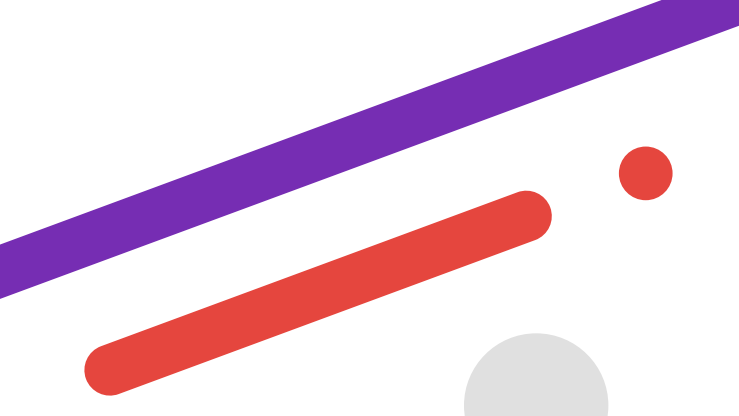


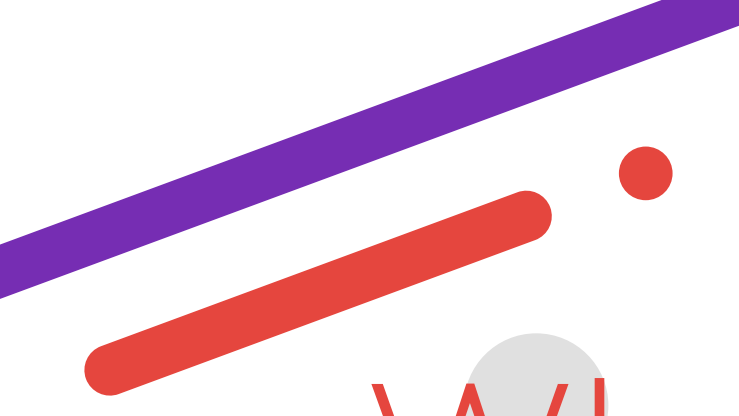
spotlight

marketing • loyalty • engagement • customer data



Companies that monitor customer behavior and tailor their offering to customer needs have the greatest chance of achieving long-term success.



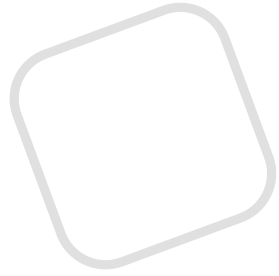


Why Spotlight?

Transform customer data into long-term loyalty.

Successful loyalty management begins with understanding your customers.

Spotlight collects data about customer habits, enables personalized communication, and encourages more frequent purchases through automated rewards and campaigns.



SPOTLIGHT IS A COMBINATION OF TOOLS THAT ENABLES YOU TO:

- Understand your customers and their purchasing habits
- Increase purchase frequency and average purchase value
- Turn one-time buyers into loyal customers
- Encourage repeat purchases through personalized benefits
- Build long-term customer loyalty



Flexible Reward Models

Spotlight offers different loyalty models that can be adapted to the needs of any business.

Cashback

Customers collect points through purchases and redeem them as discounts on future purchases (FIFO model).

Tier-Based Rewards

Customers receive higher discounts and additional benefits as they move to higher loyalty tiers.

Hybrid Model

A combination of cashback and tier-based rewards that provides greater flexibility and additional motivation for customers.

Every loyalty program can be fully customized to meet your business needs.

Automated Rewards

- Welcome reward
- Birthday reward
- Double points
- Reward for completing 100% of the customer profile
- Win-back reward

Automated rewards encourage repeat purchases, increase customer engagement, and strengthen long-term loyalty.



Cashback



Tier



Coupons

brandname

CHALLENGE PROGRAM

The Challenge Program motivates customers to complete specific tasks in exchange for rewards, encouraging more frequent purchases, greater engagement, and stronger customer loyalty.

Examples of challenges:

- **Weekly Challenge**

Purchase every day for one week and earn a coupon, bonus points, or another reward.

