be points, miles, or cash back. Financial services tend to enjoy an advantage with MFR/CLS programs as customers can have their cards automatically linked to quickly take advantage of offers.

The main challenges faced by businesses in implementing this type of solution are the integration costs, the level of marketing effort required to stimulate customer engagement, the need to source attractive value offers, and the resources required to proactively manage campaigns and customer care enquiries.

Linked Loyalty

linkedloyalty.com



Overview

Name of Technology Kynect

Company Overview

Kynect is a modular loyalty platform enabling brands to engage customers through payment-linked rewards, rich product Marketplace, behavioural triggers, and data-driven personalisation. It supports closed-loop and open-loop loyalty, tiered recognition, and real-time campaign execution. Fully white-label and API-friendly, Kynect serves both B2B and B2C clients across multiple verticals

Years in Operation 10 **Categories Supported** B2C and B2B
Operating Regions NAM, APAC, UK and AF

Industries Supported

- | | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Reward Schemes Supported

Cash back, Points, Credits, Gift Cards, Discounts, Other

Current and Previous Clients

Evasight, RACV Travel & Experiences, Entertainment, Findraiser, Workplacer and more

Features

Standout Features/Unique Selling Proposition

- 1 Enables both Instant Savings and Cash back models while preventing merchants from being charged duplicated promotion costs
- 2 Enables seamless tracking of a user's engagement / history via both responsive web and native app
- 3 Enables a user to manage their preferences to trigger both custom alerts and new merchant announcements (via push and email marketing where preferred)

Content Availability

Content Availability Type
Content sourced directly and via affiliates

Integration Type

- Direct financial institution integration
- Schemes
- Open Banking

Types of Merchants in Content Network

- Retail
- Hospitality
- Travel
- E-commerce
- Groceries
- Entertainment
- Restaurants
- Other

Supported Payment Networks

- Visa
- MasterCard
- American Express
- Discover
- JCB
- Diners Club
- PayPal
- Other

Merchant Management
Front-End Capabilities
Settlement/Money Management

Transaction Tracking/Matching Yes (real-time)
Offer Stacking Measures
Offer Matching/Targeting

Offer Activation
Campaign Reporting/Analytics
Revenue Share Model

Offers can be always-on or require activation
☑
Linked Loyalty offers a number of rev-share models for clients to implement/choose from

Integrations & Documentation

Existing Integrations

Contact Linked Loyalty for more information

Open API Documentation

Contact Linked Loyalty for more information

Scalability

Multilingual Support ☑ **Multiprogram Support** ☑ **Average Uptime Percentage** 99.99%
Multicurrency Support ☑ **Elasticity (Auto-Scaling)** ☑

Security & Compliance

Local Area Compliance GDPR
Certifications ISO 27001
Anti-Fraud Mechanisms Vanta, 3DS2, 24/7 Vulnerability Scanning, Kobalt SOC Monitoring

Infrastructure

| | | |
|--|---|-------------|
| Data Center and Hosting Locations | Hosting | Cloud-based |
| • Singapore | Cloud Provider | AWS |
| • Australia | Multi-Tenant or Single-Tenant Architecture | Multi |
| | Availability of Test Environment | ☑ |

Future Roadmap

SKU-level offers

Drive sales and boost margins by promoting specific offers across channels

Self-service portal for advertising brands

Brands can launch, manage, and track offers in real time through an intuitive portal—supporting a faster go-to-market

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

CLICK HERE FOR WEBSITE

linkedloyalty.com

CLICK HERE TO BOOK A DEMO

Section 2: Add-On Loyalty Solutions ▶ MFR & CLS

PokitPal

pokitpal.com



Overview

Name of Technology Card-Linked Rewards and Open Banking Solutions

Company Overview

PokitPal is an Australian-born rewards and loyalty platform integrated with Visa, Mastercard and Australian Payments+. PokitPal's white-label platform is being used by brands like NRMA, Suncorp, Beem, to reward over nine million consumers with cash back from more than 1,000 online and offline consumer brands like Booking.com, MILKRUN, and David Jones, which in turn use PokitPal's platform to attract and retain customers

Years in Operation 16 **Categories Supported** B2C and B2B
Operating Regions APAC, NAM, UK

Industries Supported

Financial Services

Retail

Reward Schemes Supported

Cash back, Points, Gift cards

Current and Previous Clients

Visa, Mastercard, Revolut, EML, the NRMA, Employment Hero, Beem, Humanforce and more

Features

Standout Features/Unique Selling Proposition

1 Card-linked rewards tech:

Enables real-time cash back to delight and engage customers

2 1,700+ merchant-funded rewards:

Access offers across top brands such as Booking.com, Adore Beauty, THE ICONIC, all funded by participating merchants

3 Easy white-label integration:

Seamlessly plug loyalty features into existing apps or platforms without heavy development work

Content Availability



Integration Type

- Schemes

Content Availability Type

Content sourced directly and via affiliates

Types of Merchants in Content Network

- Retail
- Hospitality
- Travel
- E-commerce
- Groceries
- Financial Services
- Entertainment
- Restaurants

Supported Payment Networks

- Visa
- MasterCard
- eftpos

Merchant Management



Transaction Tracking/Matching Yes (real-time)

