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

KFC · C&A · Scandic · BREWDOG · LUISAVIAROMA · benefit SAN FRANCISCO · Yeo Valley ORGANIC · flying tiger copenhagen · RIPCURL

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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

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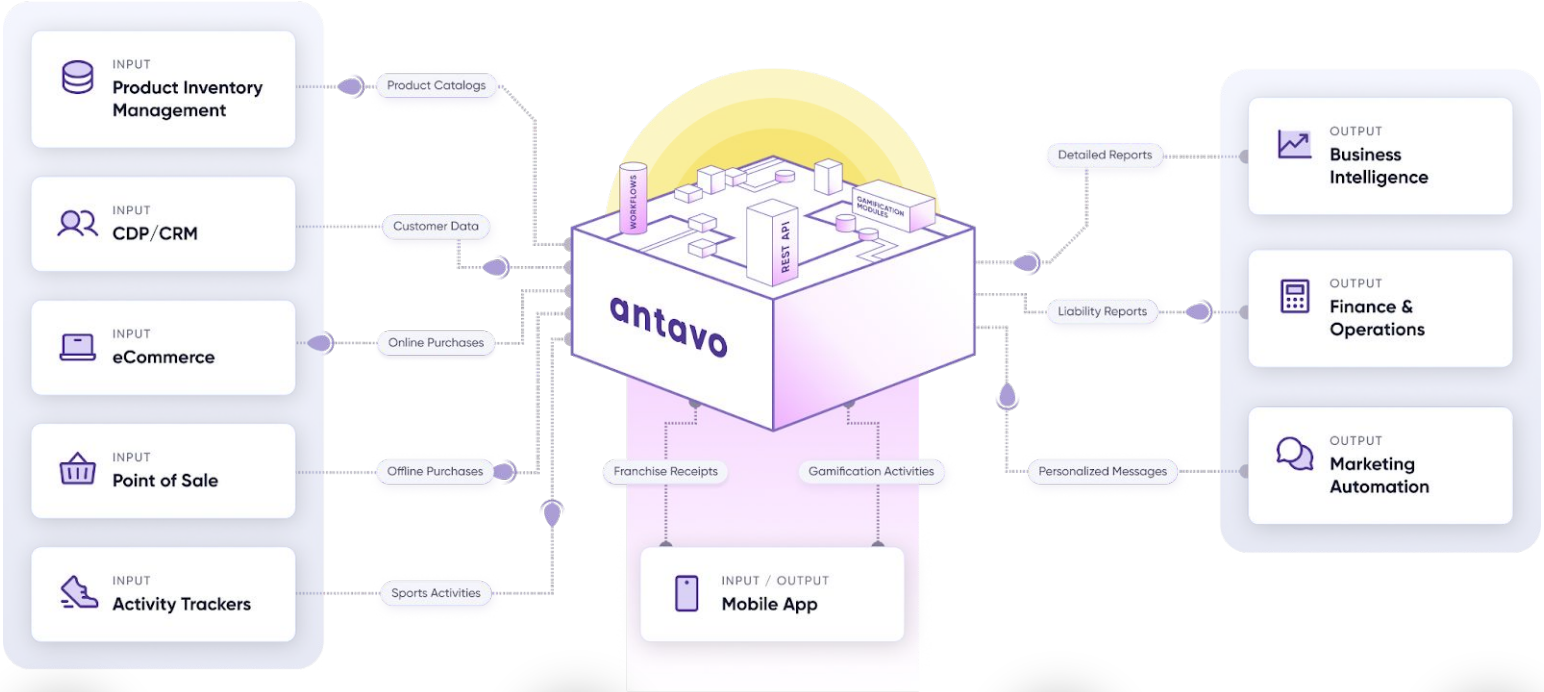
LOYALTY CLOUD