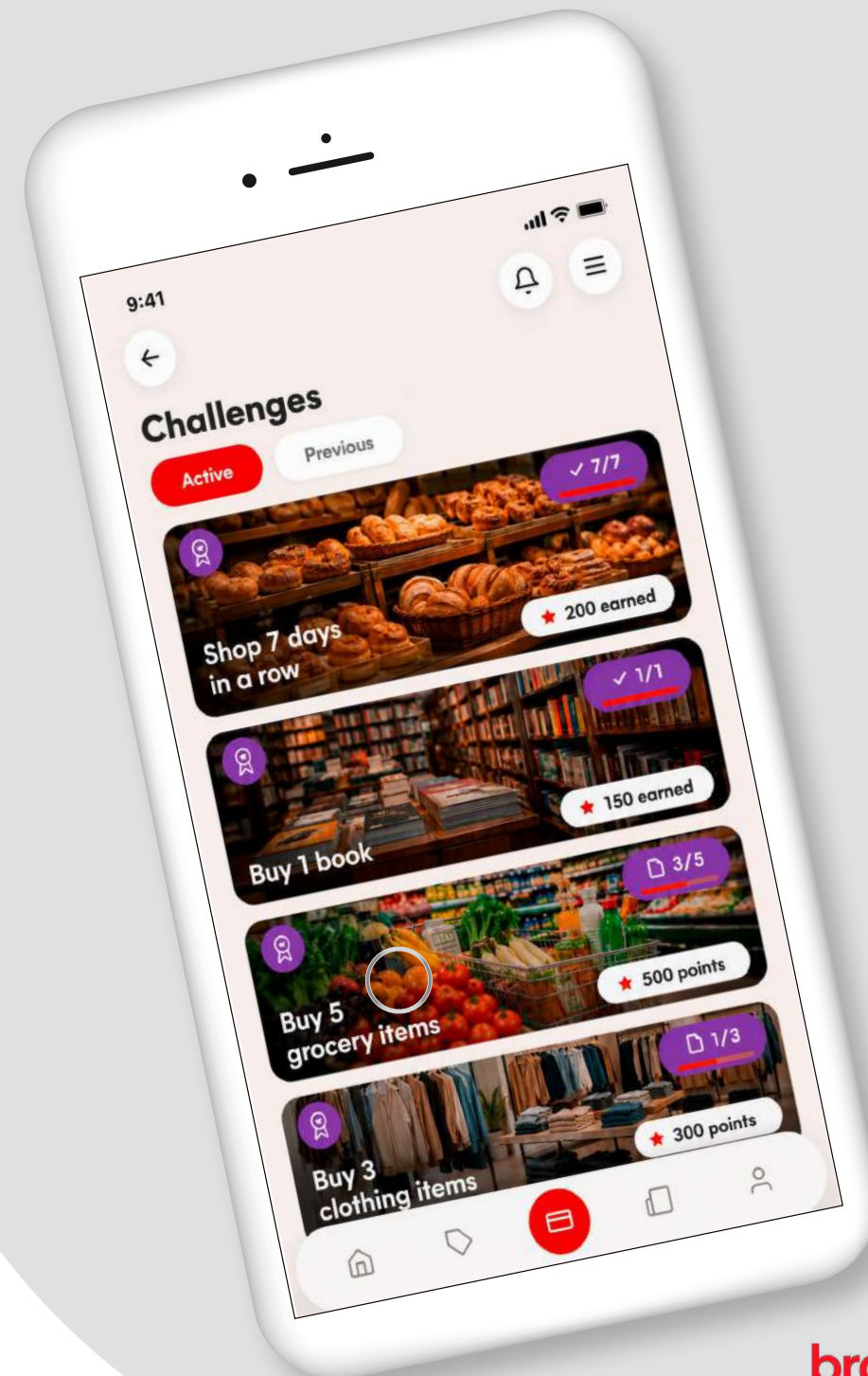
- **Monthly Challenge**

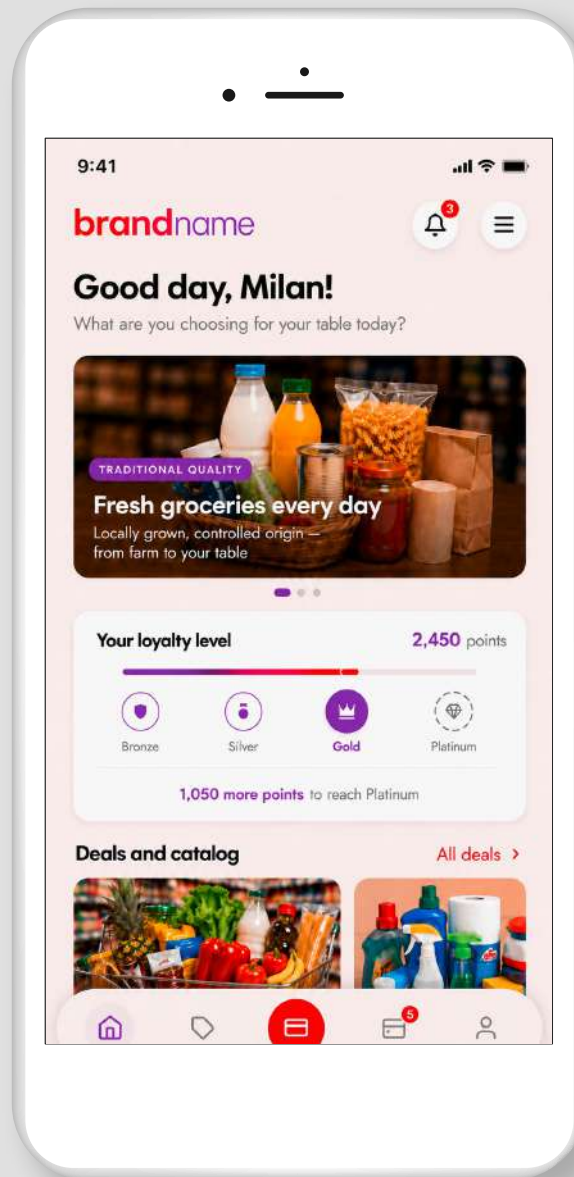
Spend a specified amount or purchase products from selected brands or categories to unlock additional rewards.

- **Annual Challenge**

Customers who achieve predefined annual goals receive exclusive rewards, benefits, or partner offers.

Challenges can be based on purchases, registrations, referrals, or any other activity you want to encourage. They motivate customers to return more often, make more purchases, and actively participate in the loyalty program.





The Challenge Program turns customers' everyday activities into additional motivation to make a purchase.

Benefits of the Challenge Program:

- Encourages customers to shop more frequently and increases engagement.
- Cross-sell challenges encourage customers to discover other products, categories, or partner brands.
- Challenges can be tailored to business goals, seasonal campaigns, and promotional activities.
- Rewards provide additional motivation for repeat purchases and help build long-term customer loyalty.

The Challenge Program encourages customers to return more often, make more purchases, and actively participate in the loyalty program.

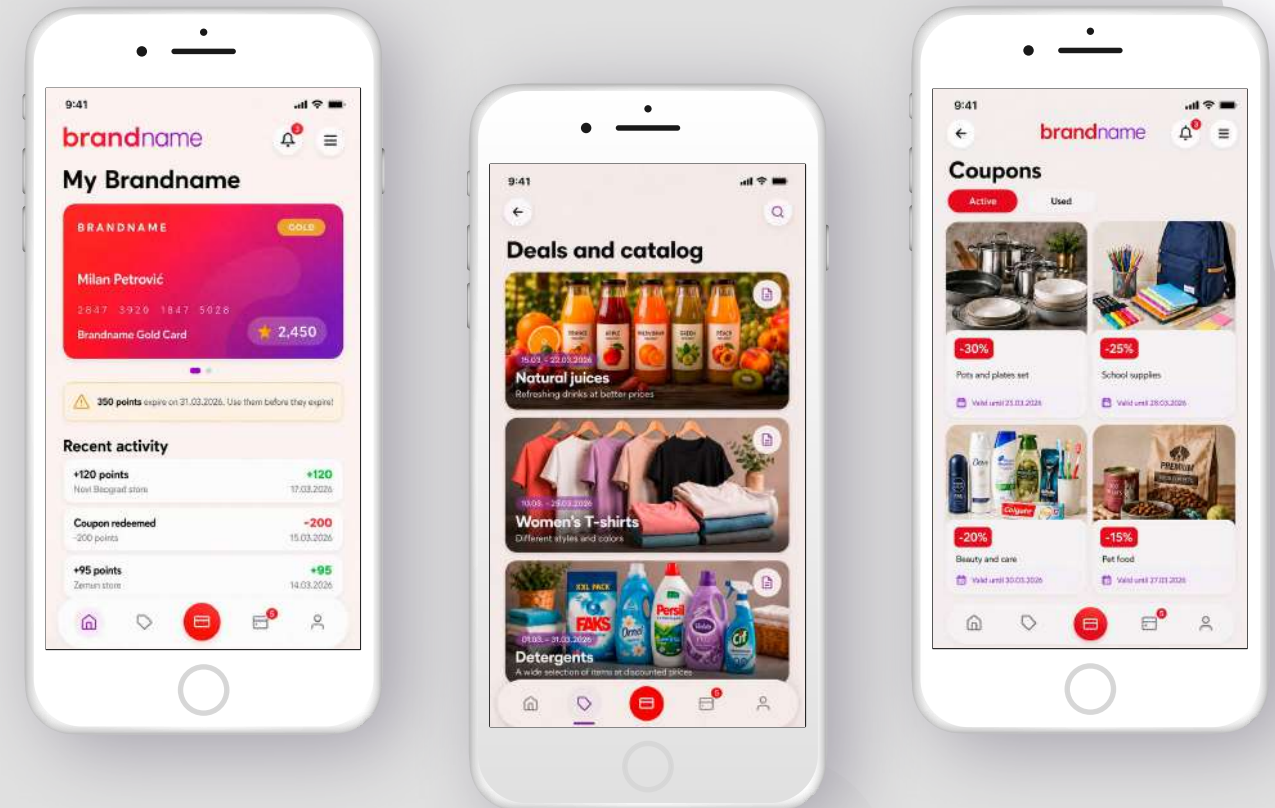
1. MOBILE APP

Everything your customers need – in one app.

