

Here for today's discussion

Zsuzsa Kecsmar

Chief Strategy Officer and
Co-founder

Antavo Loyalty Cloud



Antavo is a growing cloud-based loyalty platform that powers next-gen loyalty programs

TEAM
100+
FROM 3
CONTINENTS

NO. OF
CUSTOMERS
40+
GLOBALLY

IN LOYALTY
SINCE
2016
FOUNDED IN
2012

Retail Systems
awards
2024
WINNER
Mobile Innovation of the Year

INTERNATIONAL
LOYALTY
AWARDS
2024
WINNER



C&A

Scandic

BREWDOG

LUISAVIAROMA

benefit
SAN FRANCISCO



fly^{ing} tiger
copenhagen

RIPCURL





ANTAVO FUNDRAISE UK start-up Antavo has clients such as BMW, BrewDog and KFC using its technology to help them build loyalty programmes for customers

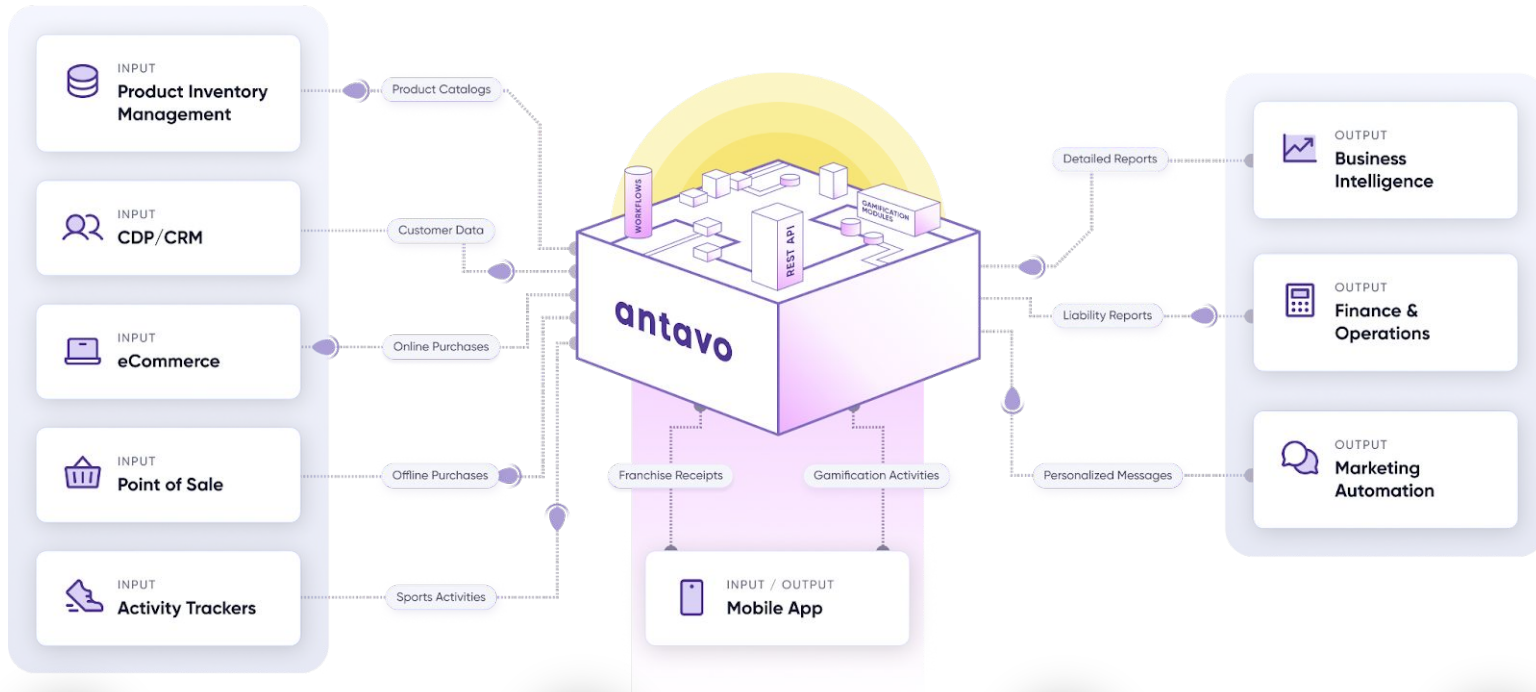
sky news.com | ey states continue to be declared **BREAKING NEWS** | The Royal College of Nursing