Loyalty Cloud Platform Overview



Omnichannel Approach

Fight the Discount Culture

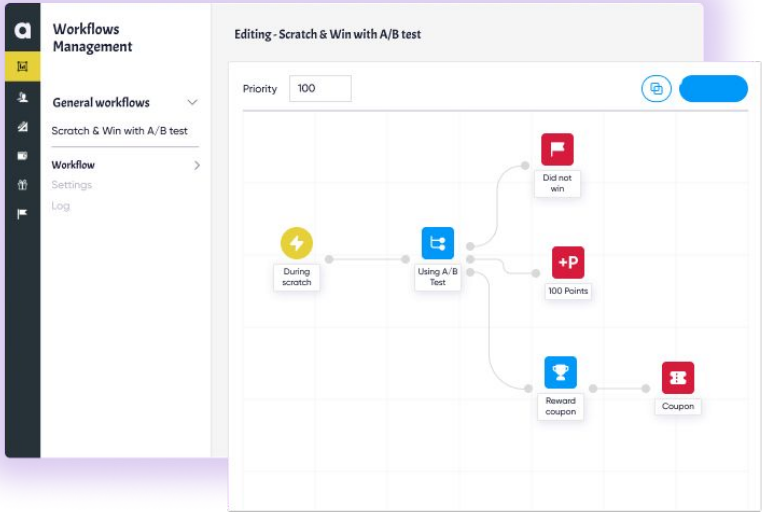
Data-driven Customer Experience

Build Emotional Loyalty

Loyalty Cloud Platform Overview

Antavo's speciality is: the Workflow Editor™

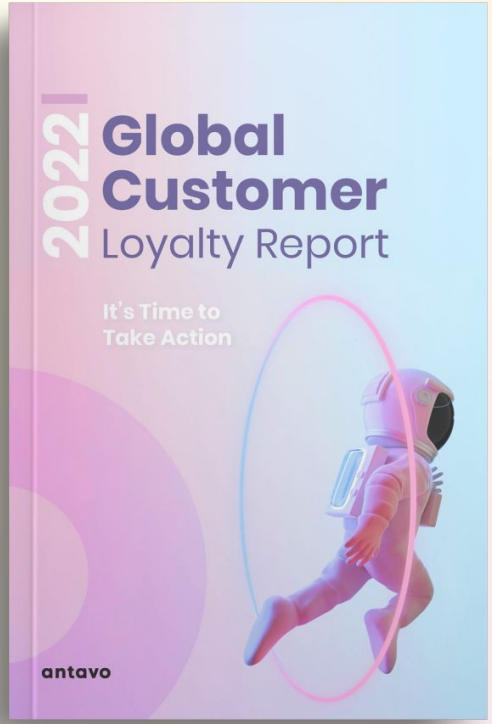
- Fully customize your loyalty logic - in minutes!
- Easy to use, visual interface - build loyalty campaigns like LEGO
- No coding knowledge needed - let the IT team do their own job



frog
VML
salesforce
klaviyo
braze
epam
acxiom
accenture
mparticle
bloomreach
Capgemini
RAPP
mapp
shopify
valantic
ometria
lexer
ASCENDANT
Cognizant
dotdigital
dynamic yield
Insider
antavo
GALE
milton
agillic
SAP
VOX WISE
Space48
Google
BCG
MAILEON
emarsys
moengage
KPMG
Ogilvy
CONCORD
Magento
retailpro
[bas]
EY
CarltonOne
DEFACTO
Pay
springbok
Pay
klippa

Global Customer Loyalty Report

2022 - 2024



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Coming up

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

To be launched in January 2025!

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

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Gamification & engagement

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

45% would do this if available

According to consumers

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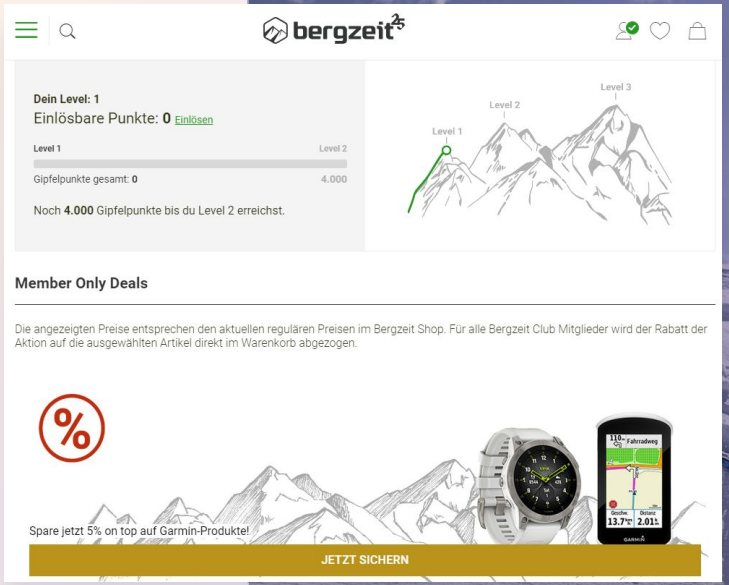
Antavo customer

bergzeit

Non-transactional engagement

40% of consumers want more ways to earn points

(not just with purchases)