- Real-time overview of points or discounts
- Digital loyalty card
- Online catalog and current offers
- Coupons and personalized benefits
- Scratch & Win and other gamification features
- Challenge programs

The mobile app brings together all the features of the loyalty program in one place, providing a simple, fast, and personalized customer experience. Customers have access to their benefits, active coupons, challenges, and current offers at all times.

The app is fully customized to match the brand's visual identity and serves as a direct communication channel with customers through personalized content, notifications, and promotions. By integrating gamification and automated features, it increases customer engagement and encourages more frequent use of the loyalty program.



2. LOYALTY CARD

Every purchase creates new value.

- Every purchase earns points or discounts, depending on the selected loyalty model.
- Points are collected in one place and can be redeemed for various rewards and benefits.
- Every interaction contributes to building a unique customer profile.

The **Loyalty Card** is the foundation of the loyalty program and enables customers to easily collect points, earn rewards, and identify themselves with every purchase. The collected data helps companies better understand their customers and create personalized offers and rewards.



MARKETING AUTOMATION



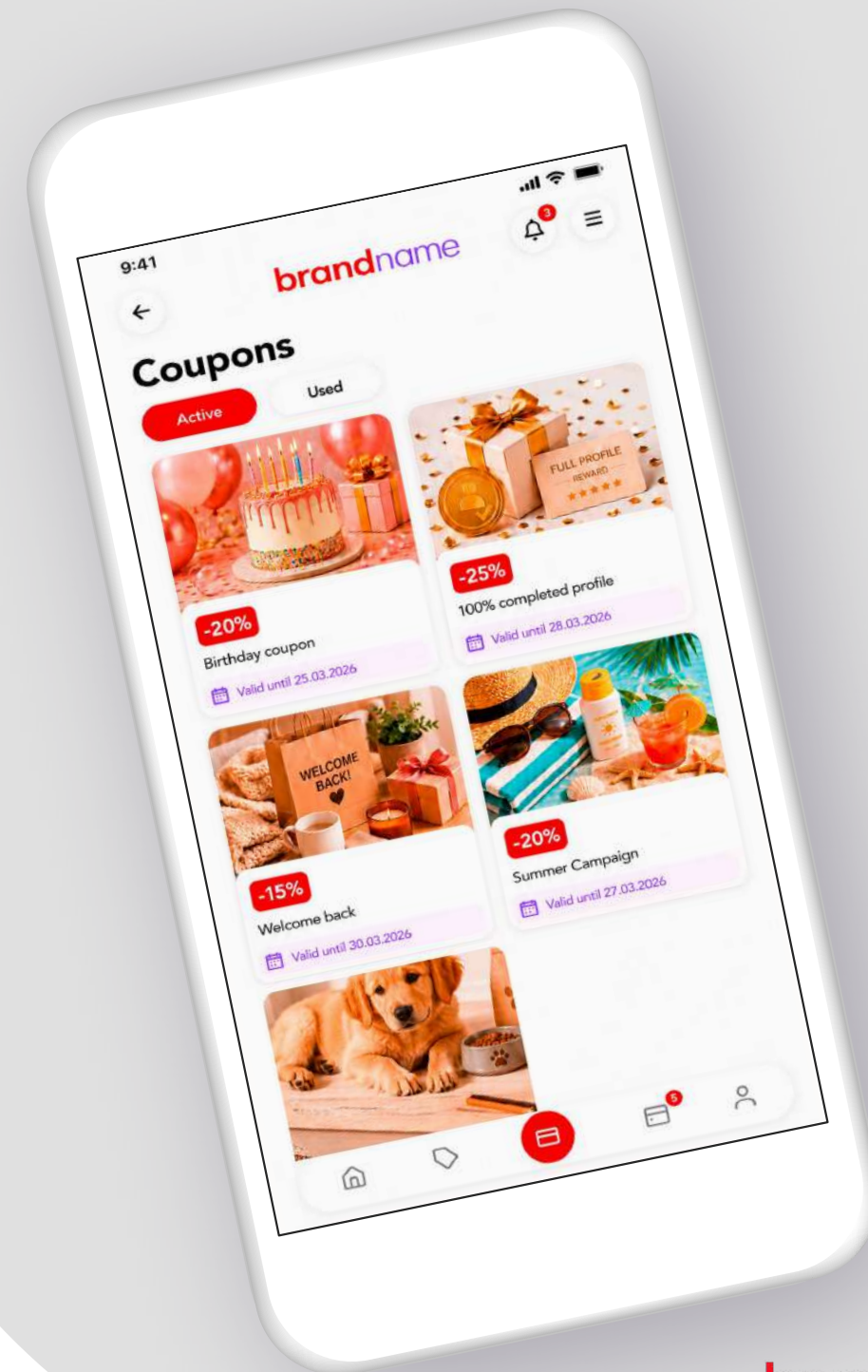
- The right message, to the right customer, at the right time – automatically.
- All communication channels unified on one platform.

1. CAMPAIGNING & COUPONING

- Higher customer engagement through personalized offers and gamification.

Campaigns and coupons are more than just discounts – they encourage customers to make new purchases and enable personalized communication at the right moment. **Digital catalogs, Scratch & Win coupons, double points on selected days, and themed campaigns** – all in one place, fully automated.