Front-End Capabilities



Offer Stacking Measures



Settlement/Money Management



Offer Matching/Targeting



Offer Activation
Campaign Reporting/Analytics
Revenue Share Model

Offers can be always-on or require activation
☑
PokitPal shares a portion of the commission with our publishing partners

Integrations & Documentation

Existing Integrations

Contact PokitPal for more information

Open API Documentation

[CLICK TO VIEW](#)

Scalability

Multilingual Support ☒ Multiprogram Support ☑ Average Uptime Percentage 99.99%
Multicurrency Support ☑ Elasticity (Auto-Scaling) ☑

Security & Compliance

Local Area Compliance Australian Privacy Act 1988
Certifications ISO 27001
Anti-Fraud Mechanisms Transaction Monitoring

Infrastructure

| | | |
|--|---|-------------|
| Data Center and Hosting Locations | Hosting | Cloud-based |
| • Australia | Cloud Provider | AWS |
| | Multi-Tenant or Single-Tenant Architecture | Multi |
| | Availability of Test Environment | ☑ |

Future Roadmap

A fully branded payment card. Ability for merchants to target, via an issued dashboard, existing customers based on historical behaviour or frequency

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

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pokitpal.com

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Awin

 awin.com

Awin is a global affiliate marketing network that connects advertisers and publishers to drive online growth. With a vast network spanning diverse sectors like retail, travel, and finance, its platform offers flexible plans for both small and advanced businesses, enhancing partnerships and digital engagement.

Cardlytics

 cardlytics.com

Cardlytics provides a white-labelled rewards platform for banks that delivers personalised, data-driven offers to enhance customer loyalty and digital engagement. By analysing purchase behaviour, it enables targeted merchant-funded cash back rewards through digital channels, benefiting both consumers and financial institutions.

Commission Factory

 commissionfactory.com

Commission Factory is an affiliate marketing network focused on the Asia-Pacific region, connecting advertisers with a vast directory of affiliates. It offers access to diverse brand programs and supports various promotional methods, enabling effective tracking and monetisation for its partners.

Covalent

 covalentapi.com

Covalent delivers a white-label platform that enables organisations to offer automatic, retailer-funded cash back on everyday purchases. Its API-driven integration allows customers to earn rewards without extra steps, while supporting real-time notifications and customisable portals to enhance customer engagement.

Fidel

 fidelapi.com

Fidel API provides the technology to power seamless card-linked loyalty programs, enabling real-time transaction monitoring and reward issuance via linked payment cards. It also offers access to a network of merchant-funded offers, helping brands enhance engagement and deliver personalised, rewarding experiences.

Loyal Solutions

 loyalsolutions.eu

Loyal Solutions enables seamless, global deployment of loyalty programs that are merchant-funded and card-linked. Their robust SaaS platform offers frictionless integration, real-time insights, and scalable support - empowering airlines, telecoms, and media groups to boost engagement and revenue.

Loyalty Now

 loyaltynow.com

Loyalty Now delivers a card-linked, bank-agnostic SaaS platform that enables businesses to create seamless loyalty and rewards programs. By allowing members to link everyday payment cards for real-time rewards, it simplifies program management and enhances customer engagement with flexible cash back and points options.

Mastercard

 mastercard.com

Mastercard's card-linking solution enables card-linked loyalty by connecting merchants and issuers through targeted, offer-driven engagement. It supports real-time rewards, and merchant-funded promotions - delivered directly or via partners - to boost customer acquisition, spend, and retention.

Partnerize

 partnerize.com

Partnerize offers a comprehensive partnership management platform that powers loyalty programs through automated partner discovery, flexible commissioning, and real-time tracking. It enables brands to scale loyalty and cash back collaborations efficiently, driving measurable acquisition, engagement, and retention.

Rakuten

Rakuten leverages its expansive affiliate network, advertising solutions, and card-linked offers network to deliver comprehensive loyalty programs. Its platform integrates Rakuten Affiliate, Advertising, and card-linked services to drive customer engagement, boost brand visibility, and foster repeat business across sectors.

ValueDynamx

 valuedynamx.com

ValueDynamx powers reward and engagement ecosystems with merchant-funded, payment-linked offers and a global reward network. It enables seamless earning through branded online platforms and card-linked offers, while supporting diverse redemptions -from travel to merchandise -to drive personalised, data-driven engagement.



Rewards Supply





Reward Supply



Specialised reward supply service providers serve as critical intermediaries in the loyalty ecosystem, aggregating and curating diverse redemption options from global sources. These providers build and maintain extensive networks of relationships with manufacturers, retailers, and experience providers to create comprehensive reward catalogues that span multiple categories and countries.

Through strategic sourcing, bulk purchasing, or drop-shipping agreements, they secure wholesale pricing that enables loyalty programs to offer compelling value propositions to their members while maintaining profitable operations. Their expertise in product selection and category management ensures that reward catalogues remain fresh, relevant, and aligned with consumer preferences and trends, including the growth in desire for luxury and eco-friendly rewards.

The operational infrastructure maintained by reward suppliers encompasses sophisticated supply chain logistics, inventory management, and fulfilment operations. These providers may handle complex processes including product sourcing, warehousing, order processing, shipping, digital fulfilment, and customer service. Their travel booking engines and experience platforms enable loyalty programs to offer everything from flight and hotel redemptions to unique local experiences and exclusive events, all while managing the intricate details of availability, pricing, and fulfilment.