According to consumers

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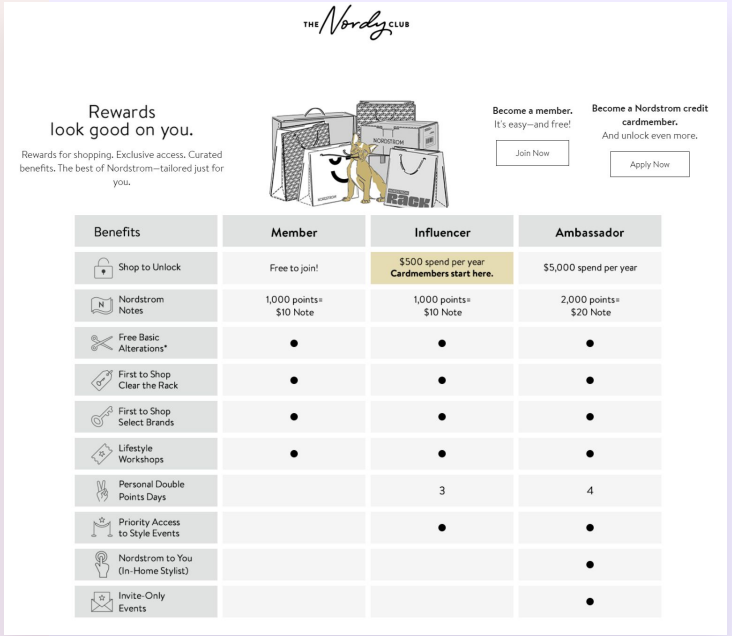
Not Antavo customer

NORDSTROM

“I want to decide what I want !!”

Customized loyalty programs

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


THE Nordy 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			•

According to consumers

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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

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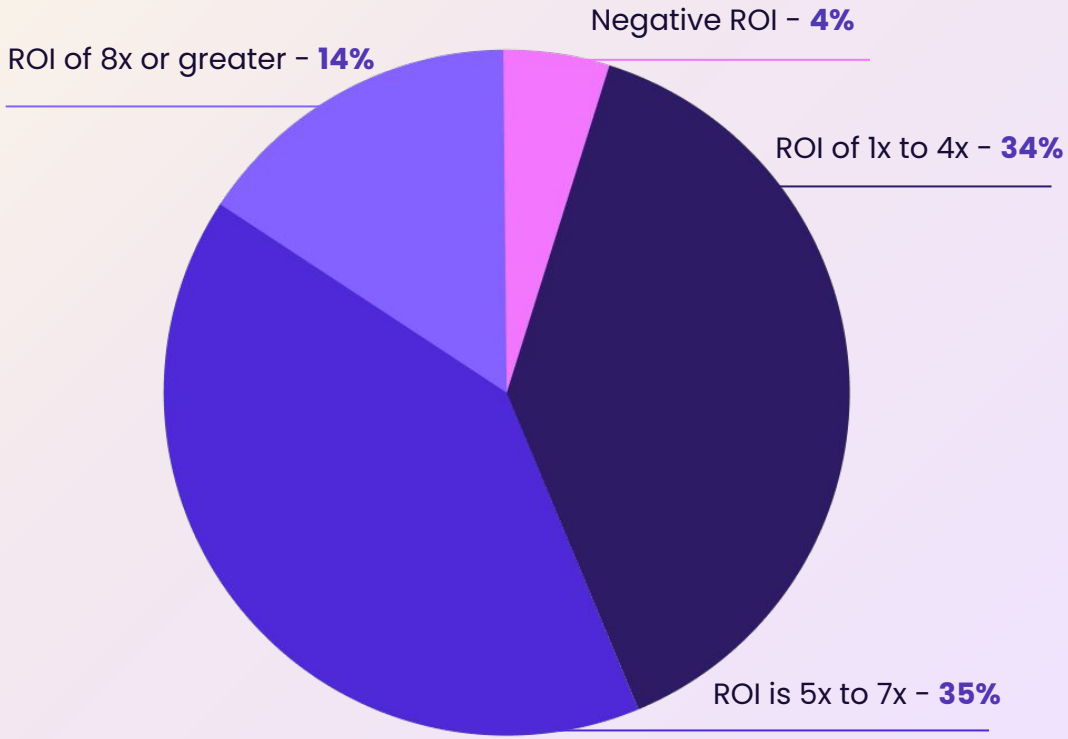
9 out of 10 measure the ROI on their loyalty program,