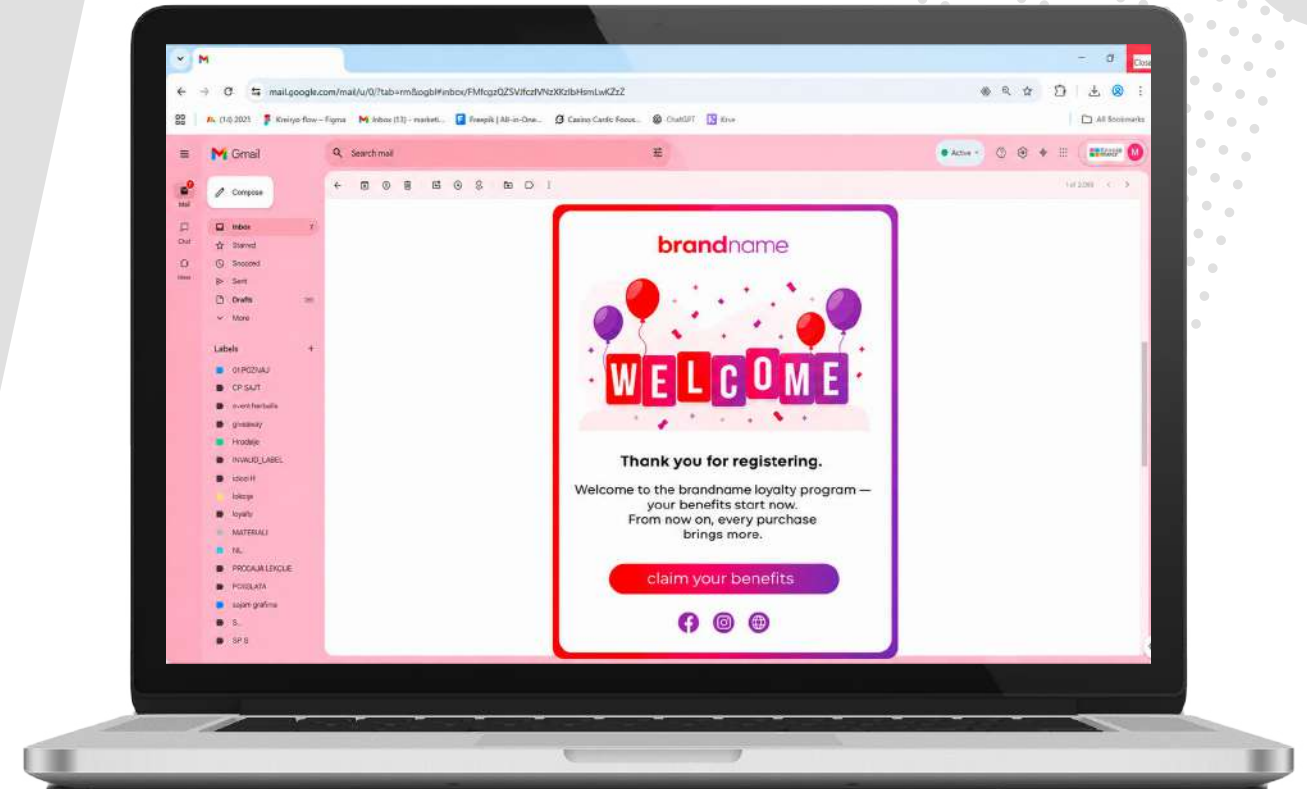
Campaigns and coupons are not just customer rewards – they are a tool for increasing sales, activating customers and partners, and strengthening loyalty.



2. EMAIL MARKETING AUTOMATION

- **Automatic welcome message for new members** – with a personalized offer or benefit
- **Post-purchase reminder** – with a relevant cross-sell offer
- **Birthday offer** – a personalized benefit for the customer
- **Campaign for inactive customers** – with an offer that encourages them to return
- **100% profile completion automation** – a benefit that motivates customers to complete their profile

Every customer has a different purchasing rhythm. Email marketing automation follows that rhythm and ensures the right message is delivered at the right time.



3. PUSH NOTIFICATIONS

- A powerful communication tool delivered through the loyalty app.

Push notifications enable fast and direct delivery of personalized or general messages. This type of notification provides users with instant access to information.

4. VIBER SERVICE

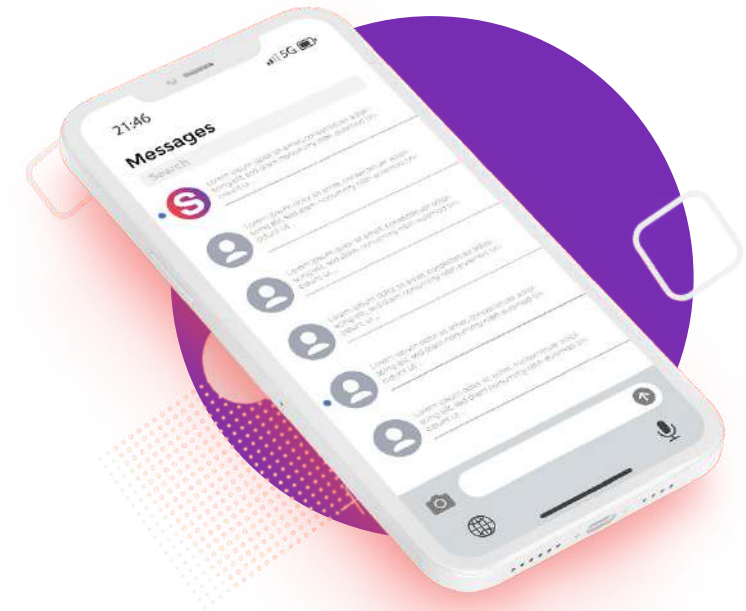
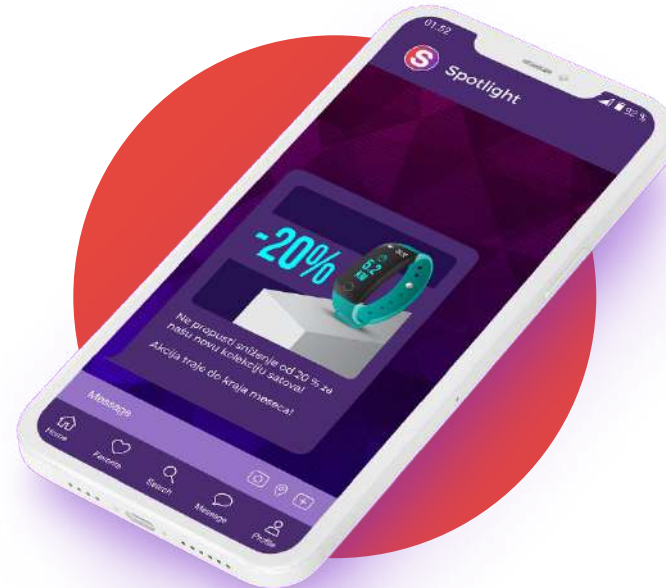
- Sending personalized messages, notifications, and offers through the Viber app.

The Viber communication service, as part of the loyalty program's marketing automation, provides a simple way to interact with customers by sending personalized messages.

5. SMS SERVICE

- SMS messages increase customer engagement and enhance the customer experience.

SMS messages are an important tool within the loyalty program. Thanks to their immediate delivery, they achieve high open and read rates, making them an ideal channel for delivering important information in real time.



Viber communication is implemented through integration and is charged per message sent.