antavo

LOYALTY CLOUD



Loyalty Cloud Platform Overview



Omnichannel
Approach



Fight the
Discount Culture



Data-driven
Customer Experience

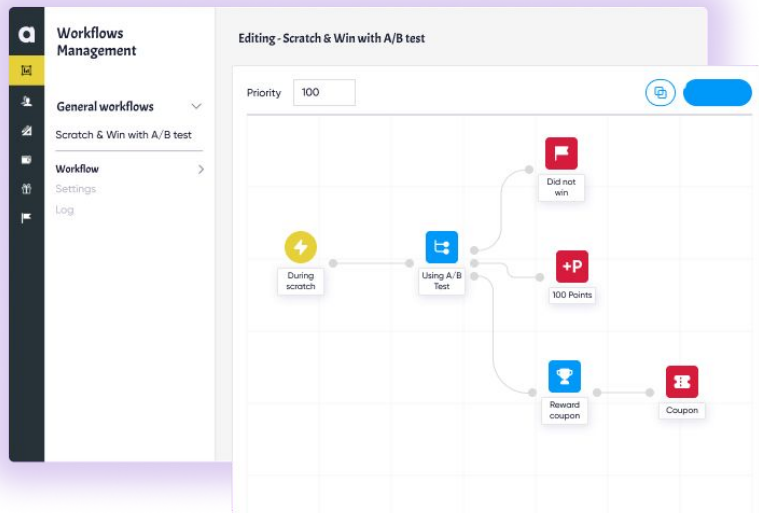


Build
Emotional Loyalty

Loyalty Cloud Platform Overview

Antavo's speciality is: the Workflow Editor™

- Fully customize your loyalty logic – in minutes!
- Easy to use, visual interface – build loyalty campaigns like LEGO
- No coding knowledge needed – let the IT team do their own job





antavo

Google

SAP

moengage

EY

CarltonOne

Apple Pay

CONCORD

Magento

Ogilvy

KPMG

IR

[bas]

DEFACTO

springbok

klippa

Pay

retailpro

emarsys

MAILEON

agillic

Insider

dynamic yield

dotdigital

ometria

Cognizant

GALE

mitton

BCG

Space48

RAPP

valantic

ASCENDANT

Capgemini

epam

acxiom

accenture

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bloomreach

shopify

lexer

klaviyo

salesforce

braze

VML

frog

Global Customer Loyalty Report

2022 – 2024

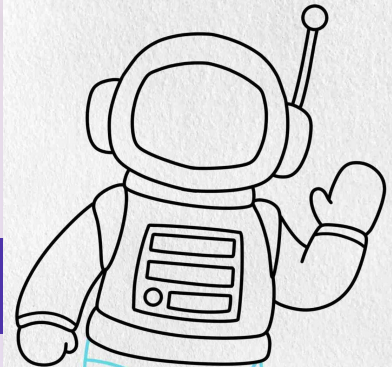


Coming up

- **2 30m** member actions analyzed
- **2 600** survey answers
- **(New) 10,000** consumer panel

