



Get to Know Quikly

Quikly is a digital engagement platform that leverages consumer psychology to help brands achieve critical loyalty marketing objectives such as member acquisition, sales, and retention.

Leading brands love running campaigns on Quikly because they are easy to launch and produce ROI-positive incremental results over a short period of time.

Consumers enjoy participating in brand-specific campaigns on the Quikly platform because they are exciting, memorable, and deliver a fresh and compelling way to claim offers and rewards.

Key Benefits

1) Motivates Immediate Consumer Response

Quikly leverages consumer psychology such as anticipation, fear of missing out, scarcity, and competition to drive important actions that deepen the customer relationship and provide incremental brand value.

2) Addresses Key Marketing Objectives via Flexible Platform





Quikly offers solutions across the loyalty lifecycle to acquire members, drive sales and retain.

3) Launch with Ease




Quikly handles all campaign execution which can be live in under two weeks and requires no technical integration.

Quikly Solutions


ACQUISITION

	LOYALTY MEMBER ACQUISITION
	SMS ACQUISITION
	MOBILE APP ACQUISITION
	SOCIAL ACQUISITION

SALES

	PURCHASE AMPLIFICATION
	EXCLUSIVE MEMBER EVENTS
	REWARD EARNING ACCELERATION

RETENTION

	SURPRISE & DELIGHT
	LAPSED MEMBER REACTIVATION

TO SEE HOW OUR SOLUTIONS WORK, CHECK OUT THE ATTACHED OVERVIEWS.

A Selection of Our Clients



What's Included

- Campaign strategy and full creative production
- Project management, campaign launch and hosting
- Customer service inquiries
- Digital offer fulfillment
- Post-campaign reporting

Typical Results

ACQUIRE

30-50% Lower cost-per-acquisition compared to brand's existing tactics

SALES

15-25% Lift in offer redemption compared to offers across other channels

RETAIN

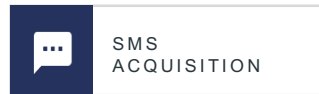
1-3X Response rates vs. existing lapsed customer strategies

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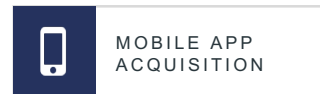
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LOYALTY
MEMBER
ACQUISITION



SMS
ACQUISITION



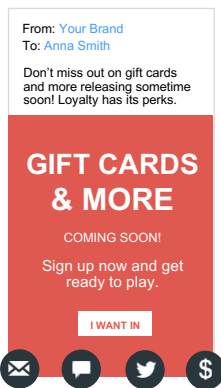
MOBILE APP
ACQUISITION



SOCIAL
ACQUISITION

How Quikly Loyalty Acquisition Solutions Work

STEP 1: CREATE AWARENESS

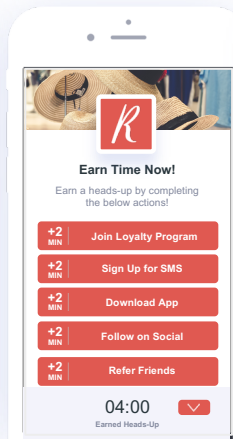


INITIAL MARKETING OUTREACH

STEP 2: CAPTURE ATTENTION & ACQUIRE SUBSCRIBERS

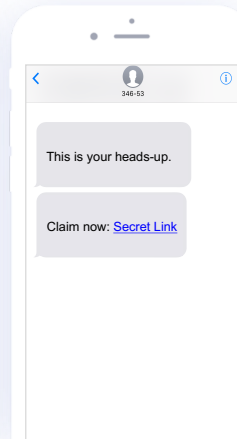


LANDING PAGE

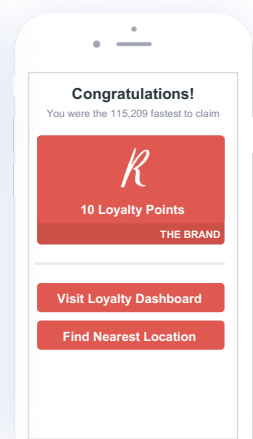


EARN TIME ACTIONS
*Select one of the above actions
based on marketing goal*

STEP 3: CONVERT AUDIENCE TO REDEEM



HEADS-UP & LIVE NOTIFICATION



CLAIM & REDEEM

Loyalty Acquisition Solutions Benefits

- **LOYALTY:** Up to 40% increase in loyalty sign-up conversion from existing email subscribers.
- **SMS:** Up to 75% of campaign participants that click to sign up for SMS through a Quikly campaign will fully enroll.
- **MOBILE APP:** Up to a 5x reduction in app acquisition costs with strong follow on engagement.
- **SOCIAL:** Quikly social campaigns generate up to 200% incremental weekly social follower growth across key social channels.

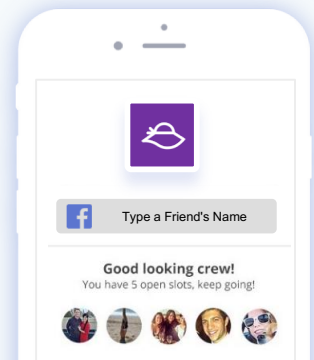


Case Study

Acquiring Loyalty Members

Like many retailers, this brand has an aggressive member acquisition target and understands the importance of strengthening consumer relationships through loyalty.

As part of their evergreen member acquisition strategy, this retailer leverages the Quikly platform to amplify social referral and educate on their loyalty program to drive enrollments. Participants receive loyalty currency to create an added incentive for them to join the loyalty program.