WIN-BACK CAMPAIGNS – CUSTOMER REACTIVATION (60 DAYS)

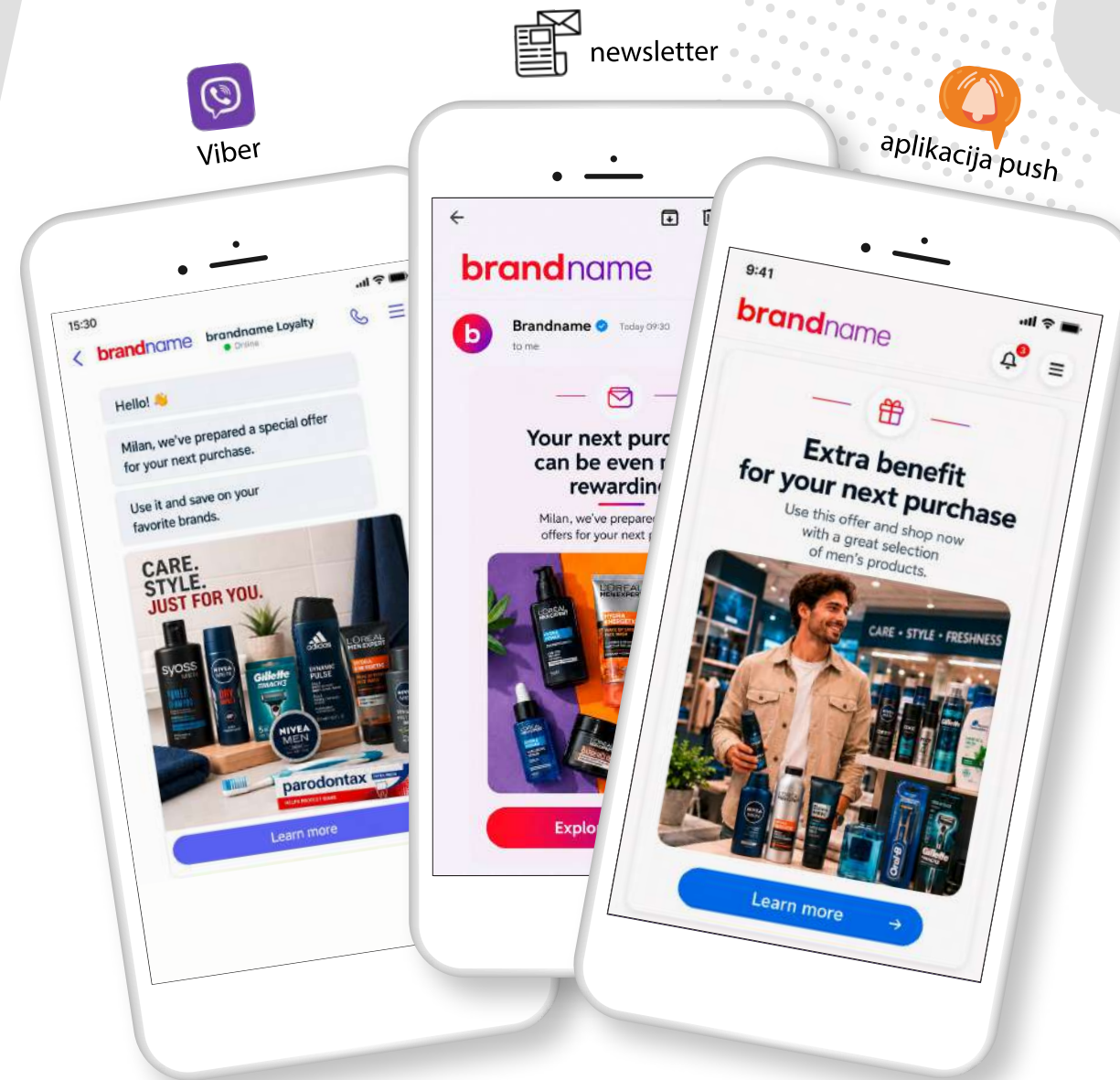
A customer who hasn't made a purchase for a long time is not lost. They just need the right reason to come back.

- Inactive customers are automatically enrolled in a win-back campaign.
- Personalized offers are created based on previous purchases and interests.
- Timely reminders encourage customers to return and make another purchase.
- Cross-sell offers can re-engage customers through other products, categories, or partner brands.

Win-back campaigns are designed to reactivate customers through relevant offers, promotions, and products based on their previous purchasing behavior.

Communication is carried out through timely reminders and personalized offers.

Goal: Bring customers back and increase purchase frequency.



BRAND & PROMOTIONAL COMMUNICATION

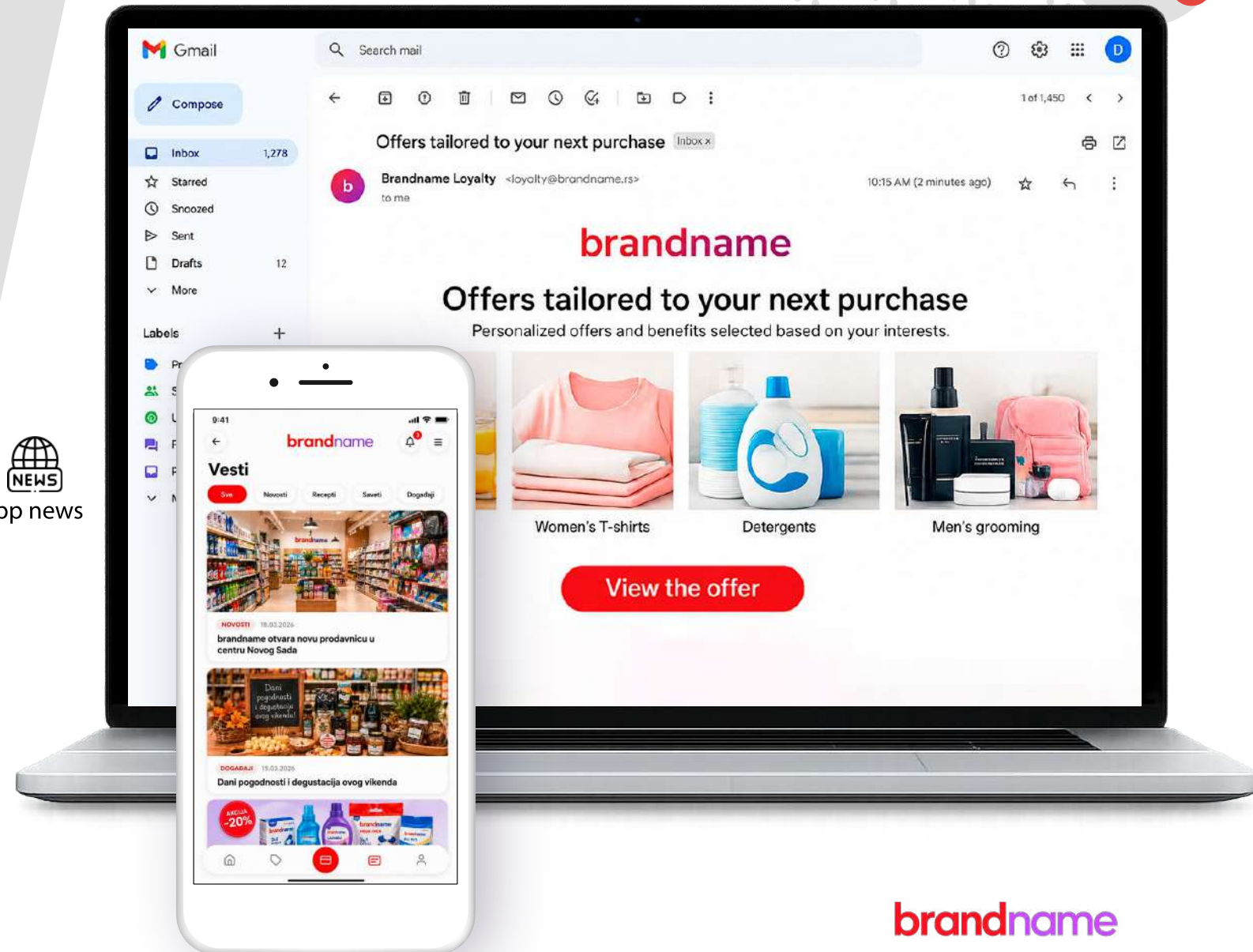
Communication is delivered through timely reminders and personalized offers via Viber, newsletters, push notifications, and SMS.