**To be launched in January
2025!**

**Global Customer
Loyalty Report
2025**





**And now, I'm giving you
a sneak peek
before anyone else!**

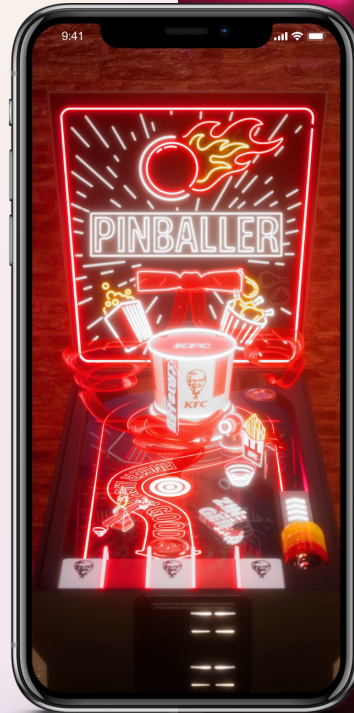


Gamification & engagement

37% are currently playing games / quizzes to earn points or rewards –

45% would do this if available

According to consumers

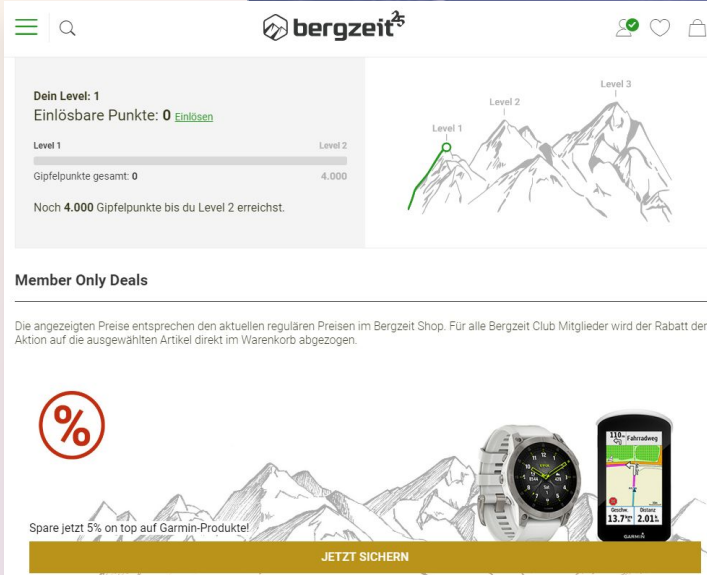


Non-transactional engagement

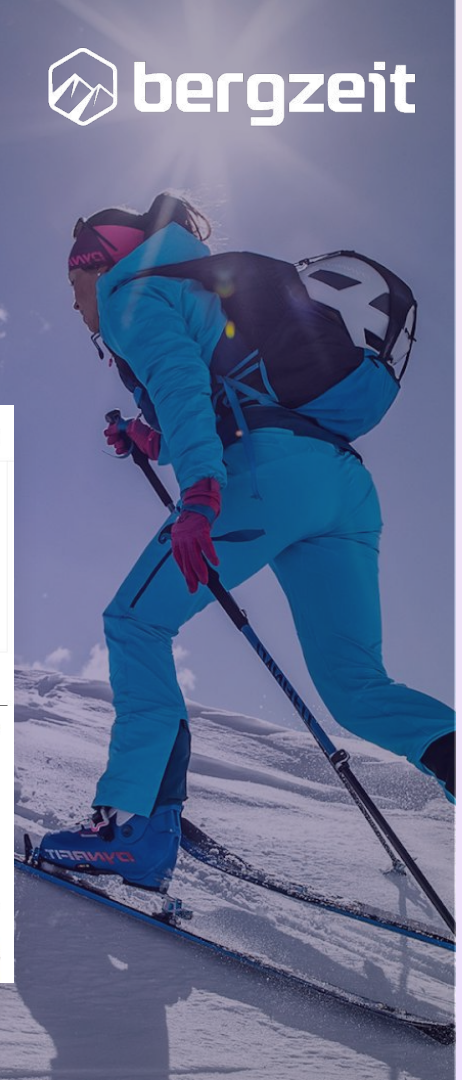
40% of consumers want more ways to earn points

(not just with purchases)

According to consumers



The screenshot shows the Bergzeit mobile app interface. At the top, there is a navigation bar with the Bergzeit logo and icons for search, notifications, and a shopping bag. Below the navigation bar, the user's current level is displayed as 'Dein Level: 1' with 'Einlösbare Punkte: 0' and a link to 'Einlösen'. A progress bar shows the user is 0 out of 4,000 'Gipfelpunkte' towards Level 2. A graphic of three mountains represents the levels, with Level 1 highlighted in green. Below this, a 'Member Only Deals' section features a red percentage sign icon and a promotion: 'Spare jetzt 5% on top auf Garmin-Produkte!'. The promotion includes images of a Garmin smartwatch and a Garmin smartphone. At the bottom of the app interface, a yellow banner reads 'JETZT SICHERN'.



Customized loyalty programs

81% would rather shop with brands that let them pick how they earn or choose rewards in their loyalty program.

According to consumers

Not Antavo customer

NORDSTROM

"I want to decide what I want!!"

THE Nordstrom CLUB

Rewards look good on you.
Rewards for shopping. Exclusive access. Curated benefits. The best of Nordstrom—tailored just for you.

