

Poundland

Emma Collins

Head of Digital Loyalty & Engagement

Our History

1 1990
First Store
Opened



2 1995
Head Office
& DC in
Wolverhampton

3 2009
Northern Ireland
2011
Dealz in ROI

4

2014

Poundland
floats on the
London Stock
Exchange

Dealz enters the
Spanish market

350k sq. ft
flagship DC
opens in
Harlow

5 2015
Exceeds £1
billion turnover
for the first
time

6 2016
PEP&CO
clothing brand
launches

7 2017
Twin Peaks
launches (Own
fastest selling
chocolate)



8 2018
Dealz launches in
Poland

9 2020
New PEP&CO Home
range
and
Chilled and Frozen
launches

10 2021
PEPCO floated
on the Warsaw stock
exchange and
Launched The
Poundland
Foundation

11 2022
Poundshop
acquisition
Opened our largest
19k sq. ft store
10th December: We
opened 8 stores in
one day!

12 2023
Acquired a
number of former
Wilko leases
Poundland
transactional
website launches



Our vision for Loyalty

‘Create a **fun and easy-to-use** loyalty program that makes shopping at Poundland even more **rewarding**. Whether shopping in-store or online, our loyalty program will encourage customers to **visit us more, buy more from us, and build a stronger connection with our brand.**’

Why loyalty?



FREQUENCY

ACQUISITION

SPEND

March 2023
Launch of
Poundland's POC
IOW



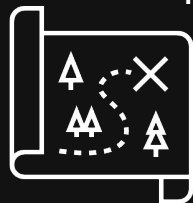
June 2023
POC analysis and
development



June 2024
Introduction of
POC to Scotland



January 2024
National roll out
discovery



November 2023
Extension of POC to NI –
introduction of gamification



August 2024
National roll out
end to end testing



October 2024
Launch of
Poundland Perks
to the UK



December 2024
2M+
downloads



Loyalty

In

Trial

The trial was running in over 100 stores in the Isle of Wight, Northern Ireland & Scotland



The trial stores consistently performed above targets against both YOY performance and control stores.



Amazing reaction from our amazing colleagues!

Perks helps colleagues engage with our customers, keep them up to date and offer the very best in value.

Overwhelming positive reaction from all our customers but especially regular customers



**What did our
customers say?**



The app encourages customers to **spend and visit more**, try **new products** and **buy more** of their groceries at PL

Thinking about the rewards app overall, do you think the app would encourage you to -

Spend more at Poundland	Visit Poundland more often	Try new products at Poundland	Buy more of your Grocery and Household needs in Poundland
87%	88%	89%	92%

Responses		Visit frequency	Spend more	Visit more	Try new products	buy more of my groceries from PL
% of responses	# of responses					
8%	139	More than once a week	89%	90%	90%	93%
56%	924	Once a week	85%	86%	89%	91%
30%	494	Once a fortnight	86%	84%	85%	91%
4%	72	Every 3-4 weeks	84%	82%	92%	90%

Feedback

summary

Engage colleagues through the end to end app journey

Enable the app to be used at Self checkout

Customers aren't aware of the "spend and save" reward so could be missing opportunities to scan the app to meet this reward

We need to change the offers frequently

Ensure great availability of products featured on the app instore

Customers love the Wednesday Spin to win

Overall, our customers loved the app and had some great ideas how they would like it to develop!

Poundland Perks trial results

250,000

Customers downloaded the app during trial

50%+

ATV of members vs non-members



4.3

A product is more likely to be bought if its on offer.

12%

Increase in frequency of visits if customer is enrolled

>5%

Average swipe rate

Incremental sales

Incremental sales uplift (avg) vs control groups

Our place in the market



Perks:

The Proposition

save



Get instant savings on all your favourite items, right across the store. Discount applied instantly at checkout.

earn



Earn 100 Perky points for every £1 you spend in store across all categories including clothing & GM