The right product. To the right customer. At the right time — automatically, across all channels.

Focus:

- Promotions and catalogs by category and product — directly in the app
- Seasonal offers delivered at the right time to the right customer
- New product launches — loyalty members are the first to know
- More frequent purchases through current and personalized
- Cross-sell communication featuring other products, categories, or partner brands

Goal: Turn every communication channel into an opportunity to drive repeat purchases and strengthen customer relationships.



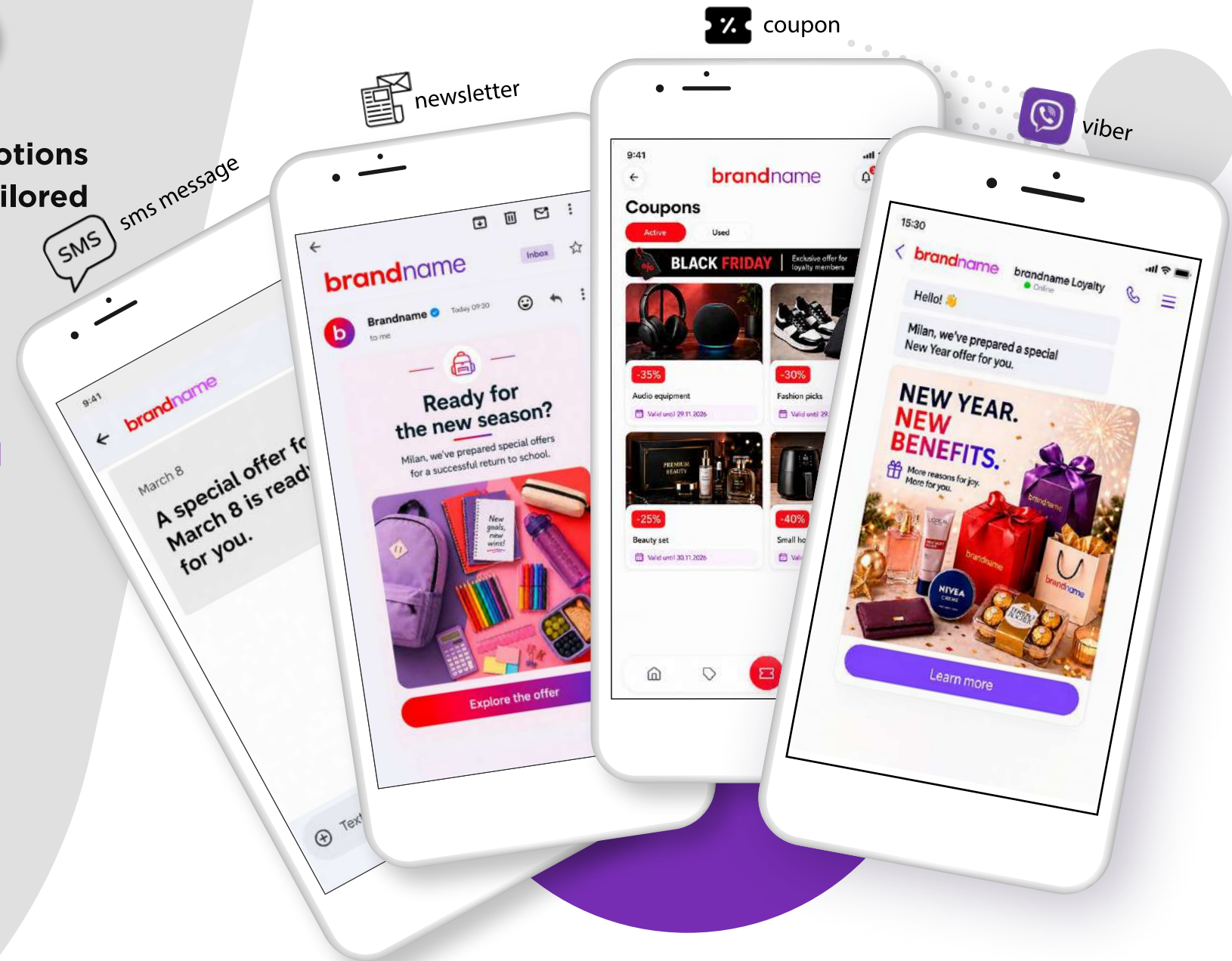
SEASONAL CAMPAIGNS

Seasonal campaigns enable timely product promotions during periods of increased demand, supported by tailored offers and customer communication.

Examples of Seasonal Campaigns:

- **New Year** – special benefits and rewards for loyalty members
- **International Women's Day** – personalized offers and campaigns celebrating Women's Day
- **Back to School** – offers tailored to the start of the new school year
- **Summer Season** – seasonal offers, promotions, and additional benefits
- **Black Friday** – exclusive offers and benefits for

Goal: Leverage key seasonal moments to increase customer engagement, purchase frequency, and loyalty



6. RETARGETING

INFO



E-MAIL

100% CUSTOMER
BASE



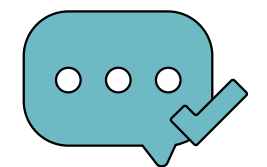
OPEN



OPEN



OPEN



DID NOT OPEN

32% CUSTOMER
BASE



SEND VIBER MESSAGE

DID NOT OPEN

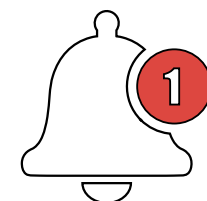
15% CUSTOMER
BASE



SEND SMS

DID NOT OPEN

8% CUSTOMER
BASE



A strategic tool designed to directly increase conversions by sending the first sales message through a selected channel—to the entire customer base or to a precisely targeted audience segment.

Triggers for the next message with the same or similar content are automated to continue through the next or the same channel, depending on whether the previous message was opened or whether the conversion was completed. The sales message continues across channels until the desired goal is achieved.