Through white-label marketplace solutions, reward suppliers enable loyalty programs to deliver seamless redemption experiences under their own brand identity. These turnkey platforms include customisable user interfaces, mobile-optimised shopping experiences, robust backend systems that handle everything from point validation to order tracking, and the ability for loyalty program operators to customise the rewards range offering. They can API integrate into existing reward stores or provide a white-label reward store as required.

By outsourcing these complex operations to specialised providers, loyalty programs can focus on their core business while offering members access to extensive reward catalogues that rival major retail operations. This approach eliminates the need for programs to manage hundreds (or thousands) of vendor relationships, maintain fulfilment operations, or invest in expensive e-commerce infrastructure while still delivering a premium redemption experience to their members. They also provide the option for loyalty program operators to earn additional profit on redemptions via the wholesale margin on reward products.

The main challenges faced by businesses in implementing this type of solution are the integration costs required and confidence that the level of redemptions that will be generated will be sufficient to meet the minimum requirements of the vendor.

CarltonOne

carltonone.com



Overview

Company Overview

CarltonOne offers the world's most powerful rewards platform to power engagement, recognition, customer loyalty, and sales/channel incentive programs. Recognised as one of the top 50 most inspiring workplaces in North America, CarltonOne helps our partners and clients operate programs with over 10 million rewards, locally sourced and fulfilled in over 196 countries

Years in Operation 36 **Categories Supported** B2B
Operating Regions EU, APAC, NAM, ME, AF, LATAM

Industries Supported

- | | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| E-commerce | Fast Food & Dining | Retail |
| Entertainment | Health & Wellness | Sports & Recreation |

Current and Previous Clients

Fiat, Staples, Ford, Dell, Lumo, Bell, NetLeaders, ABB, Motorola and more

Features

Standout Features/Unique Selling Proposition

- 1** In-country sourcing and delivery of 10 million merchandise items, gift cards, hotels, flights, car rentals, travel experiences, tickets, charity and mobile-top-up rewards in 197 countries
- 2** 24/7 global customer service, tax compliance and local language, currency, and warranty support
- 3** Custom e-commerce store to easily integrate and offer an extraordinary selection of rewards

Types of Rewards

- | | |
|--|--|
| <ul style="list-style-type: none"> • Charitable Donations • Digital Products (e.g., e-books, subscriptions) • Experiences • Gift Cards | <ul style="list-style-type: none"> • Merchandise • Travel • Other |
|--|--|

Fulfilment Options

Rewards fulfilled directly and via third parties

Average Delivery Timeframes

3-7 Days

Catalogue Customisation

Full Customisation

Reward Inventory Management

Hybrid (Manual + Automated)

Sustainability/CSR Options



Campaign Reporting/Analytics



Integrations & Documentation

Integration Options

API

Open API Documentation

[CLICK TO VIEW](#)

Scalability

Multilingual Support ✓ **Multiprogram Support** ✓ **Average Uptime Percentage** 99.99%
Multicurrency Support ✓ **Elasticity (Auto-Scaling)** ✓

Security & Compliance

Local Area Compliance GDPR, CCPA and PIPEDA
Certifications SOC 2, CSA STAR Level 2 and PCI DSS A-EP
Anti-Fraud Mechanisms Checkout threshold monitors, known bad source-IP blocking, suspicious IP login checks and check-out transaction monitors

Infrastructure

Data Centre and Hosting Locations

- Canada
- Germany
- South Africa
- India

Hosting

Cloud Provider

Cloud-based

AWS

Multi-Tenant or Single-Tenant Architecture

Both

Availability of Test Environment

✓

Future Roadmap

Loyalty AI:

A promotional tool with AI & ML for Channel Data Management, to recommend, customise, forecast, deploy, monitor & manage promotions

Rewards AI:

A hyper-personalised shopping experience that curates the most relevant results, and a Wishlist with goal progress

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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[CLICK HERE FOR WEBSITE](#)

carltonone.com

[CLICK HERE TO BOOK A DEMO](#)

Choovie Group

chooviegroup.com



Overview

Name of Solution Movie Marketing and Loyalty Solutions

Company Overview

Choovie Group's core product is a customisable movie ticketing platform that aggregates real-time film, cinema, and session data from over 90% of Australia's cinemas. The platform offers seamless access to discounts of up to 50% off RRP, alongside personalised promotional options designed for loyalty, retention, and acquisition programs

Years in Operation 8 **Categories Supported** B2B
Operating Regions APAC

Industries Supported

- | | | |
|--------------------|----------------------|-----------|
| Automotive | Grocery & Fuel | Retail |
| CPG & FMCG | Fast Food & Dining | Utilities |
| E-commerce | Health & Wellness | |
| Financial Services | Hospitality & Travel | |

Current and Previous Clients

Origin Energy, AIA Vitality, Priceline, Singapore Airlines, ToyotaGo, Crown Rewards, NRMA and more

Features

Standout Features/Unique Selling Proposition

- 1 Fully national footprint of cinemas including all majors and regional and remote independent cinemas
- 2 Customised bespoke platform showcasing session times, movie listings and dynamic discount pricing
- 3 Up to 50% discount off tickets providing the best discounts in the market with promo code functionality to run campaigns

Types of Rewards

- Experiences

Fulfilment Options

Direct Fulfilment

Average Delivery Timeframes

1-3 Days

Catalogue Customisation

Full Customisation

Reward Inventory Management

Hybrid (Manual + Automated)