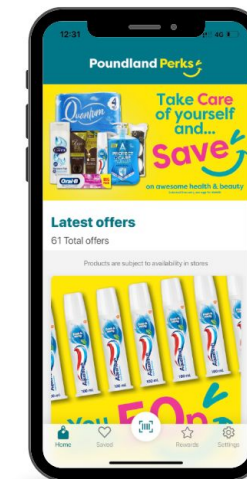
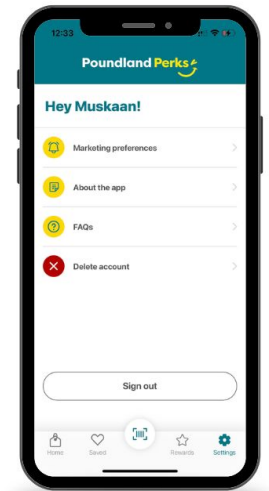
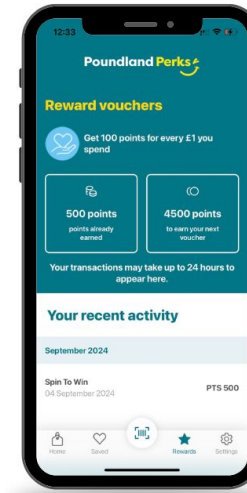
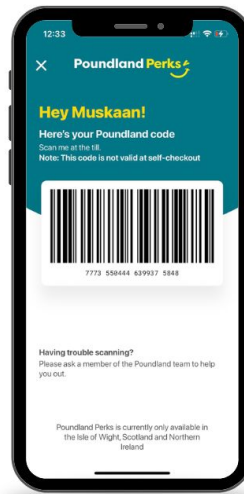
play



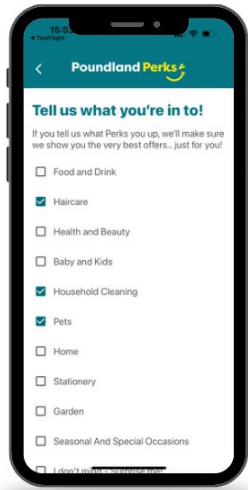
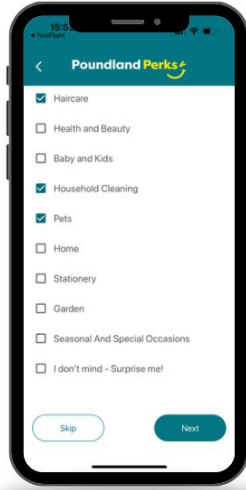
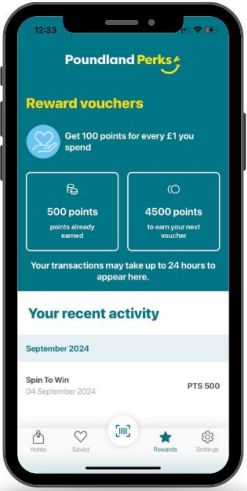
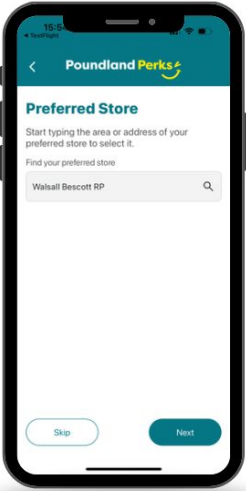
Have fun every time you shop in store. From our fun and cheeky brand... to in app gamification.



Navigating the Perks App



What's new....





The power of gamification



It's Winsday...
It's time to...

SPIN
TO
WIN



Tip top prizes
& Perks points



Get
your
head
in



**Perks: Launch
to customers**



Activity Aims

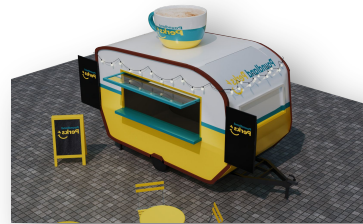
- Convert existing regular customers into loyalty customers
- Capture occasional and infrequent customers as loyalty customers
- Drive frequency and ATV through loyalty



POS Acquisition & Conversion
Ensure high visibility of savings instore – Acquire loyalty customers & convert existing Poundland loyal customers to Perks.



Media Advertising Awareness
Media advertising partnership across print & online to support editorial and giving maximum ATL impressions for investment level



Café Perks Local Support & Recapture
Rollable and ownable activation for stores. Local & targeted support for stores.