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PURCHASE
AMPLIFICATION



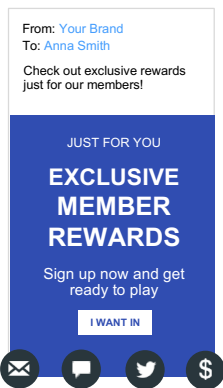
EXCLUSIVE
MEMBER EVENTS



REWARD EARNING
ACCELERATION

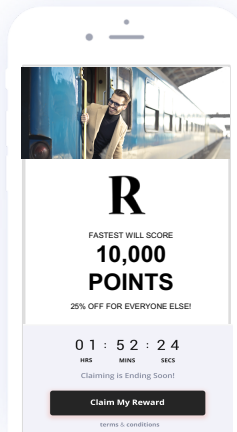
How Quikly Loyalty Sales Solutions Work

STEP 1: CREATE AWARENESS

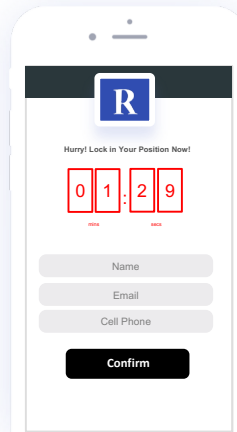


INITIAL MARKETING OUTREACH

STEP 2: CAPTURE ATTENTION

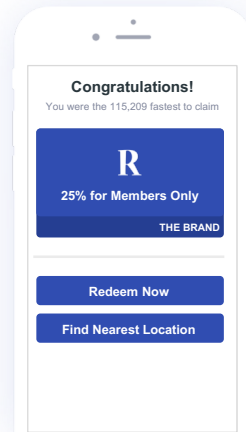


LANDING PAGE



CAMPAIGN REGISTRATION

STEP 3: CONVERT AUDIENCE TO REDEEM



CLAIM & REDEEM

Loyalty Sales Solutions Benefits

- **HIGH CLAIM RATE:** 75% of Quikly campaign participants claim a purchase driving offer.
- **IMMEDIATE REDEMPTIONS:** Up to 25% redemption within one week.
- **INCREASED BASKET SIZE:** 1.2-1.5x increase in basket size.

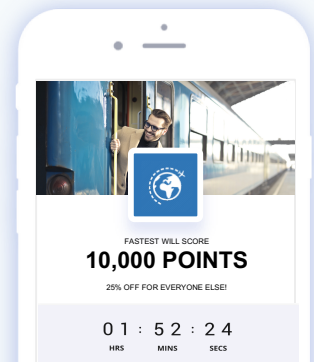


Case Study

Amplifying Purchase

Surprise and delight campaigns are a key CRM strategy to keep customers engaged and have proven effective at driving incremental loyalty member spend.

A travel brand partnered with Quikly to use an aspirational quantity of loyalty points to drive immediate member action. Fastest to respond were served up the loyalty currency, while all other participants earned members only purchase driving offers redeemable over a short window.



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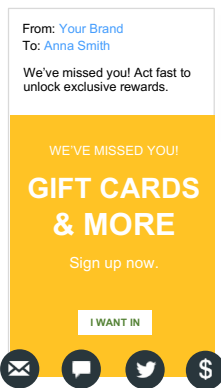


SURPRISE & DELIGHT

LAPSED CUSTOMER
REACTIVATION

How Quikly Loyalty Retention Solutions Work

STEP 1:
CREATE AWARENESS

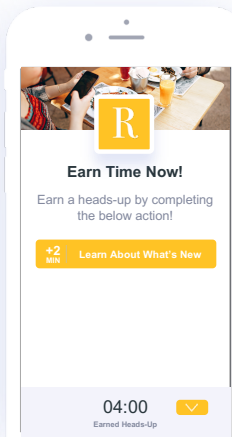


INITIAL MARKETING OUTREACH

STEP 2:
CAPTURE ATTENTION & CREATE ENGAGEMENT

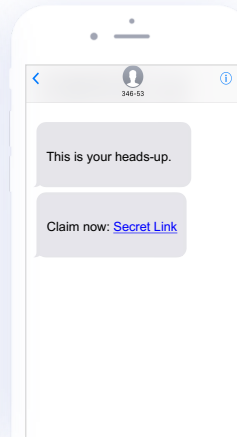


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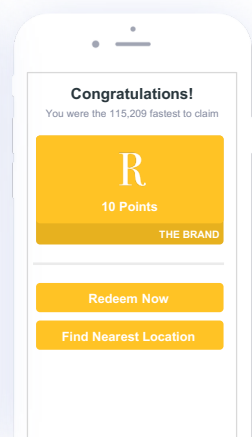


EARN TIME ACTIONS

STEP 3:
CONVERT AUDIENCE TO REDEEM



HEADS-UP & LIVE NOTIFICATION



CLAIM & REDEEM

Loyalty Retention Solutions Benefits

- **INCREMENTAL REACTIVATION:** 2-3x increase in reactivated lapsed members compared to existing strategies.
- **LAPSED CUSTOMER INSIGHTS:** 70-90% of participants will complete a lapsed member survey.
- **CHANNEL CONVERSION:** Up to 40% of participants will follow your brand in a new channel, such as social or mobile.

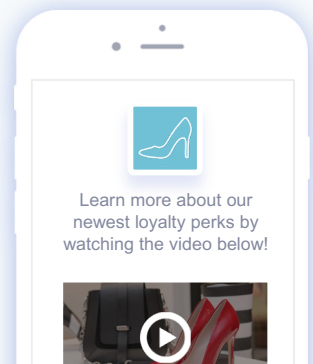


Case Study

Reactivating Lapsed Members

Over time, a large percent of loyalty program members will become inactive leading many brands to look for innovative, cost effective ways to reactivate lapsed members – a brand's most valuable customers.

Using a regular quarterly cadence, this retailer leveraged the Quikly platform as an added layer to existing strategies to successfully re-engage lapsed members and educate on program benefits. Participants were then driven to reactivate through earning program currency.



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