Sustainability/CSR Options



Campaign Reporting/Analytics



Integrations & Documentation

Integration Options

Open API Documentation

API

Contact Choovie for more information

Scalability

Multilingual Support Multiprogram Support Average Uptime Percentage 99.99%
Multicurrency Support Elasticity (Auto-Scaling)

Security & Compliance

Local Area Compliance Certifications

GDPR, CCPA, NIST and Australian Privacy Act
PCI DSS v3.2.1, SOC 2 and ISO 27001

Anti-Fraud Mechanisms

MFA, least privilege access, logging, encryption, fraud monitoring, anomaly detection, audits, and incident response

Infrastructure

Data Centre and Hosting Locations

• Australia

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi



Future Roadmap

Choovie will be expanding operations into Asia

Introduction of a next-gen website featuring improved user experience, immersive customer experience, dynamic pricing and session listing functionalities

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN
TOUCH

CLICK HERE FOR WEBSITE

chooviegroup.com

CLICK HERE TO BOOK A DEMO

Section 2: Add-On Loyalty Solutions ▶ Rewards Supply

Entertainment PTY LTD

frequentvalues.com.au



Overview

Name of Solution Frequent Values by Entertainment

Company Overview

Entertainment's rewards programs provide the most comprehensive solution for businesses looking to drive customer and member engagement. With 30+ years' experience, we offer exclusive, always-on offers, the deepest discounts, and more rewards locations across Australia and NZ than any competitor. We power some of Australia's largest loyalty programs, including NRMA, RACQ, HSBC, Zurich, Budget Direct, and more—helping drive engagement and loyalty, reduce churn, and maximise revenue

Years in Operation 31 **Categories Supported** B2C and B2B
Operating Regions APAC

Industries Supported

| | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

NRMA, RACQ, HSBC, Zurich, Budget Direct, and many more

Features

Standout Features/Unique Selling Proposition

- 1 30+ Yrs Experience:** Trusted for 30+ yrs, delivering proven results in corporate engagement and member loyalty
- 2 Unmatched Breadth and Scale of Direct to Business Owner Offers:** Access the largest range of dining, takeaway, entertainment, travel, and gift card offers in metro and regional Australia and New Zealand
- 3 Full-Service and Flexible Delivery:** From full app builds to API integration, we tailor solutions and content to suit your business

Types of Rewards

- Experiences (across dining, health, lifestyle etc.)
- Gift Cards
- Travel
- Other

Fulfilment Options

Rewards fulfilled directly and via third parties

Average Delivery Timeframes

Over 7 days

Catalogue Customisation

Full Customisation

Reward Inventory Management

Automated

Sustainability/CSR Options



Campaign Reporting/Analytics



Integrations & Documentation

Integration Options Flexible integration solutions from API's to custom rewards app builds
Open API Documentation Contact Entertainment for more information

Scalability

Multilingual Support **Multiprogram Support** **Average Uptime Percentage** 99.90%
Multicurrency Support **Elasticity (Auto-Scaling)**

Security & Compliance

Local Area Compliance GDPR
Certifications ISO 27001, PCI, SOC 1, 2 & 3 compliant
Anti-Fraud Mechanisms GDPR compliant; AES-256/TLS, RBAC, VPN, MFA, rights supported.
All data is kept secure, private, and access-controlled

Infrastructure

| | | |
|--|---|-------------------------------------|
| Data Centre and Hosting Locations | Hosting | Cloud-based |
| • Australia | Cloud Provider | AWS |
| | Multi-Tenant or Single-Tenant Architecture | Multi |
| | Availability of Test Environment | <input checked="" type="checkbox"/> |

Future Roadmap

Gamification

Drive engagement with fun challenges & rewards

Payments & Card-Linked Offers

Easy redemptions via in-app pay or linked cards—no codes

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

GET IN TOUCH

CLICK HERE FOR WEBSITE

www.entertainment.com.au

CLICK HERE TO BOOK A DEMO

Stampix
business.stampix.com



Overview

Name of Solution Photo Rewards

Company Overview

Stampix transforms customer loyalty with Photo Rewards—personalised, branded photo prints that create lasting emotional connections. Unlike transactional rewards, our solution taps into cherished memories, boosting retention and brand affinity. Scalable, cost-effective, and easy to deploy, Stampix is trusted by brands like Qantas, Orange and Nespresso to elevate engagement, capture first-party data, and deliver a lasting branded reward experience

Years in Operation 8 **Categories Supported** B2C and B2B
Operating Regions EU, UK, APAC, NAM

Industries Supported

- | | | |
|---------------|--------------------|----------------------|
| Automotive | Financial Services | Hospitality & Travel |
| CPG & FMCG | Grocery & Fuel | Retail |
| E-commerce | Fast Food & Dining | Sports & Recreation |
| Entertainment | Health & Wellness | Utilities |

Current and Previous Clients

Accor, Qantas, Orange, ING, Vodafone, Cadbury, Proximus, TUI, Attraction Tickets, Budweiser and more

Features

Standout Features/Unique Selling Proposition

- | | | |
|--|---|--|
| <p>1 Emotional Loyalty at Scale: Create lasting emotional connections with personal photo rewards</p> | <p>2 High Perceived Value, Low Cost: Premium customer appreciation at a fraction of traditional reward costs</p> | <p>3 Branded and Data-Driven: Fully branded prints and digital journey capture 1st-party data for higher retention and brand affinity</p> |
|--|---|--|