Become a member. It's easy—and free!
[Join Now](#)

Become a Nordstrom credit cardmember. And unlock even more.
[Apply Now](#)

| Benefits | Member | Influencer | Ambassador |
|------------------------------------|----------------------------|-------------------------------------------------|----------------------------|
| Shop to Unlock | Free to join! | \$500 spend per year Cardmembers start here. | \$5,000 spend per year |
| Nordstrom Notes | 1,000 points+ \$10 Note | 1,000 points+ \$10 Note | 2,000 points+ \$20 Note |
| Free Basic Alterations* | • | • | • |
| First to Shop Clear the Rack | • | • | • |
| First to Shop Select Brands | • | • | • |
| Lifestyle Workshops | • | • | • |
| Personal Double Points Days | | 3 | 4 |
| Priority Access to Style Events | | • | • |
| Nordstrom to You (In-Home Stylist) | | | • |
| Invite-Only Events | | | • |

Customized loyalty programs

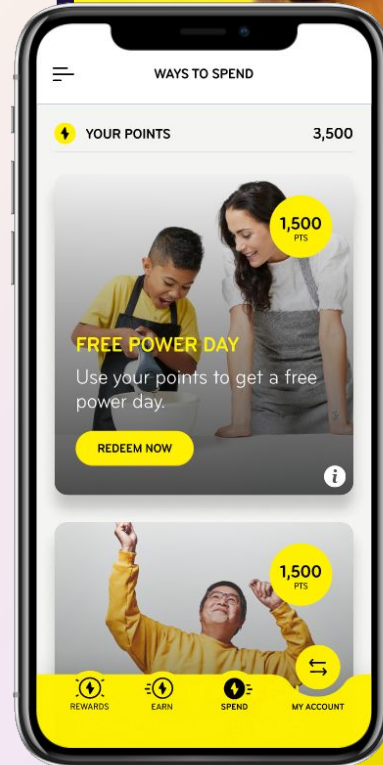
49% of program owners
want to offer
self-customization

“Self-customization: Members
can decide how they earn,
how they redeem on what
and when.”

According to marketers & program owners

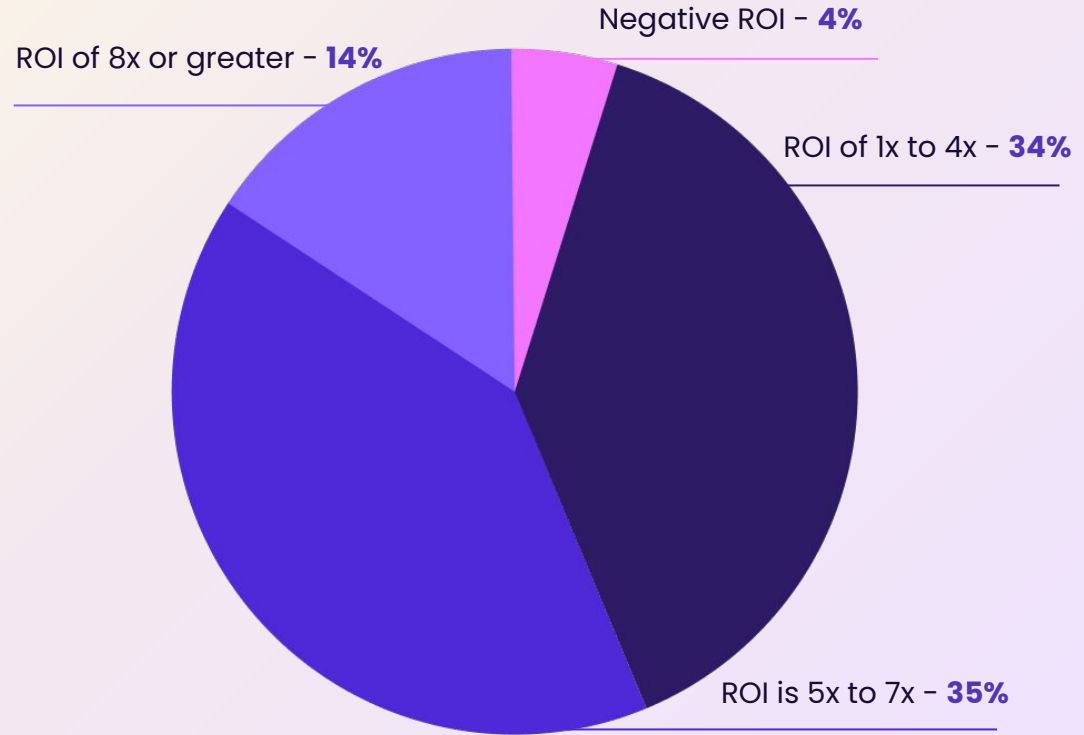
**Antavo
customer**

Mercury 



9 out of 10 measure the ROI on their loyalty program,
with an average ROI of **4.8x** what they spend