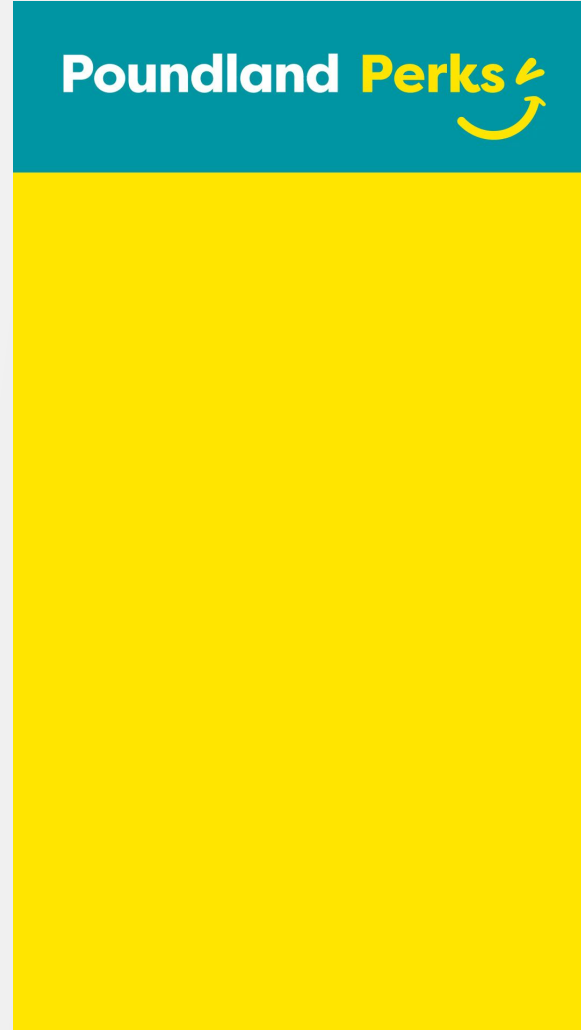
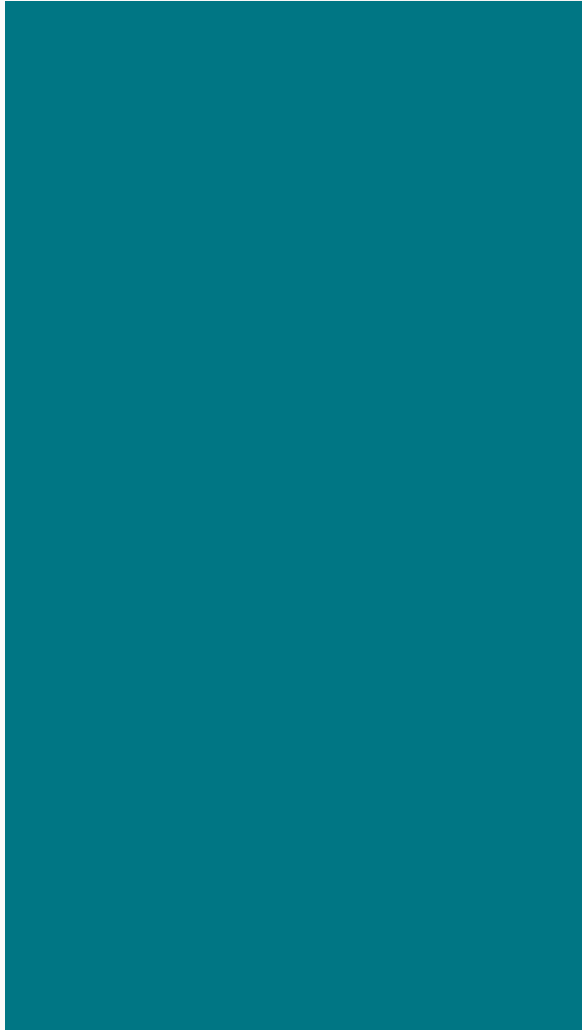
Paid Digital Awareness & conversion
Rolling targeted content from produced media, in-store, and Café Perks. High impression rate and tailored to the customer mindset.



Launch Awareness & Acquisition
Additional instore assets for Perks Launch instore including Apparel, Large flag



Digital



ALL PERKED

UP

2M downloads!