with an average ROI of **4.8x** what they spend



According to marketers & program owners

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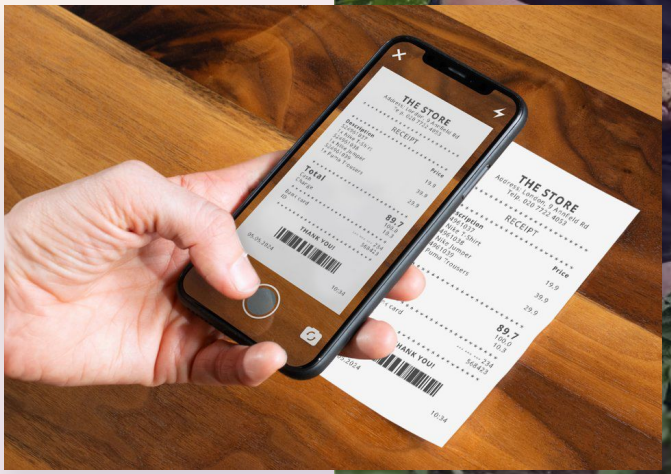
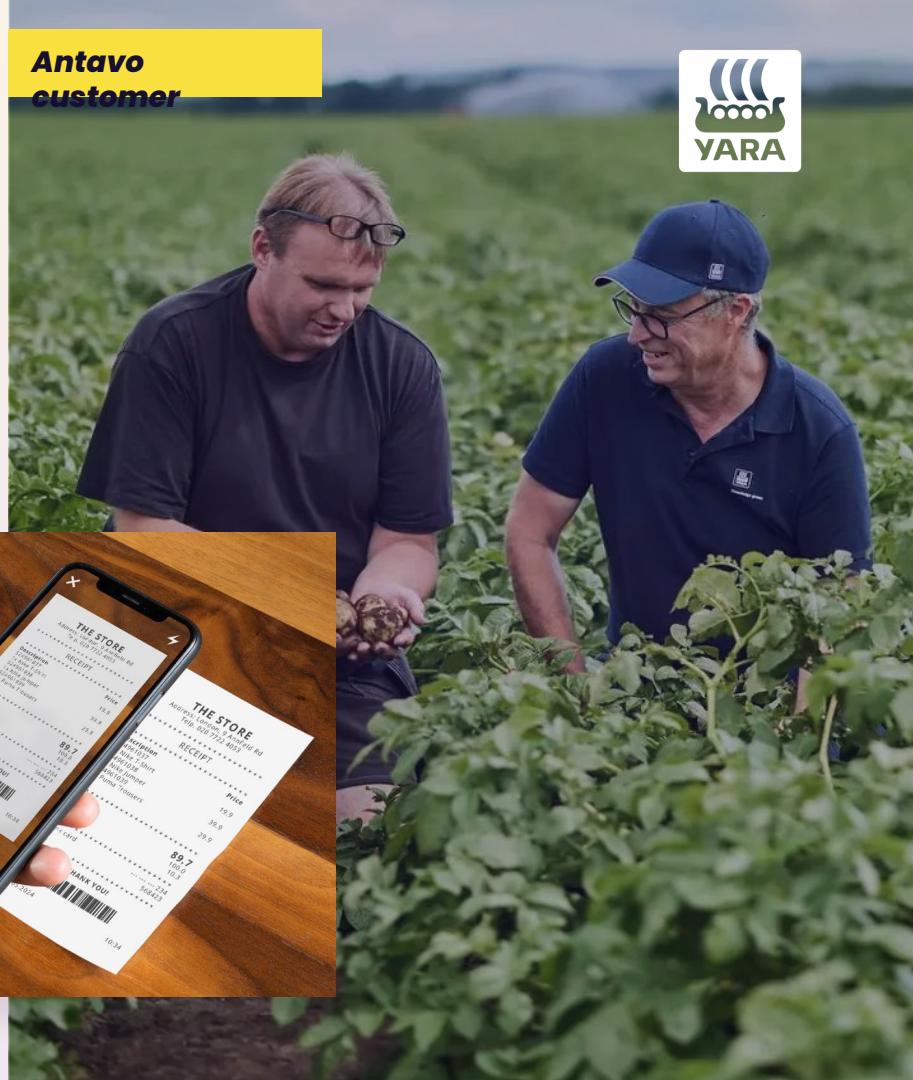
Capturing the invisible retail purchase