According to marketers & program owners

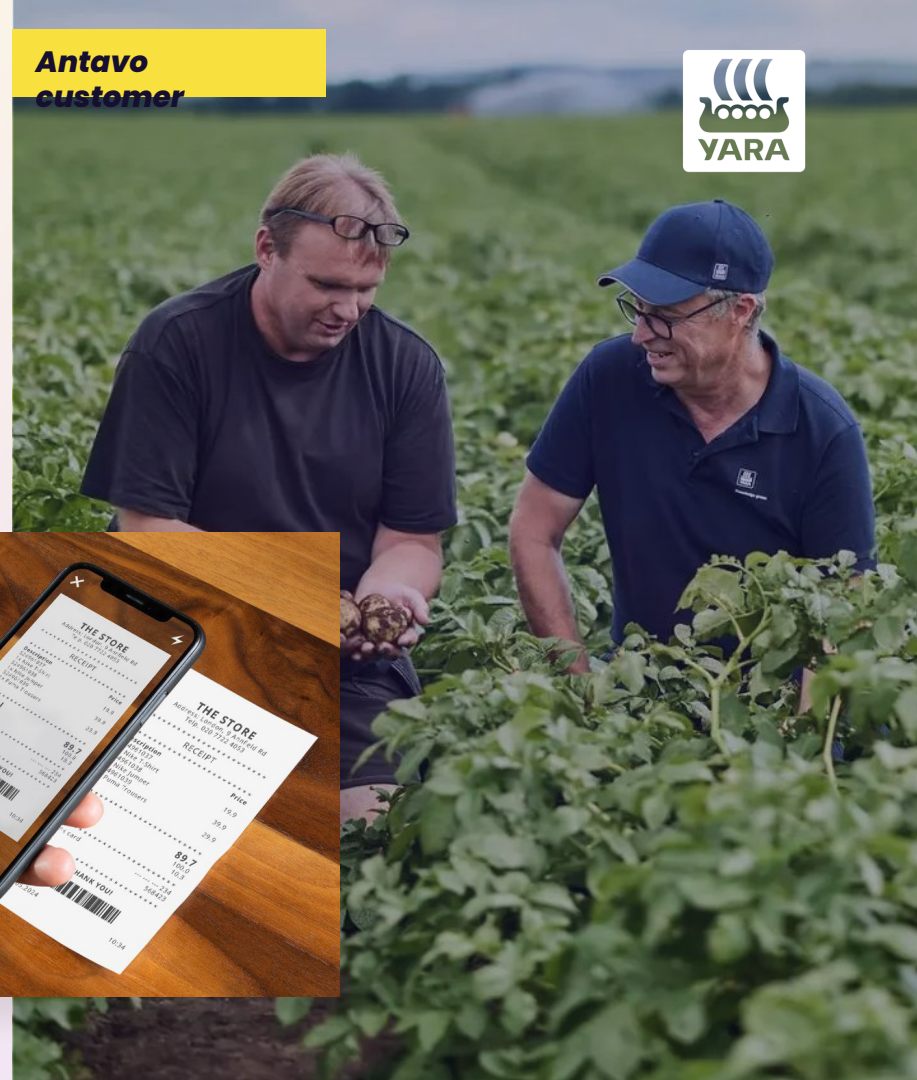


Capturing the invisible retail purchase

71% think that knowing the customer through receipt scanning is worth the hassle



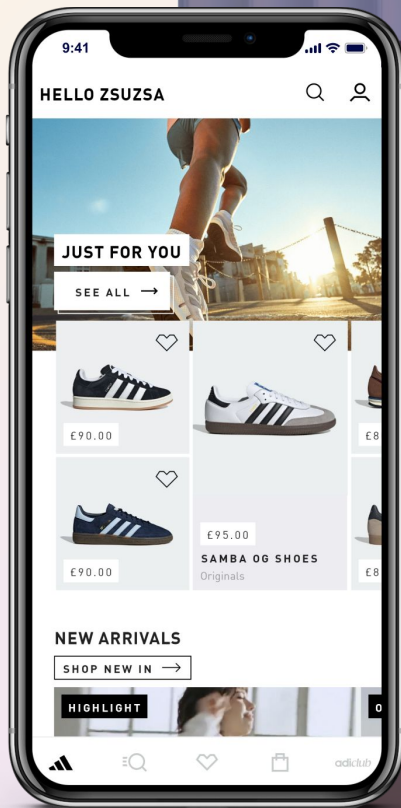
Antavo
customer



Capturing the invisible retail purchase

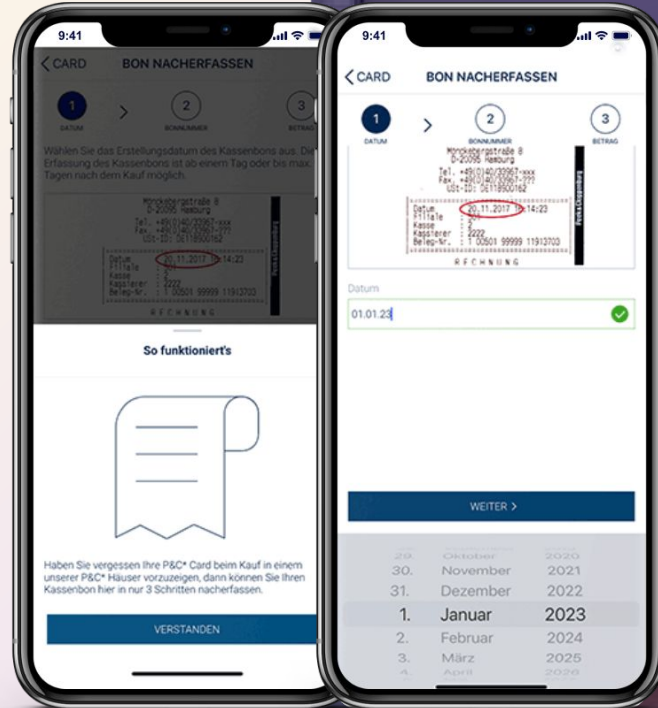
71% think that knowing the customer through receipt scanning is worth the hassle

According to marketers & program owners