Types of Rewards

- Experiences
- Other (e.g., points)

Fulfilment Options

Rewards fulfilled directly and via third parties

Average Delivery Timeframes

7 Days

Catalogue Customisation

Full Customisation

Reward Inventory Management

Hybrid (Manual + Automated)

Sustainability/CSR Options



Campaign Reporting/Analytics



Integrations & Documentation

Integration Options

Open API Documentation

Custom API
Contact Stampix for more information

Scalability

Multilingual Support Multiprogram Support Average Uptime Percentage >99%
Multicurrency Support Elasticity (Auto-Scaling)

Security & Compliance

Local Area Compliance GDPR

Anti-Fraud Mechanisms People can only order with a code. Limitations on address and email address, so people cannot use a code multiple times.
Brand Safety Guarantee - All photos uploaded by consumers are scanned by computer vision A.I. and validated before adding a brand's message, logo and assets

Infrastructure

Data Centre and Hosting Locations

- France
- Ireland
- Germany

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi



Future Roadmap

Integrated Dashboard for Clients to manage campaigns and progress in real-time

New and custom products are launched for Enterprise clients (eg, photo books, calendars, posters, strips...)

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

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business.stampix.com

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212F

 212f.com/au/

212F offers a B2B incentive and loyalty platform that powers tailored reward programs across sales channels and workforces. With a flexible rewards catalogue including merchandise, travel, and prepaid cards, it also supports incentive travel and events with carbon-neutral delivery options.

Blackhawk Network

 blackhawknetwork.com

Blackhawk Network delivers comprehensive customer loyalty solutions featuring customisable rewards programs that offer gift cards and prepaid incentives. By integrating digital and mobile-enabled rewards, it drives repeat business and deepens brand connections while guiding customer behaviour for enhanced lifetime value.

Collinson

 collinsongroup.com

Collinson is a global leader in loyalty, travel enhancement, and customer engagement, delivering integrated solutions across platforms, rewards, and data. It supports brands in sectors like travel, financial services, and retail with technology, operations, and program delivery at global scale.

FAN+

 fanplus.com

FAN+ provides a curated catalogue of extraordinary experiences that loyalty programs can leverage to enhance reward offerings. From consumer promotions to employee incentives and team-building events, FAN+ helps brands drive engagement, recognition, and emotional connection.

Giftbit

 giftbit.com

Giftbit offers a scalable platform for sending digital rewards like Visa and Mastercard prepaid cards, as well as gift cards from top brands. Its API-driven solution enables customisable reward delivery, seamless CRM integrations, and efficient incentive management to boost customer engagement and retention.

Global Reward Solutions

 globalrewardsolutions.com

Global Reward Solutions (GRS) offers a cloud-based reward management platform that enhances loyalty, recognition, and performance programs. With access to millions of reward options - from merchandise to travel experiences - its platform delivers personalised storefronts, global support, and seamless integration for diverse markets.

Karta

 karta.com.au

Karta offers a digital gift card platform that enables businesses to reward staff and engage clients with branded digital gift cards. Its flexible programs support one-time or ongoing campaigns, providing a user-friendly portal with rich insights that optimise employee experiences and budget control.

LoyLogic

 loylogic.com

LoyLogic is a global innovator in loyalty and customer engagement, offering a comprehensive suite of products that enhance member experiences and drive program success. Its offerings include the Reward Store, Reward Travel, Virtual Reward Card, and Reward Concierge, supported by a vast network of global merchant partners.

Popink

 popink.com.au

Popink specialises in reward solutions, offering efficient fulfilment, corporate rewards, and drop-ship services. It manages inventory, logistics, and delivery for seamless reward distribution - including exclusive online stores for staff or customers - thereby enhancing customer satisfaction and program efficiency.

RewardOps

 rewardops.com

RewardOps delivers a modular engagement commerce platform that enhances loyalty programs with flexible, scalable solutions. Its comprehensive rewards management system features customisable member experiences, item curation, order management, reporting dashboards, and open APIs that streamline operations and boost customer engagement.

Shift4

 shift4.com/gift-card-program

Shift4 supports robust gift card and loyalty programs through its platform formerly known as Givex. Offering customisable rewards, digital coupons, and mobile integrations, it helps businesses boost engagement, gain customer insights, and deliver seamless, branded experiences.

Smart Loyalty

 smartloyaltyhq.com

Smart Loyalty specialises in B2B loyalty solutions that deliver tailored programs to boost customer engagement and business growth. Its platform supports coalition loyalty, bespoke solutions, and sales incentives, featuring advanced analytics, multi-channel marketing, and secure data management to drive meaningful connections.

Synchro Marketing

 synchro.com.au

Synchro Marketing specialises in B2B incentive and engagement programs across sales, channel, and workforce performance. Its suite of solutions includes tailored strategy and reward fulfilment, with proprietary tools like Reward Centre enabling branded, scalable, and cost-effective non-cash rewards.

The Ambassador Card

 ambassadorcard.com.au

The Ambassador Card offers businesses access to a wide range of pre-negotiated benefits and discounts across dining, travel, retail, and entertainment. Brands can also integrate their own custom perks, creating tailored member experiences that enhance value, boost engagement, and foster long-term loyalty.

