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There's more to mobile payments than payments:

**Engaging Your Customers in the Age
of the New Mobile Wallet**

Broadcast Audio -- Make sure your computer's volume is turned on.

Powered by Ready Talk

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Today's presenters



Michael Hagan
Chief Sales Officer



Ariel Page
Project Manager



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Apple

Apple Pay Is Too Anonymous for Some Retailers

By Joshua Brustein   | October 20, 2014

     SEND TO  kindle



Source: Apple Inc.



Peter Cohan
Contributor

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I write about tech stocks
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economy.

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INVESTING 10/28/2014 @ 9:04AM | 12,761 views

4 Perils Of Apple Pay

+ Comment Now + Follow Comments



1. No economic advantage for retailers

Apple Pay does not offer retailers any cost savings. Consumers throw out their cash, credit cards and

2. Provides less customer data

Retailers not only chafe at paying swipe fees but also lose the chance to get access to data about customers.

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1

**Accepting payment with
Apple Pay is identical to
accepting Credit Cards.**

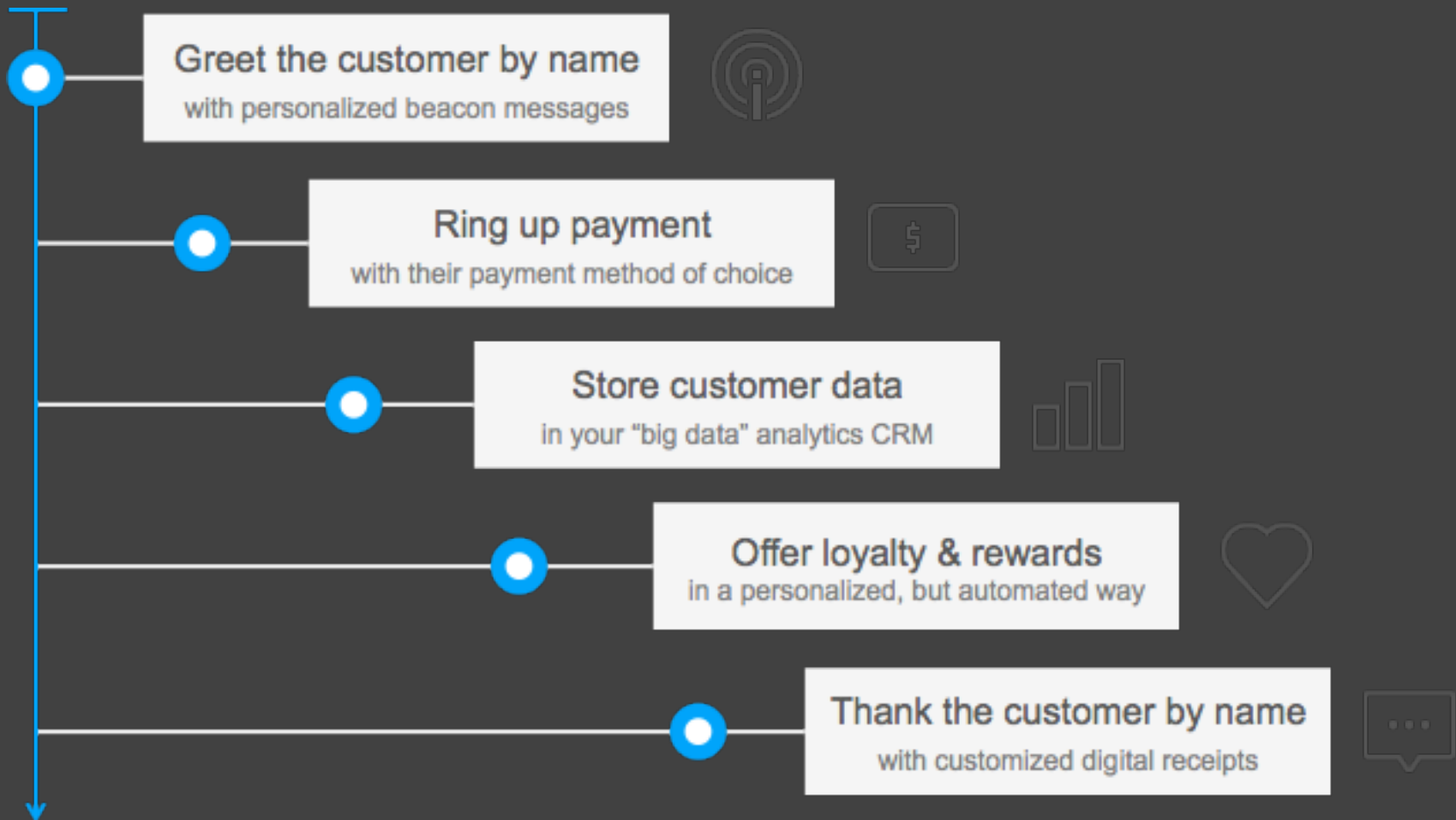
2

Apple does not have access to customer transaction data for purchases made using Apple Pay, and neither will you.

