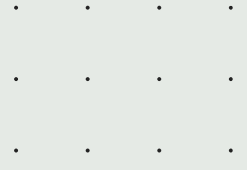


# Streamline Loyalty Data with Listrak + LoyaltyLion

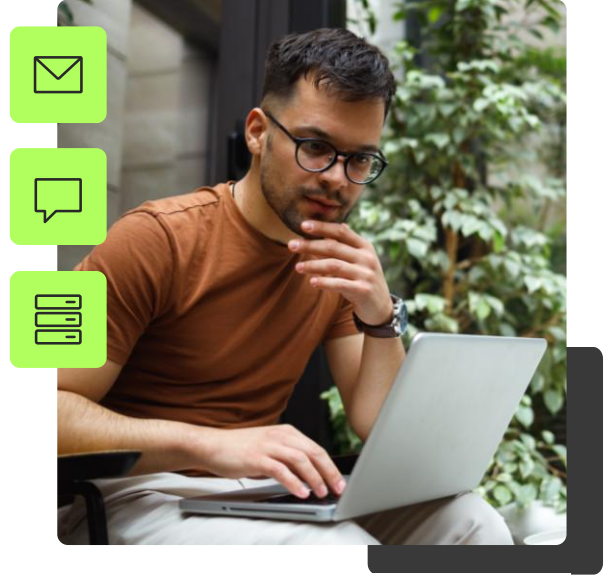
Create personalized messages using loyalty data, without switching platforms.



## Simplify your Workflow, Amplify your Impact

Managing loyalty emails in one platform and the rest in another creates unnecessary friction for marketers. The LoyaltyLion + Listrak integration brings loyalty data directly into Listrak, enabling real-time, personalized email and SMS campaigns that turn one-time buyers into loyal customers.

Save time, boost engagement, and drive repeat purchases with smarter segmentation and a fully integrated loyalty and rewards platform.



## Key Partnership Benefits:

- ✓ **Effortless Personalization**  
Easily tailor email and SMS content using loyalty data and identity resolution to identify individuals across channels and deliver deeper personalization.
- ✓ **Automated Loyalty Messaging**  
Trigger personalized messages based on loyalty events, no manual work required.
- ✓ **Prebuilt Journey and Email Templates**  
Save time with ready-to-use loyalty journeys that auto-populate in JourneyHub, along with essential loyalty-focused email templates every marketer needs.
- ✓ **Unified Customer Profiles**  
View loyalty data directly within each customer's profile for a complete, actionable view.
- ✓ **Automated Audience Targeting**  
Seamlessly launch loyalty programs with automatic segment creation, saving time and enabling immediate audience targeting.


## Ready to Get Started?

Reach out to your Listrak Account Manager and get set up today.




# Listrak + LoyaltyLion Common Use Cases

See how Listrak can help clients right from the start.




## Loyalty Tier Upgrade Celebration

Automatically trigger an email, SMS, or push message to congratulate the customer when their loyalty tier is upgraded, delivered via their Predicted Channel Affinity for maximum impact.



## Real-Time Loyalty Points Updates

Instantly update loyalty point balance profile data in real-time ensuring all communications reflect the customer's current point total for a seamless, personalized experience.



## Loyalty Tier Boost Nudges

Encourage loyal customers to complete a purchase or make another one by automatically triggering email or SMS messages that highlight how close they are to reaching the next loyalty tier.