The Card Network

 thecardnetwork.com.au

The Card Network (TCN) is an Australian fintech offering multi-brand gift cards that bundle popular retailers onto a single card. Designed to simplify and modernise gifting, TCN supports instant digital delivery and is widely used as a flexible reward option within loyalty and incentive programs.

Tillo

 tillo.io

Tillo offers a comprehensive platform that integrates digital gift cards into loyalty programs, enhancing customer acquisition, engagement, and retention. With access to a catalog of global brands, real-time tracking, and robust analytics, Tillo delivers versatile prepaid card solutions for both employee rewards and consumer loyalty.

TLC Worldwide

 tlcworldwide.com

TLC Worldwide provides access to a global network of curated experience rewards across dining, wellness, travel, and more. Its platform supports flexible reward delivery, helping brands enhance loyalty and engagement through personalised, emotion-led incentives.

Tremendous

 tremendous.com

Tremendous provides a versatile platform for sending instant rewards, including gift cards, prepaid cards, and cash. While not a traditional loyalty program provider, its solution integrates with existing systems to deliver personalised incentives, manage reward distribution, and enhance customer engagement worldwide.

TripGift

 tripgift.com

TripGift provides multi-currency travel gift cards redeemable for a wide range of products - including flights, hotels, car rentals, and experiences - across numerous countries. Its platform supports both B2B and B2C programs, offering flexible travel rewards that enhance customer engagement and satisfaction.

Vii (AU)

 vii.com.au

Vii delivers a solution to help brands design, implement, and manage both physical and digital gift card programs. Its platform seamlessly integrates for online and in-store experiences, offering corporate programs and bulk purchasing capabilities that enhance customer relationships and sales efficiency.



Games & Gamification



Games & Gamification



Interactive digital games and gamification software are increasingly used within loyalty programs to drive deeper and more consistent engagement. These specialised platforms enable businesses to create dynamic digital experiences that combine elements of game design with marketing objectives. Through sophisticated campaign builders and templated solutions, brands can rapidly deploy branded digital games or incentivised gamification campaigns that target specific outcomes within their loyalty program strategy. Using API-first architecture, they can integrate into an existing loyalty program technology stack to enable seamless operations.

The versatility of these platforms extends across multiple interactive formats, each designed to capture customer attention and drive specific behavioural outcomes, including instant-win games, digital scratch cards, interactive surveys, advanced video games, and more. These solutions also incorporate personalisation capabilities to ensure that each interaction can be tailored to individual customer preferences and behaviours, supported by real-time analytics to track engagement metrics and campaign performance. These gamified experiences serve multiple purposes simultaneously - entertaining customers, gathering valuable data, and driving desired actions such as purchases or social sharing.

These platforms serve as powerful engines for zero-party data collection, helping brands build rich customer

profiles through voluntary information sharing. By embedding data collection naturally within engaging experiences, brands can gather explicit preferences, interests, and intentions directly from customers while providing value in return. The behavioural insights generated through these interactions go beyond traditional marketing metrics, revealing detailed patterns about customer preferences, decision-making processes, and engagement triggers. This wealth of data enables brands to create increasingly personalised experiences while building stronger, more meaningful customer relationships through interactive entertainment.

The typical adopters of such technology are small, medium, and large businesses seeking opportunities to drive customer engagement. With low-cost, white label solutions available globally, market penetration is increasing, and brands are becoming more creative.

The main challenges faced by businesses in implementing this type of solution are the need to align game mechanics with program objectives, managing technical integrations, maintaining long-term user engagement, and demonstrating clear ROI. Success requires carefully balancing entertainment value with business outcomes while ensuring seamless integration with existing loyalty infrastructure and maintaining fresh, compelling content that drives meaningful customer engagement.

Integrations & Documentation

Existing Integrations

Contact CataBoom for more information

Open API Documentation

Contact CataBoom for more information

Scalability

Multilingual Support ✓ **Multiprogram Support** ✓ **Average Uptime Percentage** 99.7%+
Multicurrency Support ✗ **Elasticity (Auto-Scaling)** ✓

Security & Compliance

Local Area Compliance CCPA and GDPR

Certifications SOC 2 Type 2

Anti-Fraud Mechanisms Bot mitigation utilising Cloudflare, HUMAN Security, and other proprietary configurations and tools

Infrastructure

Data Centre and Hosting Locations

• United States of America

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Both



Future Roadmap

Enhanced system logic to deliver personalised user journeys, adapting based on individual engagement for a tailored experience

Upgraded Trivia/Quiz mechanics to streamline structure and ease of deployment for more engaging user experiences

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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cataboom.com

CLICK HERE TO BOOK A DEMO

Drimify

 drimify.com

Drimify offers gamification solutions that transform loyalty programs with interactive experiences like quizzes, surveys, and instant-win games. Its platform enhances customer engagement by converting participation into lasting loyalty, using fun and data-driven interactions to drive retention and brand advocacy.

GameZBoost

 gamezboost.com

GameZBoost provides a white-label casual gaming platform designed to enhance user engagement and loyalty. Its solution features customisable HTML5 games with integrated leaderboards, in-game quests, and competitive tournaments, rewarding players with virtual currency and points redeemable for real-world prizes.