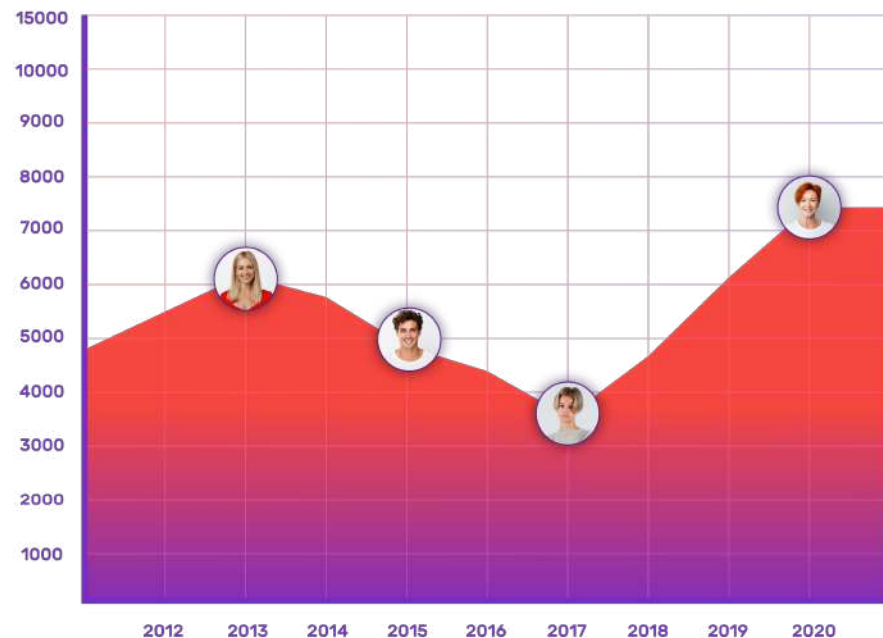
brandname

7. CUSTOMER TRANSACTIONS

- Reveal customer preferences and purchasing habits.

Transaction data is valuable because it provides insight into customer behavior, revealing their preferences and purchasing habits. By understanding customer needs, we can offer the right rewards, discounts, and exclusive offers.

Create meaningful campaigns and track all results to achieve outstanding performance.



8. CUSTOMER BIRTHDAYS

- Take advantage of birthday campaigns through marketing automation, improve personalized communication, create targeted campaigns, and achieve outstanding results.

A personal connection with the customer, such as a birthday greeting, creates a sense of appreciation and shows that we recognize and value our customers as individuals, not just buyers. Through these greetings, we build an emotional connection with customers, resulting in stronger brand loyalty.

brandname

CUSTOMER DATA PLATFORM S

- Comprehensive customer overview
- Collects, stores, and analyzes all relevant data about each customer
- Identifies trends and behavioral patterns

360° Single Customer View integrates all available customer data from different sources into a single customer profile, including demographic information such as name, gender, age, and geographic location. It also includes transaction data and information about the customer's purchases.



brandname

1. CUSTOMER SEGMENTATION

- Gain a deeper understanding of customer behavior

Customer segmentation is the process of dividing customers into smaller groups, or segments, based on their behavior, purchasing habits, and activities. This helps businesses better understand the value of each customer and create more precise, personalized marketing activities.

It enables the analysis of how often customers make purchases, when they buy, and what they buy. It also includes purchase frequency and monetary value, as well as metrics that measure the total amount spent by each customer.

Customer segmentation can be applied using specific criteria aligned with sales and marketing objectives:

- By the brand they purchase most frequently
- By gender and age group
- By purchase frequency and purchase value
- By cross-brand purchase potential

This makes communication more precise, relevant, and tailored to customers' actual interests.



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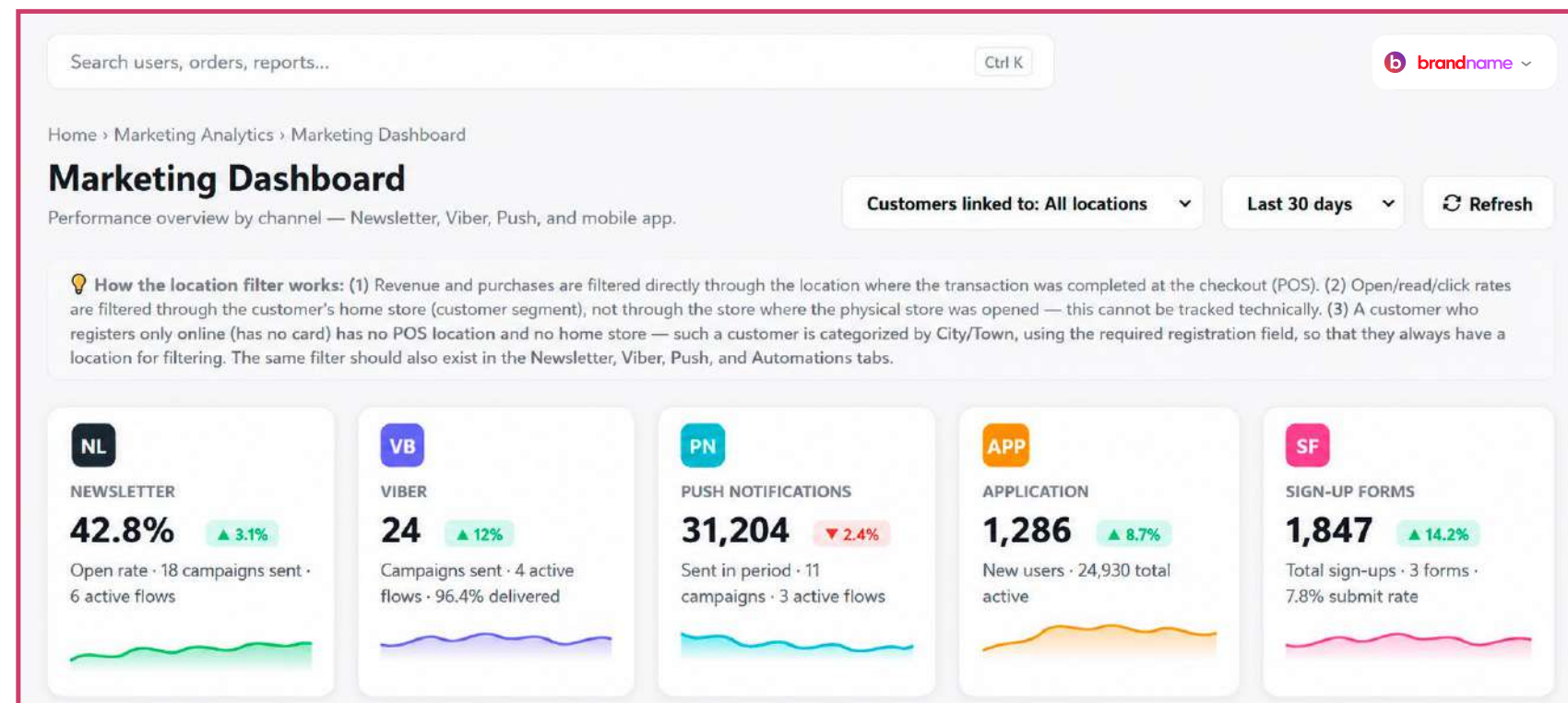
Reporting provides a clear overview of loyalty program, campaign, and sales performance, enabling informed, data-driven decision-making

Reporting provides clear insights into the performance of loyalty and marketing activities by tracking customer behavior, campaign effectiveness, and sales results.