Customers have downloaded the app to date

#No.1

We hit No.1 on the Apple Store and Google Play download charts



350

Pieces of media coverage on Perks

600+

Posts from our colleagues on our engagement platform Blink in first 3 days

112,000

New customer opt-ins in first 3 weeks



Amazing reaction from our amazing colleagues!

Perks helps colleagues engage with our customers, keep them up to date and offer the very best in value.

Overwhelming positive reaction from all our customers but especially regular customers





Top Free Apps

[See All](#)



1 Poundland Perks
Earn more, save more.

[Open](#)



2 Threads
Share ideas & trends
with text

[Get](#)



3 ChatGPT
The official app by OpenAI

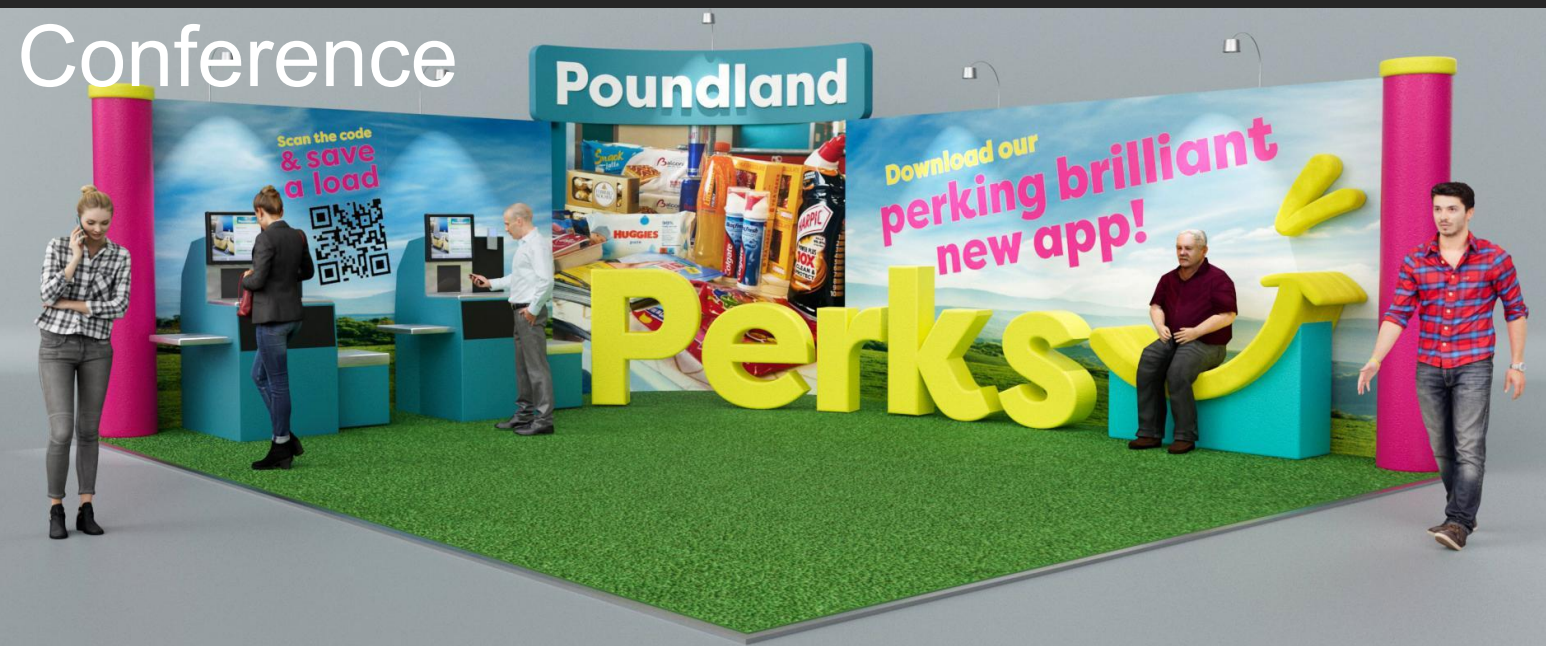
[Get](#)

In-App Purchases

Biggest Learning for us- Perks will keep Perking if the employees are engaged and truly believe in the power of perks.

**Perks: Launch
to colleagues**


Internal Launch – Poundland Conference






In Store - Shelf


Hello




or tap the code here



Scan the code & save a load



Poundland Perks





You save £1.00

Download our Perking brilliant NEW app today!