Gamify

 gamify.com

Gamify delivers gamified marketing solutions via its no-code Gizmo platform, empowering businesses to create custom-branded video games that enhance engagement and lead generation. With player rewards, leaderboards, and real-time analytics, it drives brand interaction and customer retention through interactive experiences.

Jebbit

 jebbit.com

Jebbit specialises in creating interactive digital experiences - including quizzes and surveys - that capture zero-party data to boost customer engagement and personalisation. Integrated with loyalty platforms, it rewards customer participation and enriches data insights, fostering lasting brand loyalty through dynamic interactions.

Komo

 komo.tech

Komo offers a marketing activation platform that enables brands to create interactive, gamified experiences for enhanced customer engagement. With customisable content, interactive hubs, and seamless integration with existing Martech stacks, Komo drives multi-channel campaigns that foster deep customer connections.

Odicci

 odicci.com

Odicci delivers gamified loyalty solutions that enhance customer retention, engagement, and advocacy. Its platform features interactive games, personalised quizzes, and reward programs designed to capture zero-party data and drive brand advocacy through engaging, dynamic experiences.

PlaySpark

 playspark.com.au

PlaySpark empowers brands to enhance loyalty programs by integrating branded arcade games into their marketing mix. Its no-code platform enables custom game design with interactive ads, product offers, and exclusive rewards, fostering deeper customer engagement and incentivising repeat interactions through immersive experiences.

Velti

 velti.ai

Velti delivers mobile-first engagement and retention programs with a strong focus on gamification. Its AI-powered platform enables personalised experiences through contests, polls, and interactive campaigns, helping brands - especially in the telecom sector - reduce churn and deepen customer loyalty.

Wayfarer

 wayfarkersolutions.com

Wayfarer Solutions offers a cloud-based audience engagement platform that combines gamification, psychology, and personalisation to enhance customer interactions. Its suite includes customisable mini-games, quizzes, and reveal mechanics, seamlessly integrating via no-code APIs to drive engaging digital experiences.



Other Niche



Other Niche Solutions



The loyalty technology landscape also includes a diverse ecosystem of specialised solutions that address specific operational challenges and market opportunities through hardware and/or software innovations. These niche providers excel in bridging critical gaps in the customer engagement journey, from payment-integrated loyalty at the point of sale to sophisticated receipt scanning engines that enable post-purchase engagement.

Payment technology innovation has given rise to a new generation of loyalty solutions that integrate seamlessly with transaction processing and digital wallets. These specialised platforms enable real-time reward issuance and redemption directly within the payment flow, creating frictionless experiences for both merchants and consumers. Mobile wallet integration capabilities extend these benefits into the digital realm, enabling loyalty programs to maintain presence and relevance in an increasingly mobile-first world. These solutions often incorporate sophisticated security measures and compliance frameworks specific to their use cases, ensuring safe and reliable operation within regulated environments.

Infrastructure-focused solutions providers have emerged to tackle specific technical challenges that larger platforms may not address directly. Receipt processing engines use advanced OCR and AI technologies to convert paper receipts into actionable data, enabling loyalty programs to capture offline transactions and extend

their reach beyond integrated POS systems. Specialised POS integration solutions help bridge the gap between legacy systems and modern loyalty platforms, while custom hardware solutions enable unique engagement opportunities in specific vertical markets. These niche providers continue to drive innovation in the loyalty industry, developing new capabilities that expand the boundaries of what is possible in customer engagement and reward delivery.

The typical adopters of such technology are businesses that require a focused solution to unlock a particular opportunity or solve a specific challenge.

The main challenges faced by businesses in implementing these types of solutions include the integration costs, determining that the solution will be the right fit for the needs of the business, and working with vendors to address any software or hardware limitations via additional development.

Currency Alliance

currencyalliance.com



Overview

Categories Supported Multi-Partner Management Platform

Company Overview

Currency Alliance operates a global SaaS platform, operating as a marketplace for loyalty programs to identify potential new partners or manage their partnerships at scale so members can earn, redeem, or exchange points in a larger loyalty ecosystem. We work with over 20 banks like Bank of America, over 40 airlines, most major hotel groups such as Radisson, and hundreds of retailers like Avolta, Ticketmaster, Booking.com, Enterprise Rent-A-Car and others

Years in Operation 9 **Categories Supported** B2B

Operating regions APAC, NAM, MEA, LATAM

Industries Supported

CPG & FMCG

Financial Services

Retail

E-commerce

Grocery & Fuel

Utilities

Entertainment

Hospitality & Travel

Previous Clients

Air France, Avolta, First Abu Dhabi Bank, Dynata, TUI Musement, Nextory and more

Features

Standout Features/Unique Selling Proposition

- 1 Partner Management at Scale
- 2 Automated Workflows to Onboard Partners
- 3 Consistent Reporting and Benchmarking

Integrations & Documentation

Existing Integrations

[CLICK TO VIEW](#)

Open API Documentation

[CLICK TO VIEW](#)

Scalability

Multilingual Support

Multiprogram Support

Average Uptime Percentage 99.99%

Multicurrency Support

Elasticity (Auto-Scaling)

Security & Compliance

Local Area Compliance GDPR and CCPA

Certifications Contact Currency Alliance for more information

Anti-Fraud Mechanisms Transaction Monitoring for unusual transaction types, values, or volumes

Infrastructure

Data Centre and Hosting Locations

- Ireland
- Germany

Hosting

Cloud Provider

Multi-Tenant or Single-Tenant Architecture

Availability of Test Environment

Cloud-based

AWS

Multi



Future Roadmap

In the first half of 2025, a Private Network version of the platform will be available so clients' partners are not visible to other brands

Implementation

Implementation Support

We provide direct implementation support (i.e. hands-on keyboards to configure business rules)

Integration Support

We provide direct integration support (i.e. hands-on keyboards to integrate our platform with yours)

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currencyalliance.com

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CoinBridge

 coinbridge.com

CoinBridge offers an innovative loyalty-to-payments solution that transforms loyalty assets like points, vouchers, and miles into a globally accepted payment method. Seamlessly integrating into mobile apps, it allows customers to redeem rewards at any merchant worldwide, driving increased spending and engagement.