Reports make it possible to monitor:

- Customer engagement and activity
- Campaign and communication performance

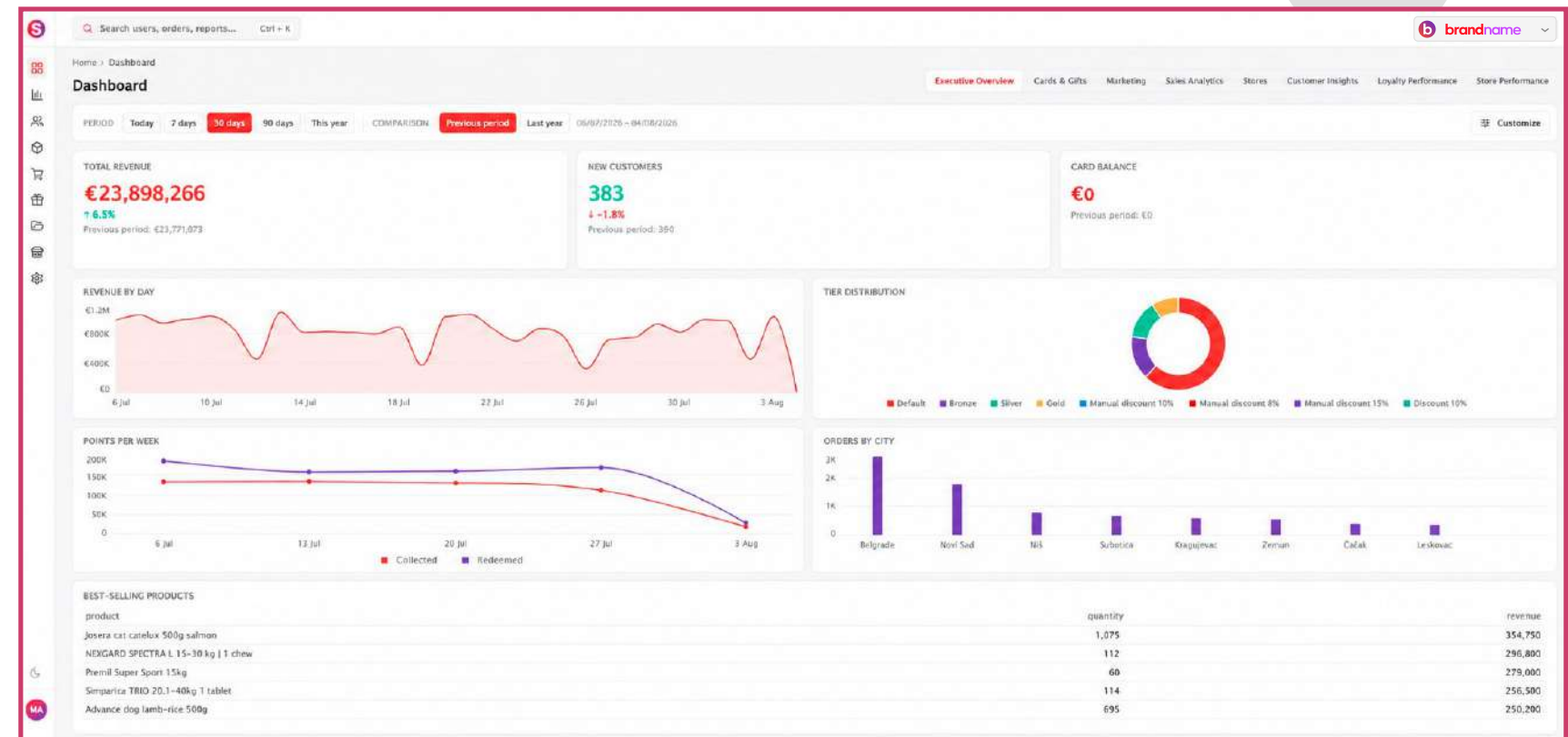
In addition to providing an overview of key metrics and performance, the reporting module offers a centralized, real-time view of all relevant data related to sales, customers, and loyalty activities.



Available reports include:

- Sales reports
- Customer profiles
- Points and loyalty activity overview
- Comprehensive analysis of gift card transactions
- Card issuance reports
- Total customer spending
- Coupon conversion and redemption

Value: All key data is centralized in one place, enabling easy monitoring, analysis, and informed decision-making.

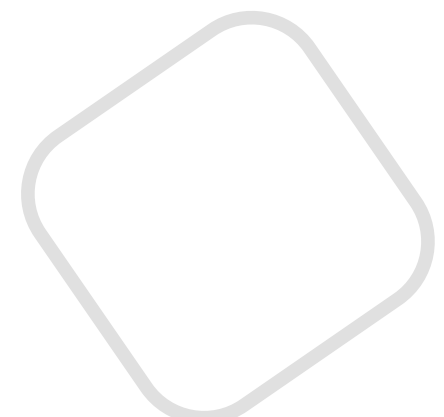


SPOTLIGHT VS. OTHER

Most email marketing platforms charge for email communication based on the size of your customer database. For a mailing list of around **100,000** contacts, this can represent a significant monthly expense. With **Spotlight**, email marketing is already included as part of the loyalty solution — **at no additional cost**.

Example of monthly cost comparison for a database of approximately 100,000 contacts:

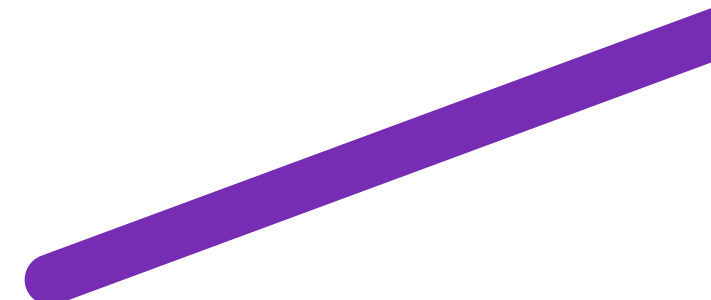
PLATFORM	DATABASE SIZE	PRICING MODEL	ESTIMATED MONTHLY COST
	100.000 contacts	Charged per profile	~€1200-1400
	100.000 contacts	Charged per contact	~€900-1100
	100.000 contacts	Charged per contact	~€800-1000
	100.000 contacts	Included	0 €



QUALITY ASSURANCE, ONBOARDING & SUPPORT

As proof of the high quality of our system and the professionalism of our team, we provide a written commitment through the Agreement to deliver all agreed deadlines and quality standards (excluding any delays caused solely by the POS provider).

- **Onboarding & Training:** The implementation process includes comprehensive employee training based on a clearly defined program. Training is provided during the first month of system use and, if necessary, will continue until all designated users are fully trained to use the system independently.
 - **Support System:** Our team is available to provide direct and efficient support for any technical or operational needs
 - **Marketing Support During the First 30 Days:** During the first 30 days of using the system, we provide full support in planning and executing customer communications, setting up initial campaigns, and consulting with your marketing team to help the system deliver results as quickly as possible.
- 



brandname

Our clients



METROPOLITEN



THE MANUAL CO.

BOMAP



PIAZZA ITALIA



