

Moneris® Loyalty Program

> Retail Stores & Grocers



To maximize revenue, get to *know* your shoppers.

Do you really understand your customers' buying habits? Whether you're a multi-location retailer or a single store, it pays to get to know your customers.

The **Moneris® Loyalty Program** allows you to collect and manage customer data in one convenient place, and reward shoppers for doing business with you. By gaining valuable customer insights, you can more effectively promote products and special offers to your loyal shoppers.



Statistics

- Retail is the **number one industry category** in terms of loyalty enrollment (**40%**).¹
- Customers belonging to a loyalty card program **visit a business, on average, twice as often** and **spend four times as much money**.²

Use the Moneris Loyalty Program to help you:

- **Gain customer insights through comprehensive reports.**
The Moneris Loyalty Program allows you to capture cardholder profile information, manage cardholder accounts, track program activity and more.
- **Create personalized promotions.**
Target promotions and special offers based on cardholder profile information you gather from the program.
- **Take advantage of key shopping dates.**
Hold special events like members-only nights, product launches and extended hours on key shopping dates for your most frequent customers.
- **Cross-sell products and services.**
Encourage staff to cross-sell featured products during checkout by offering loyal customers special discounts.
- **Promote increased traffic during slow times.**
Give incentives to your customers to shop during traditionally slow times by offering extra points or discounts.
- **Differentiate your business from competitors.**
By offering exclusive services to your loyalty members or rewarding them with points that they can later use to redeem for rewards, it sets your business apart from others and encourages your loyalty members to keep coming back.

For more information, speak with your Moneris Sales Consultant or visit moneris.com/loyalty



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¹"The Wise Marketer & The Loyalty Guide" by Peter Clark, 2010. ²"The Billion Member March: The 2011 COLLOQUY Loyalty Census" by COLLOQUY, 2011.

³Where such information has been provided by your guest as part of the program. Subject to applicable privacy laws and other applicable laws.