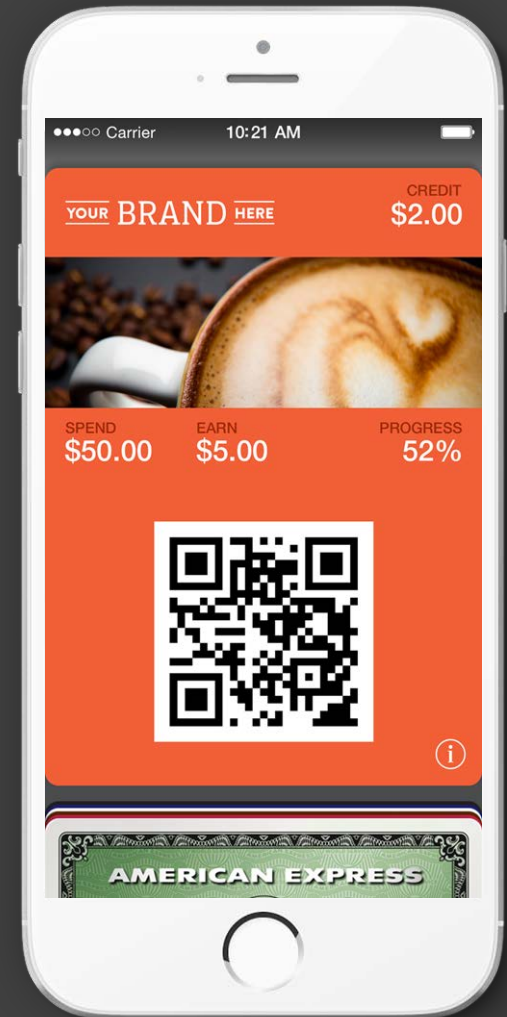
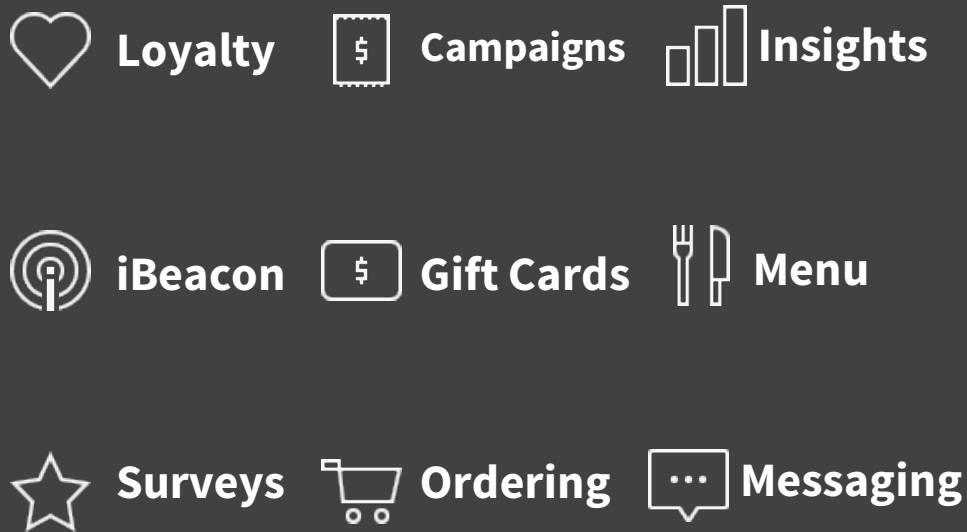
3

**Same lack of control
over quality of
customer interaction
with your brand.**

Customer engagement is more than mobile payments.