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





According to marketers & program owners

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Not Antavo customer

adidas

Capturing the invisible retail purchase

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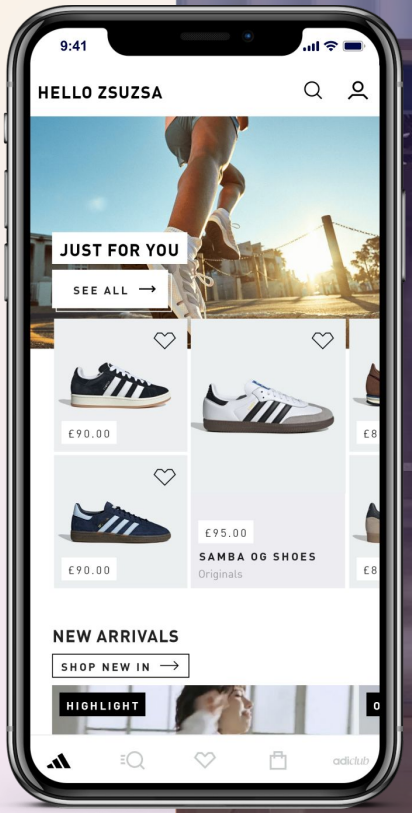

According to marketers & program owners

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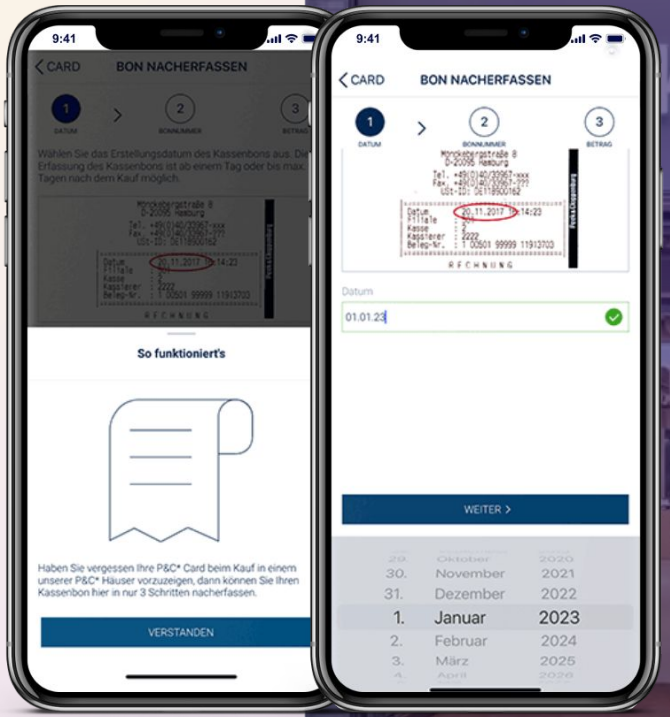
Antavo customer