Perk alert!

Scan the code & save a load

Poundland Perks

Perk alert!

Poundland Perks

Scan the code & save a load



Scan the code & save a load




Poundland Perks

Earn a Perk load of points



Scan the code & save a load



Poundland Perks

Get spinning, start winning!




Play every Wednesday on our Perking brilliant NEW app!

Poundland Perks

Winsday

Scan the code & save a load

You save £1.00

Poundland Perks


'Perk alert!'

Grab all these Perking brilliant offers before they're gone!



Poundland Perks

A Perking brilliant new app with new savings every few weeks!



Download our Perking brilliant NEW app today!

Poundland Perks

Look out for 'Perk Alerts' all across the store!

We've got shelves packed with Perking brilliant savings!




Download our Perking brilliant NEW app today!

Poundland Perks

Look out for 'Perk Alerts' all across the store!

Download our new app to save, earn and play!



Download our Perking brilliant NEW app today!



Poundland Perks

Look out for 'Perk Alerts' all across the store!

Perk alert!

Download our Perking brilliant NEW app today!

Scan the code & save a load

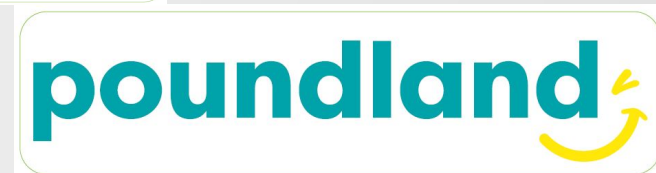
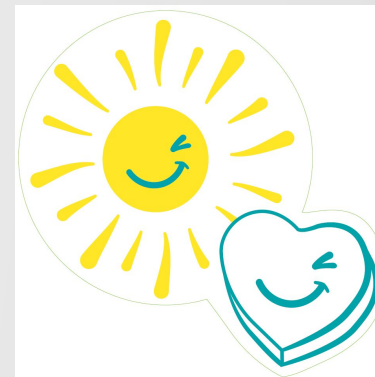
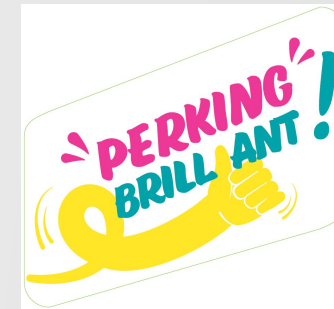



Poundland Perks



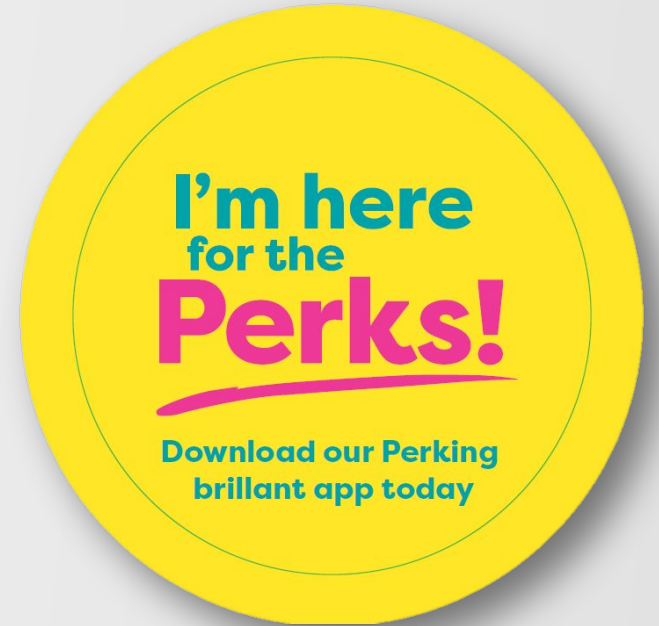


Wall Pack





In Store



Internal Engagement and

THIS WEEK'S SPIN 2 WIN PRIZES

These will be added once the store incentive is underway.

The Perks price is highlighted below on SELs to show our customers the price they will pay.



