

tecmark
Loyalty Simplified
**LOYALTY
TRANSACTIONS**

WHERE ARE YOU IN YOUR SCAN DATA JOURNEY?

Layering on a loyalty identifier to current qualifying transactions results in larger discount reimbursements from Altria.

Tecmark can help you set up your base scan data agreement (if you don't already have one) as well as your loyalty program to assign the required loyalty identifier to your transactions. Scan data reporting will automatically be appended with this loyalty ID and files submitted to Altria.

We integrate with multiple scan data reporting partners to provide a one-stop solution for loyalty tobacco reporting.

Increased revenue through repeat loyal customers

59% of Adult Tobacco Users would switch stores for a better Tobacco Loyalty Program offer

Source: ALCS 2017 Retail Experience Survey

Average basket rings are 8% higher from Adult Tobacco Consumers

Source: 2017 Video Mining C-Store Database

SCAN DATA REPORTING SERVICE + LOYALTY

ALTRIA REPORTING

POS JOURNAL TRANSACTIONS



POS SYSTEM
GILBARCO, VERIFONE

COMPUTER SYSTEM
BACK OFFICE OR LAPTOP