Capturing the invisible retail purchase

71% think that knowing the customer through receipt scanning is worth the hassle



Family account / clubs / point pooling

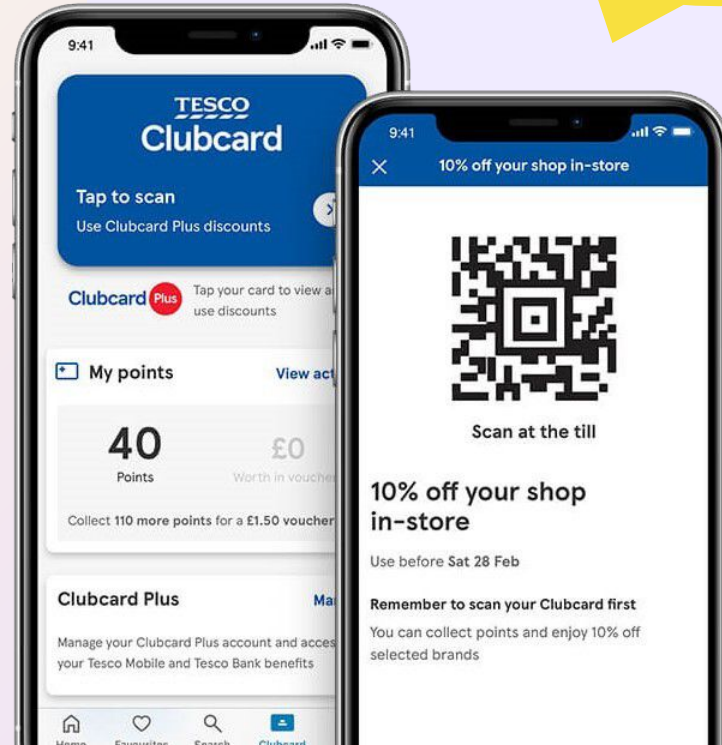
68% think that for
family accounts, the
benefits are greater than
the costs

According to marketers & program owners

Not Antavo customer

TESCO

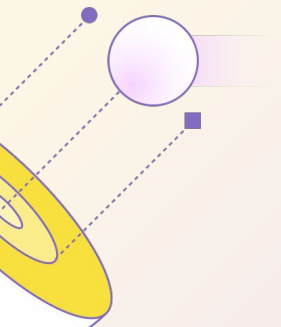
**"We live, shop
and earn
together !!"**



