

Dynamic Data Elements (patent pending)

The only certainty **is change**. Your loyalty program today needs to adapt to your customer tomorrow. With dynamic data elements, this is possible. Our loyalty platform allows you to configure an unlimited number of attributes for member and activity data.

HOW IT WORKS:

The following example supposes that your program needed to suddenly “add” a field for sparkling water preference.

Define

Let's say you want to give your loyalty members something special for booking with you - upon arrival you'd like to greet them with their favorite flavor of sparkling water.

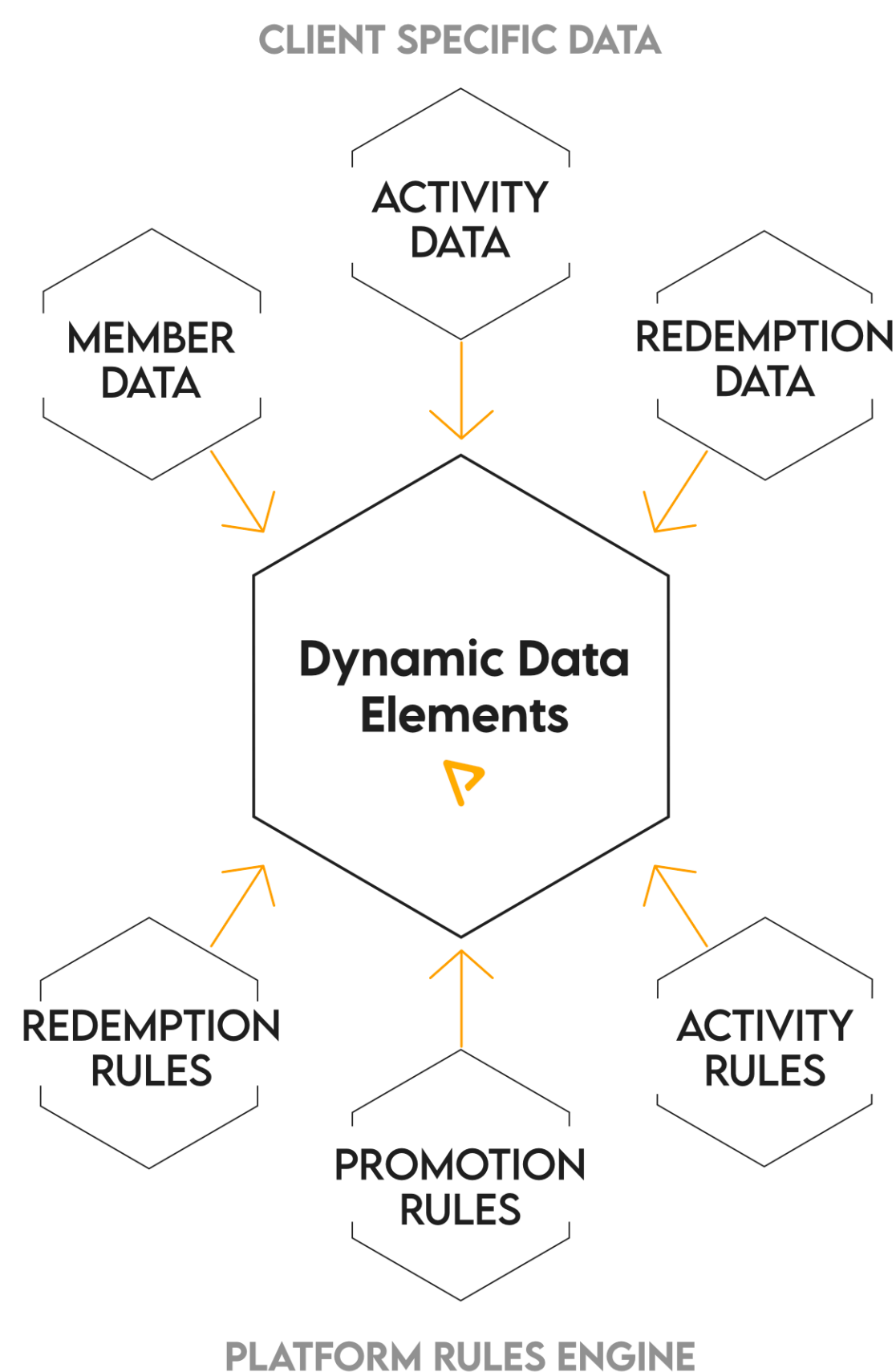
To make this program update, all you need to do is simply log into the Persuade Loyalty Platform, create a new field for “favorite flavor of sparkling water”, and dynamic data elements does the rest.

Utilize

On their next booking, your members will be asked to specify their favorite type of sparkling water and the system ensures it is waiting for them when they arrive.

Optimize

The “favorite flavor of sparkling water” data element will be tracked and reported on so you can make sure to have plenty of your member's favorite flavors of sparkling water on hand. They love you, never leave you and are a loyal customer forever.



Surprise and delight your customers with experiences they haven't even thought of yet.

This type of custom update with our competitors would cost you 6 figures and take weeks to implement. With the Persuade Loyalty Platform, these program updates happen in real-time.

Dynamic Data Elements: Unlimited Rules. Unlimited Flexibility. No Coding Required.