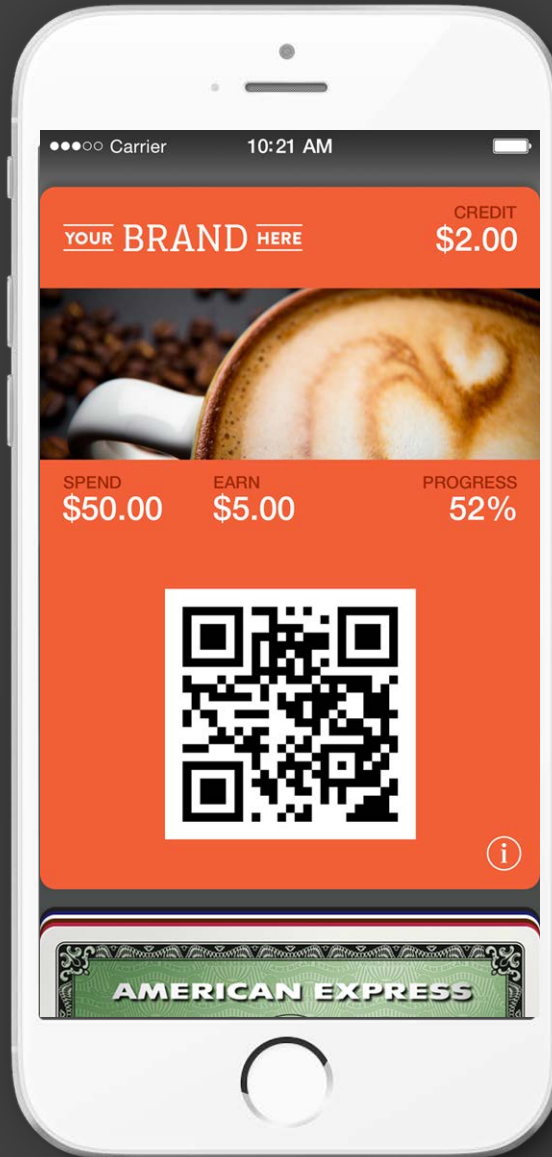


Owning the payment is **key**.



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Mobile Wallet Integrations



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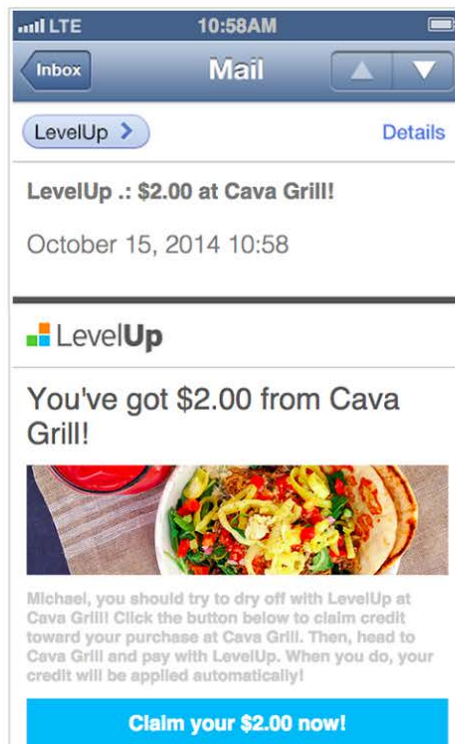
Beyond the Payment: iBeacon Messaging

The screenshot displays the LevelUp Beacon Messaging interface. On the left is a sidebar with navigation options: ACCOUNTING, CAMPAIGNS, ADD-ONS, INSIGHTS, and SETTINGS. The main content area is titled "Beacon Messaging" and contains a placeholder text "Lorem ipsum dolor sit amet, an laudem eleifend dissentiunt sit, dico tantas ex has. Ipsum lorem at quo. In verear salutatus ius, et intellegat adipiscing nec." with a "Close" link. Below this, there are five campaign templates, each with a toggle switch and an "Edit" button:

- Loyalty** (Toggle: On): "LevelUp Cafe. You're [Progress Amount] away from unlocking [Earned Credit Amount] at [Merchant Name]. Don't forget to pay with [App Name] to rack up those rewards."
- New Credit** (Toggle: On): "LevelUp Cafe. Did you know that you can pay with [App Name] nearby at [Merchant Name]? You'll save [Credit Amount] on your first visit."
- Earned Credit** (Toggle: On): "LevelUp Cafe. Don't forget to pay with [App Name] at [Merchant Name]. You've got [Credit Amount] waiting for you."
- New Business** (Toggle: On): "LevelUp Cafe. Did you know that you can pay with [App Name] nearby at [Merchant Name]?"
- Lapsed Customer** (Toggle: Off): "LevelUp Cafe. Don't forget to pay with [App Name] at [Merchant Name]."

Beyond the Payment: Campaigns

Campaigns – Enable Make It Rain Campaign



How It Works

Drive sales when the weather's working against you!

- You define your offer
- When it's raining or snowing heavily, we'll send your offer to your customer base
- You can select how frequently any given user can receive a weather-based incentive
- You only pay when a customer visits your business
- You can enable or disable this campaign at any time

Configure Settings

Offer

\$2.00

Frequency

No more than once a week

Level Of Rain

I think I saw a drop

Enable

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Beyond the Payment: Analytics

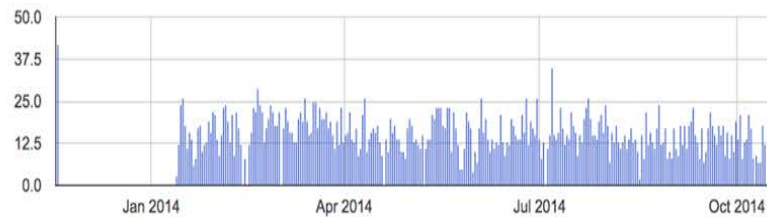
Campaign Analytics – First Visit Campaign

[Expand Filters](#)