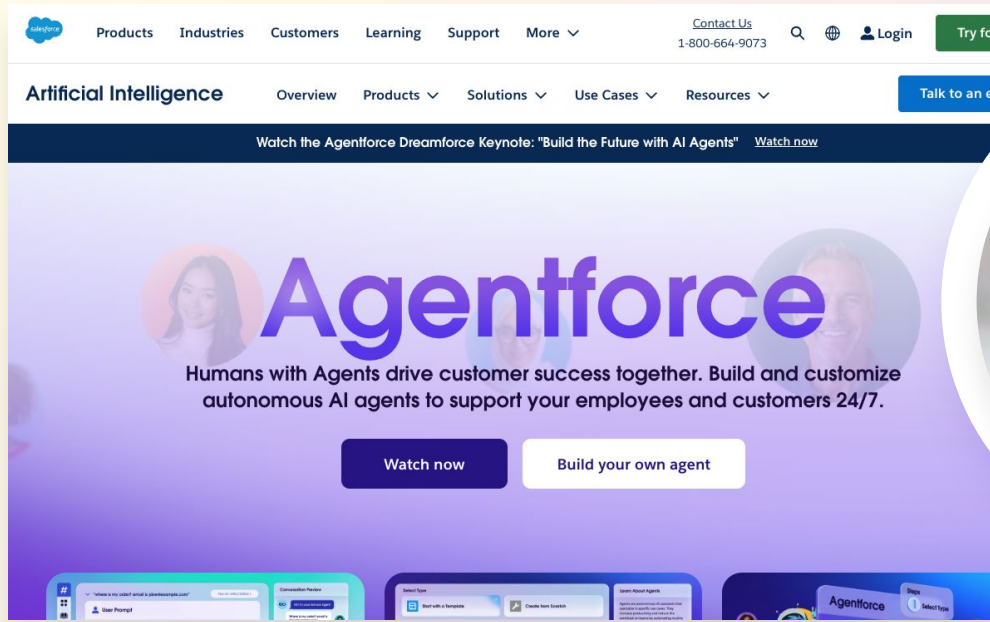
Agentic AI in loyalty programs and its impact

67%

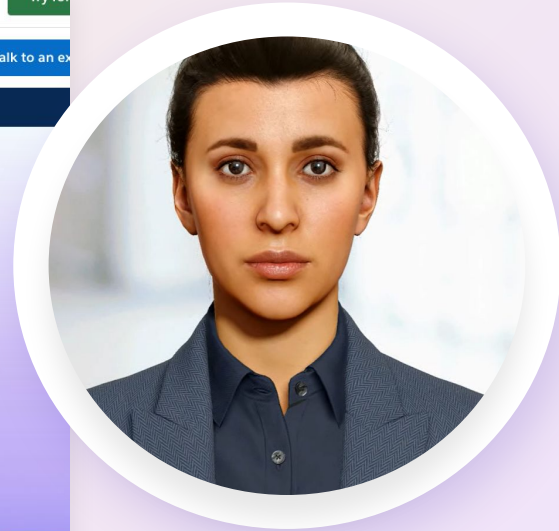
**of marketers would feel
comfortable using an
AI-powered helper/expert**



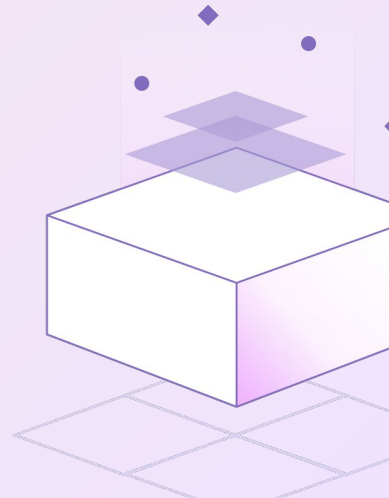
Agent-like AI is no longer in the future



The screenshot shows the Salesforce Agentforce website homepage. At the top, there is a navigation bar with the Salesforce logo, links for Products, Industries, Customers, Learning, Support, and More. On the right side of the navigation bar, there are links for Contact Us (1-800-664-9073), a search icon, a globe icon, a Login link, and a Try for free button. Below the navigation bar, there is a sub-navigation bar for Artificial Intelligence with links for Overview, Products, Solutions, Use Cases, and Resources, and a Talk to an expert button. A dark blue banner below the sub-navigation bar contains the text "Watch the Agentforce Dreamforce Keynote: 'Build the Future with AI Agents'" and a Watch now link. The main content area features the Agentforce logo in large purple letters, with the tagline "Humans with Agents drive customer success together. Build and customize autonomous AI agents to support your employees and customers 24/7." Below the tagline are two buttons: "Watch now" and "Build your own agent". At the bottom of the page, there are several small screenshots of the Agentforce interface, including a chat window, a dashboard, and a search bar.