VANGRAAF.COM

Capturing the invisible retail purchase

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



According to marketers & program owners

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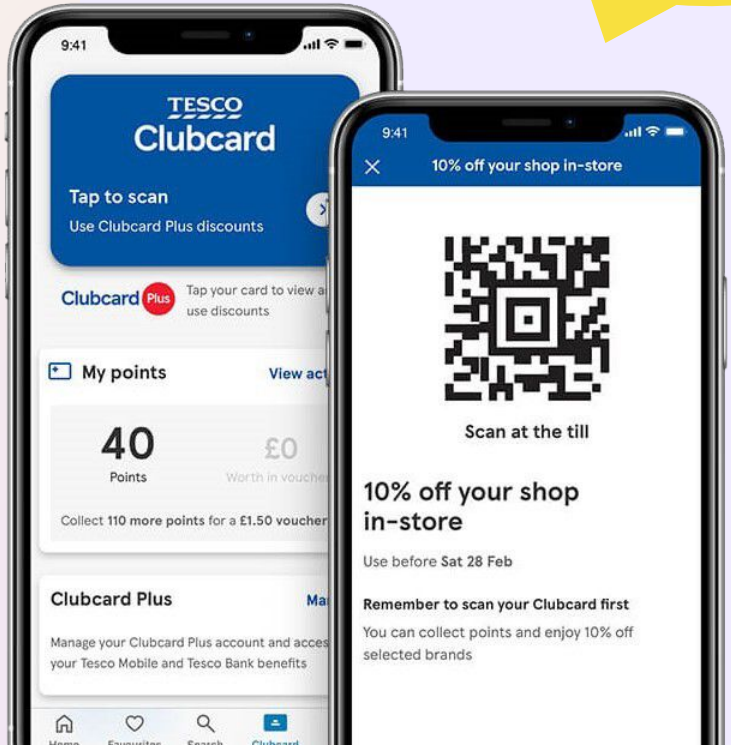
Not Antavo customer

TESCO

"We live, shop and earn together !!"

Family account / clubs / point pooling

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



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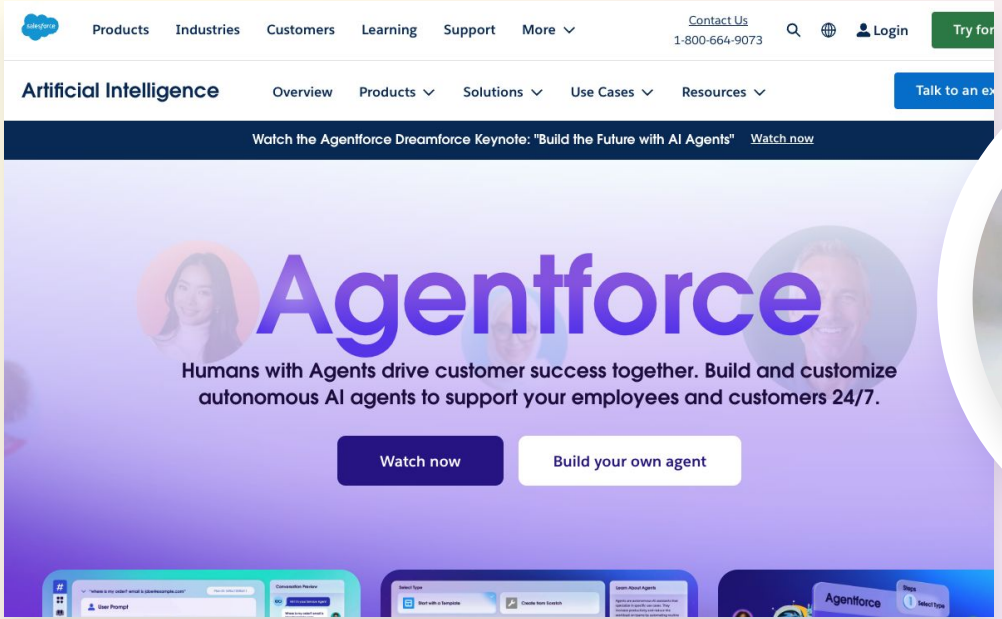
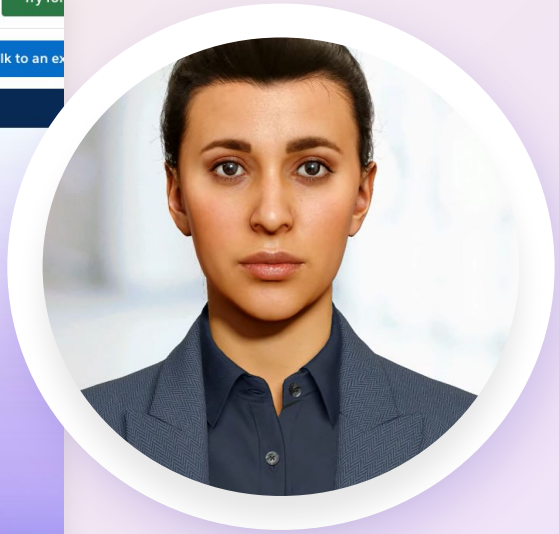
Agentic AI in loyalty programs and its impact