Total Redemption Count

4,293

Redemption Count By Day

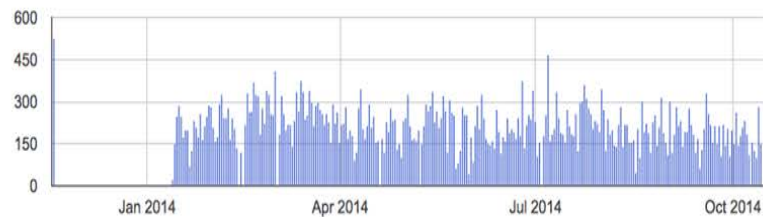


[?](#) Direct Revenue

Total Direct Revenue

\$58,884.03

Direct Revenue By Day



Beyond the Payment: Receipt Notifications

Receipt Notifications

Receipt Notifications occur after a customer completes a transaction, but before their receipt is shown. Use them to engage your customers beyond their transaction.

New Receipt Notification ▲

New Receipt Notification

Announcement

Claim Campaign

Share Campaign

URL

Give Us Feedback



★ Feedback

📍 All Locations

Frequency

Normal ▼

Edit

Delete

\$3 at Cava Mezze Grill



📍 Share Campaign

📍 All Locations

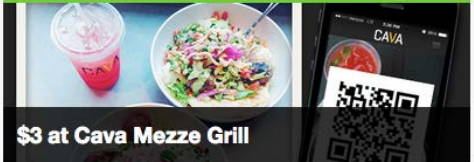
Frequency

Low ▼

Edit

Delete

Give \$3 to Friends, Get \$3 ▼



Woot! Your friends at Cava Mezze Grill want to give you \$3. Spend it on anything on the menu!

Email

Facebook

Twitter

Show My Receipt

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Beyond the Payment: Feedback

Feedback

Ratings Statistics					
FEEDBACK COUNT	AVERAGE RATING	1 STAR	2 STARS	3 STARS	4 STAR
1305	★★★★★	8	17	69	253

ORDER ID	CUSTOMER	RATING	LOCATION	SUBMITTED ON	EMAIL	COMMENT
11306531	Elyshe Voorhees	★★★★★	3105 14th Street NW	10/14/14 9:58 PM	elyshe.voorhees@gmail.com	--
11304832	Genesis Docena	★★★★★	3105 14th Street NW	10/14/14 7:23 PM	genesis.docena@gmail.com	Optional Comments
11304624	Tyler Haislip	★★★★★	4832 Bethesda Avenue	10/14/14 7:11 PM	tghaislip@gmail.com	Optional Comments
11302189	Jack Fitzsimmons	★★★★★	2905 District Ave.	10/14/14 4:56 PM	jrf3f@virginia.edu	--
11302032	Jason Kohn	★★★★★	4832 Bethesda Avenue	10/14/14 4:43 PM	jasonekohn@gmail.com	Optional Comments
11300191	Enam Tamakloe	★★★★★	8048 Tysons Corner Center	10/14/14 4:25 PM	enamtamakloe@gmail.com	--
11296653	Robert Brooks	★★★★★	8048 Tysons Corner Center	10/14/14 1:59 PM	lakerplayerchris@gmail.com	--
11295796	Lex Arias	★★★★★	4237 Wisconsin Avenue NW	10/14/14 1:48 PM	lexidoa@yahoo.com	Optional Comments
11287190	Varun Putchala	★★★★★	4237 Wisconsin Avenue NW	10/14/14 12:59 PM	pvarun17@gmail.com	--
11286189	Amy Briceno	★★★★★	2905 District Ave.	10/14/14 12:45 PM	amybriceno13@gmail.com	--

Your mobile app is your digital future.



Rapid Adoption

More than 18% of customers used the sweetgreen app as their method of payment just **10 weeks after launch**.