**We will let you in on a
secret now!**



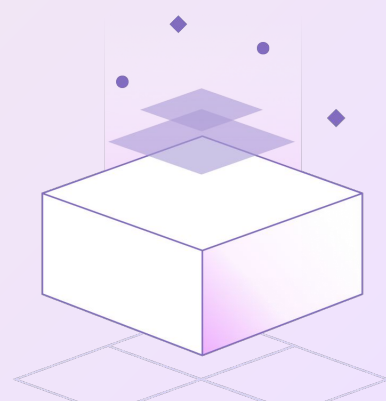
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LOYALTY CLOUD

Antavo

From Loyalty Cloud

To AI Loyalty Cloud

Launching a loyalty program is SO HARD



Loyalty program implementation

7-13 months are
needed for most companies
to revamp their loyalty
program*

According to marketers & program owners

**Antavo
customer**

flying tiger
copenhagen



Loyalty program implementation

30 days implementation
with **Antavo**

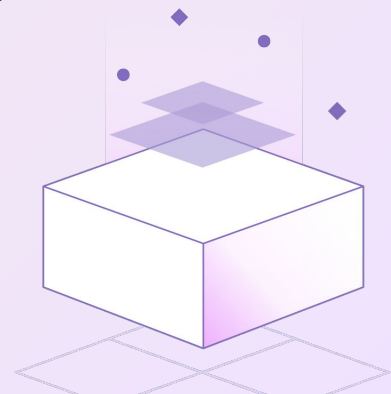
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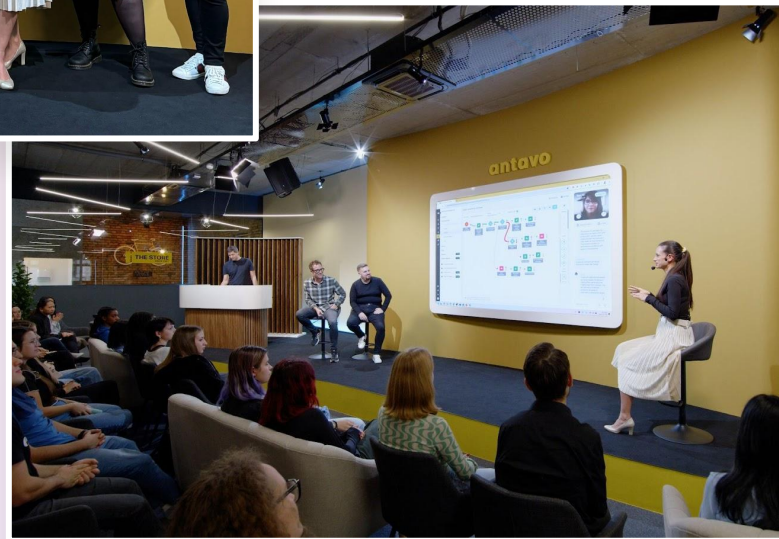
Antavo
customer

flying tiger
copenhagen



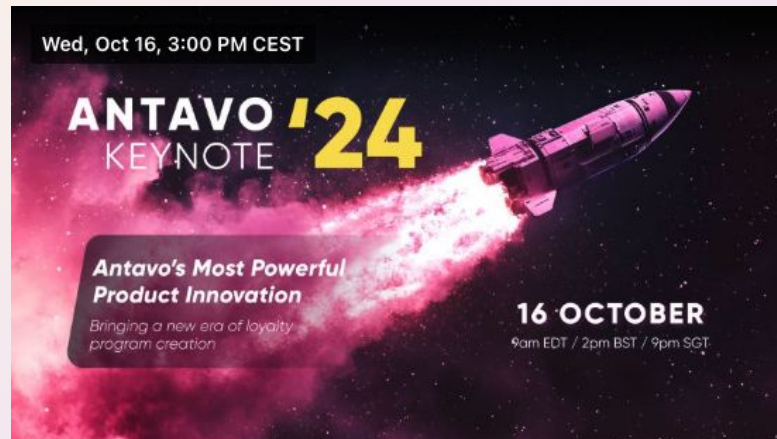
**The scoping & planning
of the implementation
will be 10x faster**





**Our biggest
product
launch ever**

3PM TODAY



Wed, Oct 16, 3:00 PM CEST

Antavo '24 Keynote

[View Event](#)

LinkedIn Live

 Vinh Luu, Tamas Hiter and 147 other attendees



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Join the
Antavo
Keynote
today



Sign up to
the 2025
Report
Webinar



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