67%

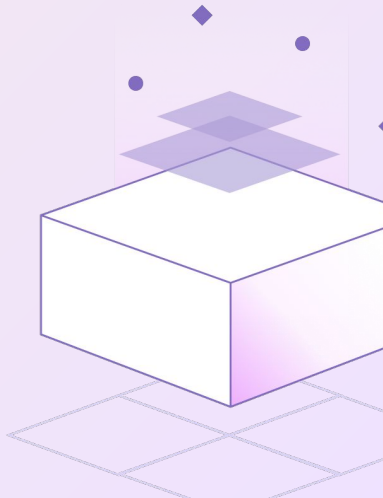
of marketers would feel comfortable using an AI-powered helper/expert

Agent-like AI is no longer in the future





We will let you in on a secret now!



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Antavo From Loyalty Cloud To AI Loyalty Cloud

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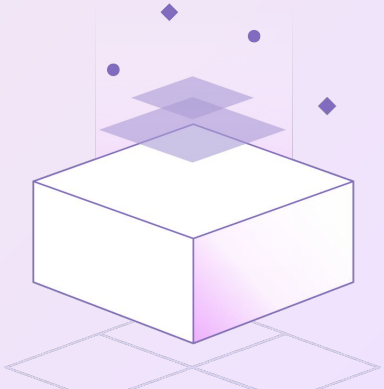
Launching a loyalty program is SO HARD



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Loyalty program implementation

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

According to marketers & program owners

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Loyalty program implementation

30 days implementation with Antavo

are for most companies to revamp their loyalty program*

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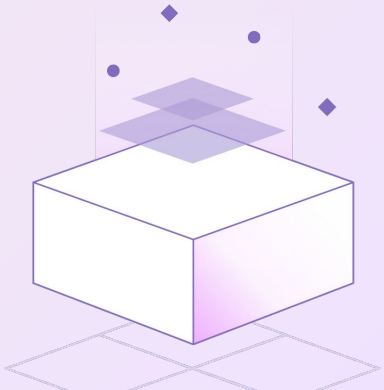
The scoping & planning of the implementation will be 10x faster



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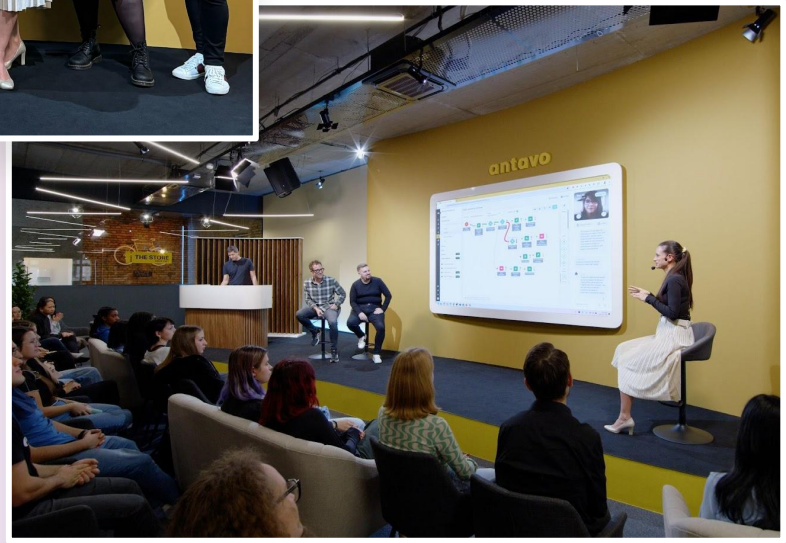
"NOTHING IS IMPOSSIBLE"
AUDREY HEPBURN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Our biggest product launch ever

3PM TODAY

Zsuzsa Kecsmar

zsuzsa.kecsmar@antavo.com

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