Increased Spend

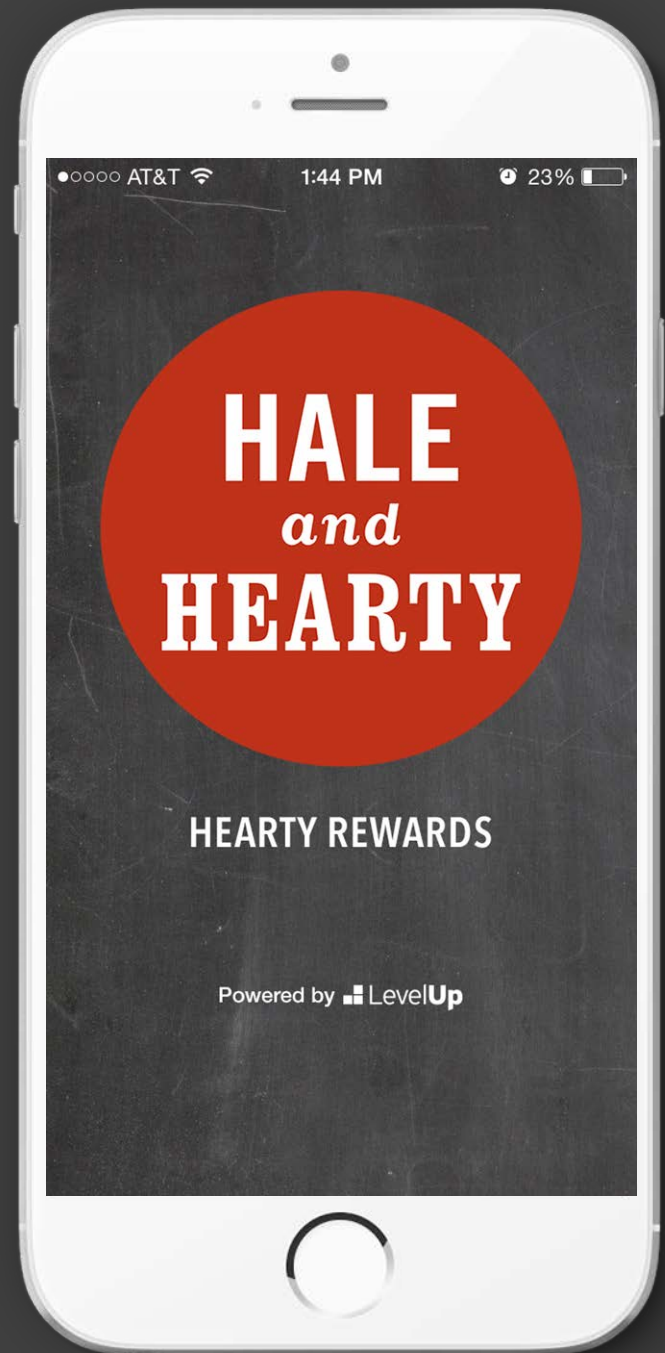
Organic Avenue offered customers \$2 to join their loyalty program. As a result, the **average spend per order was 42% higher** when customers redeemed the \$2 offer.



Increased Frequency

Each time a Dunn Bros customer unlocks a loyalty reward, they come in **12% faster** to finish the next one.

Doing it right.
Hale and Hearty.



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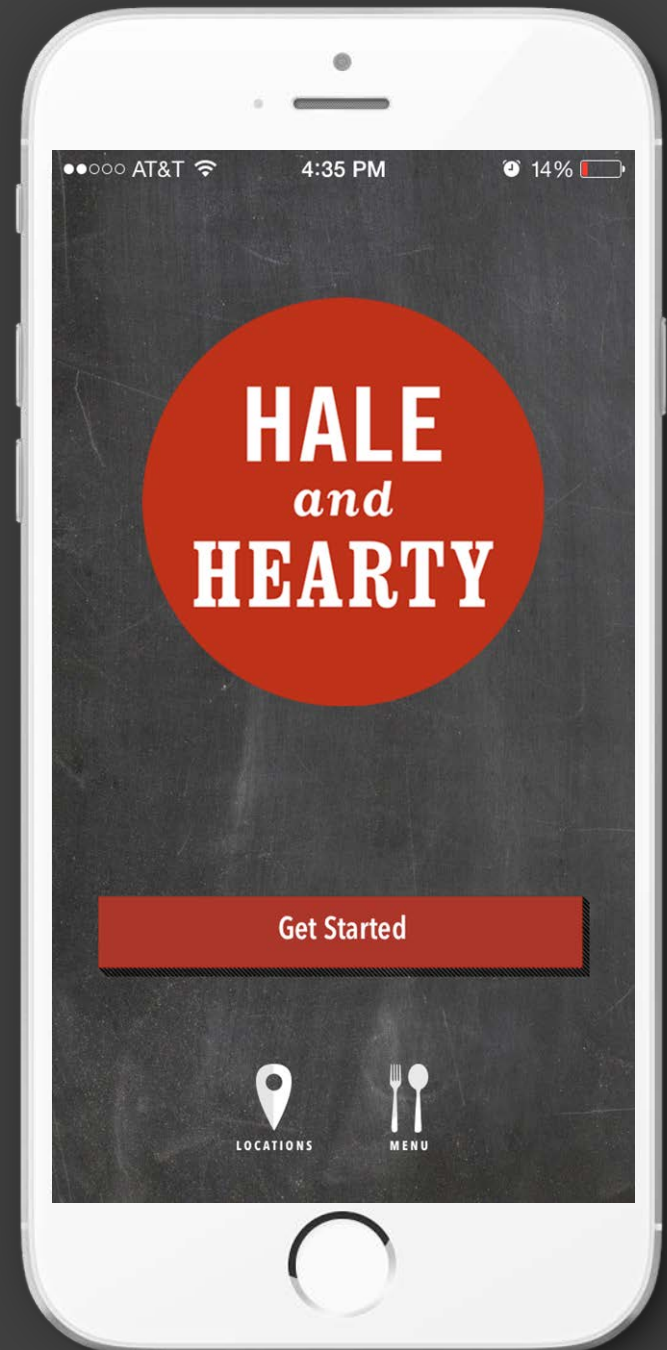
Why Mobile?