MAKING PERKS BRILLIANT



GET HELP & SUPPORT HERE

Have an issue or a question? Please email the team at: perks@poundland.co.uk

Poundland Perks Loyalty APP FOR INTERNAL USE ONLY 29 October 2024

COLLEAGUE FAQ's

- 1. Why do the Poundland Perks tagged bracelets not work for me?**
The yellow Poundland perks NFC tagged bracelets use contactless technology. They are compatible with newer models of Android and Apple phones. With Android phones, the NFC option should be turned on.
- 2. What do I do if the barcode for a customer is not registering on the till?**
Check with the customer to see if they have updated the app since launch to the latest version as some might have the older version. The new barcode will always start with 777.
- 3. How many points need to be accumulated to earn a voucher?**
You get 100 points for every pound you spend. When you accumulate 5000 points, you can convert them to a one pound digital voucher in the rewards section of the Poundland Perks app.
- 4. When will customer use the points added to their account?**
It takes up to 48 hours to reflect the addition of points after a Perks customer has made a purchase.
- 5. Do we offer a physical card, key, or button?**
No, for now, we're committed to a fully digital program.
- 6. My store is an ex-Wilko store, and the POS doesn't fit properly. What can we do?**
The marketing team is working to a new POS supplier in November, and this will help to create elements of POS for Wilko stores soon.
- 7. We are a Pop & Co SAs; do we get any POS?**
The marketing team is working to a new POS supplier in November, and this will help to create a POS solution for Pop & Co SAs stores soon.
- 8. Our store has no signal or Wi-Fi. How do we help our customers enter their barcodes at the till?**
Essentially, the Perks app shows the barcode seen when the app is offline. If customers are logged in to the latest app, they can then use the barcode at the till without having any signal or internet connection. Alternatively, the loyalty number can be punched into the till as well.
- 9. Can I use my colleague's discount and the Perks app?**
Absolutely, we have the double bubble for our colleagues. You get the benefits of earning points, getting discounts, and playing on the app while also getting your colleague discount on the purchase.
- 10. How can I help promote Perks on my socials?**
We'd love for you to help promote Perks, but please use the social assets shared on Think Time to ensure a consistent voice and brand understanding for anyone who sees the content.
- 11. Can I use my own phone to use Perks on Customer transactions?**
Absolutely not! Colleagues should not use their app on any customer transactions. For further instructions on usage guidelines for colleagues, refer to Social Devices Policy and.
- 12. Can I transfer a colleague or customer points to my own personal app in any circumstances?**
Absolutely not! In no circumstances. The app is designed to reward individuals only and it is strictly prohibited to redeem the points of anyone else.

Any misuse or manipulation of the app, or it's terms and conditions of use, may result in disciplinary action.

Poundland | dealz | pepco



Push it Perks

Perksters spend more, with an increased ATV vs non-Perks members
So... spread the Perks!

Perks on the Shelf! Perks at the Tills! Perk up your Performance!

Your journey to **20%** swipe rate!

Colleague of the Perking Week

Growth in Swipe Rates 3.54%
Swipe Rate in Week 20 18.96%

Congratulations Store 2823!

Ask me about Poundland Perks

Holly Longmate

POS OS DAYS

Perks POS WGLL
To support your POS implementation for Poundland Perks, please click on the...

Perk alert! Top Perk!

PERKS FOS DUMPBIN - ACTION NOW
Colleagues PLEASE ACTION NOW! Today you will be receiving priced dump bin POS...

Poundland Perks Window Poster Priority
Hi All! Please follow the below Window Poster Priority for your Perks launch which...

[View All >](#)

LATEST INCENTIVE WINNERS

STORE INCENTIVE COMING SOON

Poundland | dealz | pepco

Poundland Perks

COLLEAGUE GUIDE

CURRENT PERKS SKU LIST

Poundland Perks

SKU LIST

01:13

THE POWER OF PERKS

the_power_of_perks (1080p)

01:51

PERKS FAQ's - (Click the image)

Poundland Perks Loyalty App

PERKTACULA



"She always greets with a smile. She also explained the new Perks app to me as she knows I'm a regular and told me about the benefits"
Sally - Skegness 1472



"The girl who served me on the checkout was bright bubbly and very nice indeed. She told me about the new app and was a very positive person to be around and have serve at a checkout."
Dover Pencerster Street 1374



Poundland
Perks 