DataCo

 dataco.ai

DataCo is a cloud-native platform that enables organisations to securely share and analyse data with enterprise-grade security. Through its advanced analytics and artificial intelligence capabilities, it powers personalised experiences and loyalty strategies. Use cases span segmentation, retail expansion, and audience targeting.

Dot Origin

 dotorigin.com

Dot Origin enhances retail loyalty programs by enabling 'just tap' interactions in physical stores. Its VTAP mobile wallet NFC readers and software facilitate seamless engagement between customers and retailers, integrating digital loyalty schemes that drive omni-channel marketing and boost repeat business.

Klippa

 klippa.com

Klippa provides advanced OCR and AI-powered receipt scanning technology used across financial services and loyalty programs. Its platform enables fast, accurate receipt validation, reduces manual effort, and supports fraud detection—making it ideal for powering seamless, reward-based customer experiences.

Litecard

 litecard.com.au

Litecard enables mobile wallet-based loyalty by seamlessly integrating with POS systems to track spend and update points in real time. Its platform simplifies digital card management and supports personalised push notifications—making loyalty programs more convenient, engaging, and data-driven.

Loopy Loyalty

 loopyloyalty.com

Loopy Loyalty delivers a digital stamp card platform ideal for small businesses, enabling the creation of customised loyalty programs accessible via Apple and Google Wallets. Its solution features personalised card designs, location-based notifications, and real-time analytics to monitor customer engagement.

PassEntry

 passentry.com

PassEntry supports digital loyalty programs by integrating loyalty cards directly into customers' Apple and Google Wallets. Its solution enhances engagement through personalised messaging, location-based services, and real-time updates while simplifying reward collection and POS integration for seamless loyalty accrual.

PassKit

 passkit.com

PassKit offers customisable digital loyalty cards compatible with Apple and Google Wallets, enabling businesses to create branded loyalty programs without coding. Featuring points-based and tiered rewards, personalised promotions, and integrations with automation platforms, it streamlines reward distribution and validation.

PlusGrade

 points.com

PlusGrade, part of Points.com, offers a suite of loyalty solutions that enhance member engagement and drive revenue. Its services include Loyalty Currency Retailing and Everyday Earn & Burn, enabling members to buy, gift, or transfer points and to earn and redeem loyalty currency across global programs.

Pointspay

 pointspay.com

Pointspay enables members of loyalty programs to seamlessly spend and collect points or miles while shopping online. Its integration allows users to choose Pointspay as a payment method, facilitating instant earning and redemption of rewards and enhancing the overall value of loyalty memberships.

Prodege

 prodege.com

Prodege delivers a suite of loyalty programs through consumer-facing brands like Swagbucks, MyPoints, and InboxDollars. By rewarding users with points or cash back for shopping, surveys, and gaming, its platforms foster customer engagement and retention, while affiliate programs enable partners to monetise referrals effectively.

Stamp Loyalty

 stamployalty.com

Stamp Loyalty is a SaaS platform specialising in digital stamp card solutions that drive repeat purchases and customer engagement. Through the Stamp Me app and custom integrations, it offers secure scanning, receipt validation, gamification, and real-time analytics - ideal for brands seeking a flexible and simple solution.

TurboPush

 turbopush.io

TurboPush offers AI-powered digital loyalty cards tailored for small, local businesses to enhance customer retention and drive repeat sales. Its platform enables creation of unlimited, customised digital cards compatible with Apple and Google Wallets, featuring AI-generated designs and QR code distribution for targeted offers.

Veryfi

 veryfi.com

Veryfi delivers an AI-powered receipt scanning solution tailored for loyalty programs. By extracting SKU-level data from receipts in real time, it enhances purchase validation and personalises customer engagement. Its seamless integration into mobile and web apps ensures automated, efficient processing for improved loyalty experiences.

Discover how Loyalty & Reward Co can help you

Loyalty & Reward Co Consulting Services

Loyalty & Reward Co specialises in the design, implementation and management of award-winning loyalty programs for global brands. Contact us to engage our expert consultants who are ready to help you cultivate lasting customer relationships through strategic loyalty initiatives.

Loyalty Programs: The Complete Guide (2nd Edition)

The most comprehensive reference on loyalty programs available today. This authoritative text integrates extensive academic research, insights into loyalty psychology and industry expertise, offering a global perspective on effective loyalty strategies.

Loyalty Programs: The Complete Masterclass

The premier loyalty education course draws upon the content from Loyalty Programs; The Complete Guide, rigorous academic research and decades of collective industry experience. The course is certified by The CPD Certification Service (UK). Graduates earn the designation of Certified Loyalty Expert™.

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