Payment that is fast and frictionless.

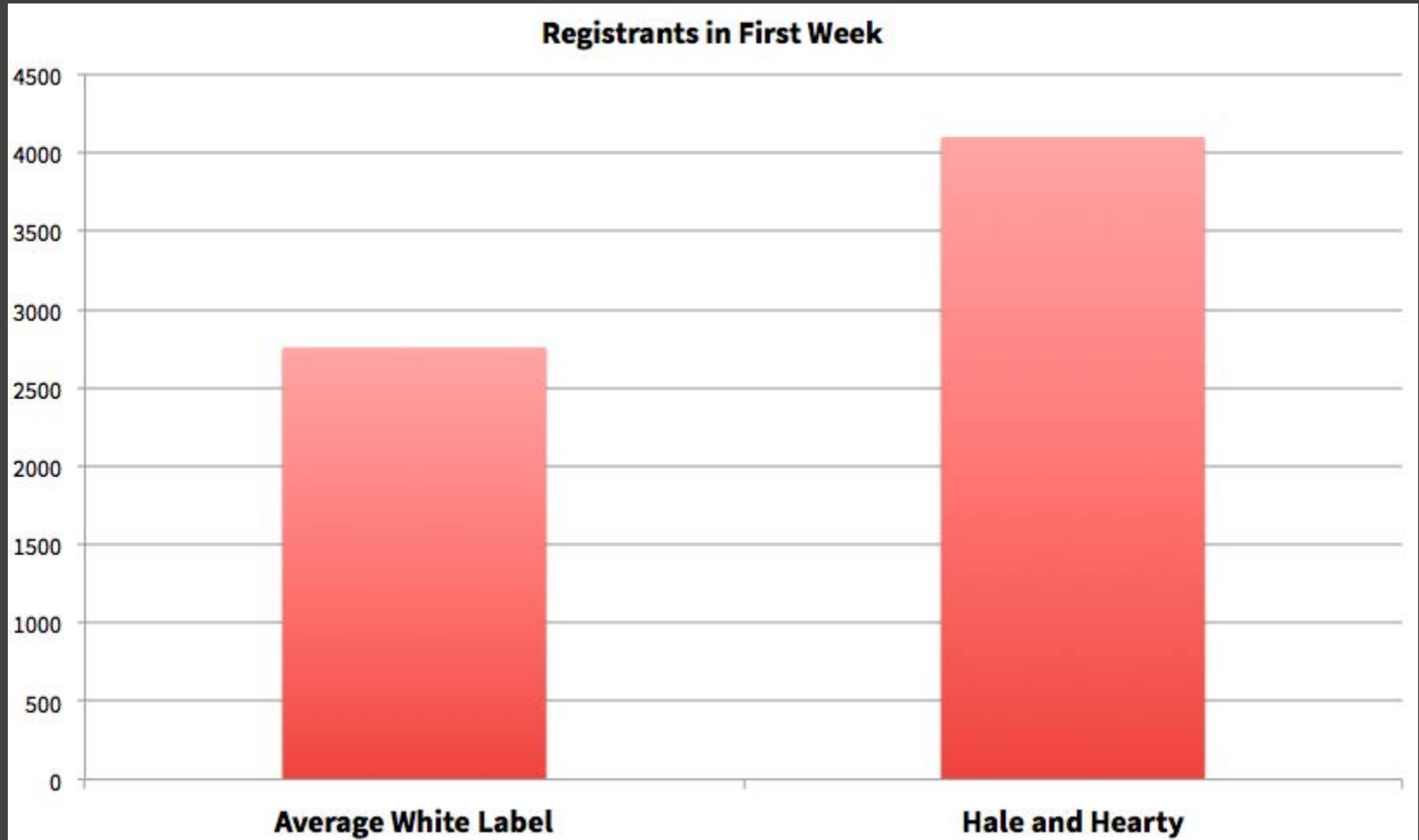
Seamless loyalty and payment, all in one.

Top-notch customer experience and fun rewards.

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Successful App Launch



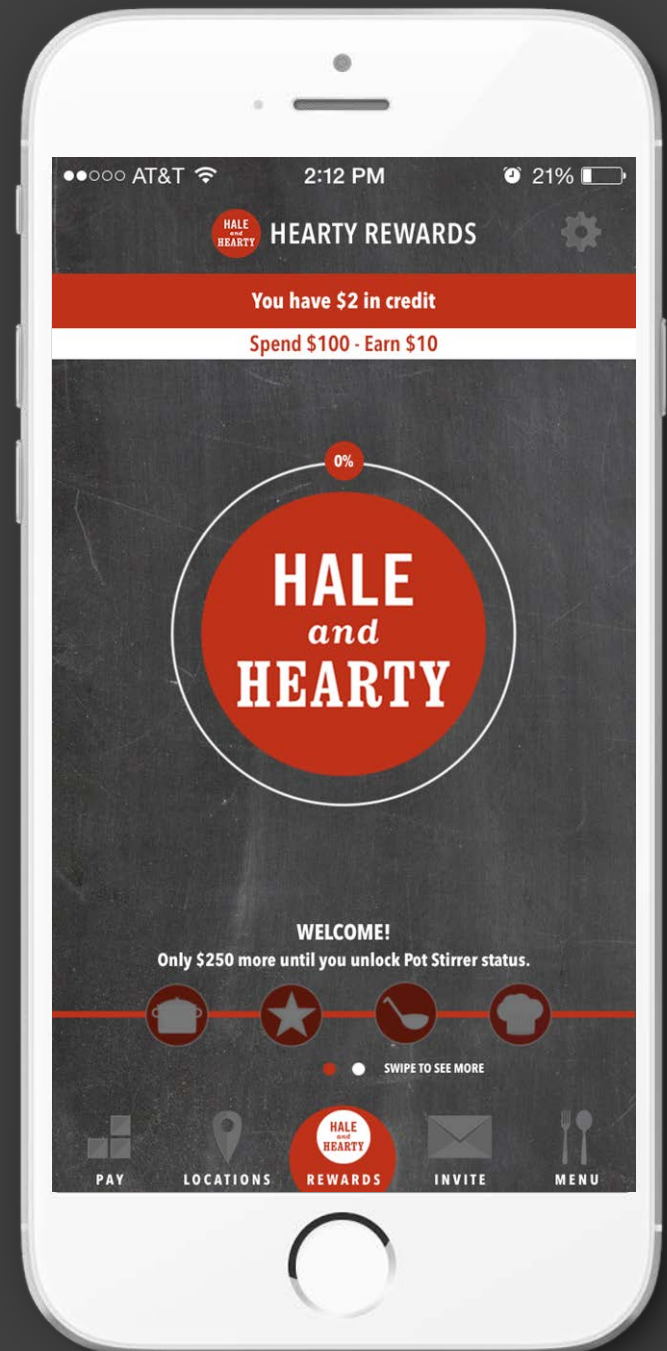
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Powerful Loyalty

Customer **spend increases 22%** when redeeming a loyalty reward.

Even better, customer **spend increases 42%** when earning a loyalty reward.

Nearly **65%** of Hale and Hearty app users are repeat transactors.

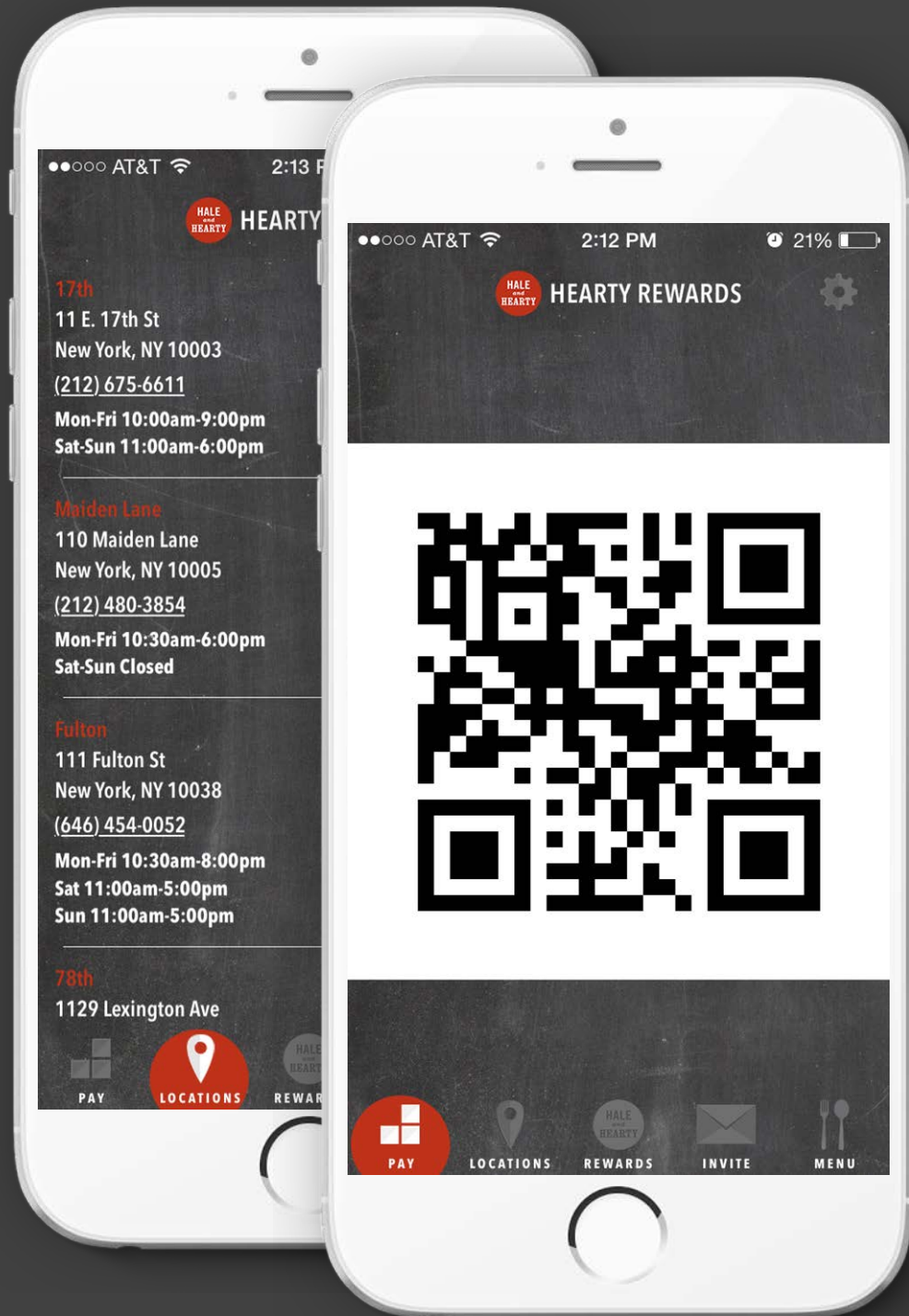


Smarter Campaigns

Influence purchase behavior, right from the beginning.

Hale and Hearty customers who redeemed \$2 in rewards the first time they paid with the app spent **nearly \$60,000** during those initial transactions.

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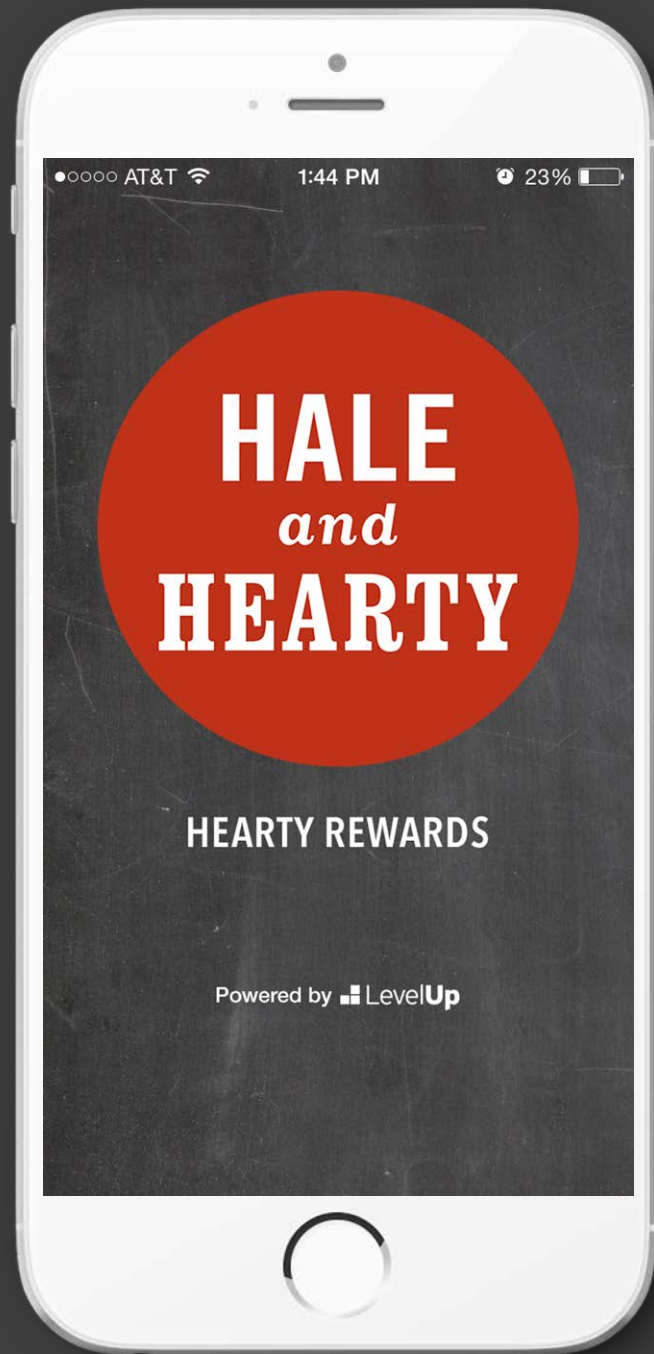
Best Practices

Research your competitors.

Find the loyalty program that is right for your brand.

Promote your new program.

Dedicate the proper resources to ensure a strong launch.



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Questions & Answers

FOR MORE INFORMATION CONTACT:

insights@thelevelup.com

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