# stamp ME

## A GUIDE TO STAMP ME'S
# CAMPAIGN FEATURES

Our engagement campaigns transform your loyalty program into an interactive experience that goes far beyond a digital loyalty card.

Here's our guide to the different campaigns you can create within your program.

**FEATURE #1**

# BIRTHDAY CLUB

An automated message and/or reward voucher
sent to celebrate your members' special day.

# Birthday Club

## How it works

Birthday Club is a simple, customizable campaign that runs effortlessly in your loyalty program's background.

When joined to the Birthday Club, your members will receive an automatic push notification message on their birthday (with a reward attached if you want to give them one).

## Benefits

Who doesn't love receiving a reward on their birthday? Wishing customers a Happy Birthday **makes them feel valued and important, creating a positive experience that strengthens loyalty.**

**12:26**
Monday, April 3

**STAMP ME** now
Happy Birthday! 🎉 We hope your day is filled with joy. Enjoy a free juice on us! 🎂

Message

Happy Birthday!

Stop into Slim Possible today for a FREE Perfect Protein Shake! 🎂

Add a reward

50% discount on your next visit!

## How to set it up

Simply to go to the **Campaigns area of your console,** click on 'Birthday Club' then follow the instructions to set it up.

Click here to set it up.

Learn more about how to set up here.

# stamp ME

**FEATURE #2**

# SCRATCH & WIN

A twist of fun for your loyalty program, based on the idea of a scratch card - except it's digital!
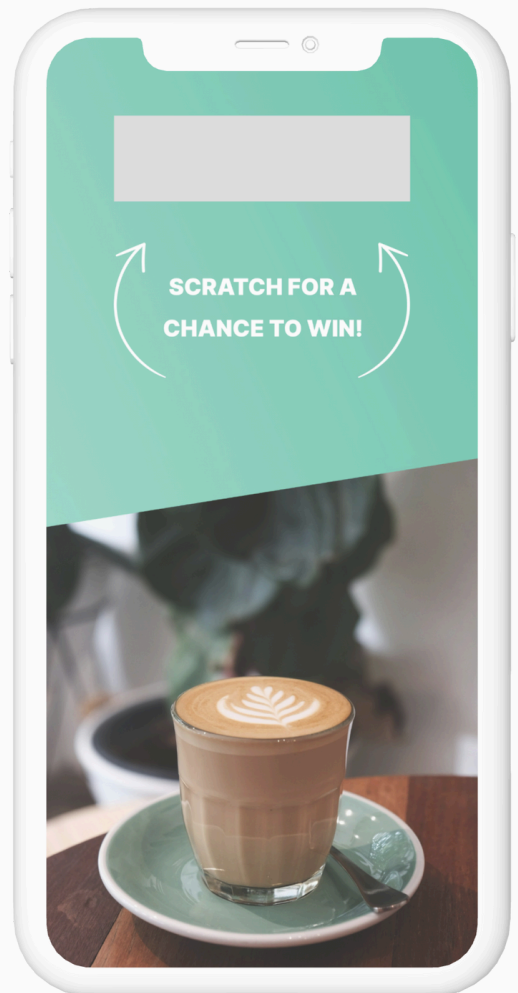
# Scratch & Win

## How it works

Scratch & Win is a **set-and-forget campaign** that sparks a moment of joy for your customers!

After choosing your win ratios, reward, and how often the game will appear in the app, customers will be invited to play. If they win, a reward will be stored in the 'Rewards' area of the Stamp Me app. If they lose, better luck next time!

SCRATCH FOR A CHANCE TO WIN!

## Benefits

It's a fact: gamification works wonders in loyalty programs! **Gamification increases engagement by almost half** and a 47% increase in customers spending. Also, games like Scratch & Win offer members a fresh way to earn rewards when customers are shopping!

How often would you like a S&W game to appear after each stamp?

50% ✏️

10%                                        100%

What chance will the players have to win a prize?

40% ✏️

10%                                        100%

Prize

10% off voucher

Set Up

## How to set it up

Click on the Scratch & Win tile on the **Campaigns area,** then simply fill out our form. You can also add a scratch card and reward image.

Click here to set it up.

Learn more about how to set up here.

**stamp**ME

**FEATURE #3**

# LAPSED CUSTOMERS

An automated Push Notification sent to members' after a certain interval stof no stamps engagement.

![stampME logo]

# Lapsed Customers

## How it works

The Lapsed Customers campaign is a great initiative to grab the customers who you can feel are starting to drift away.

By setting up this feature, you can **re-engage the spark** with customers after a certain period of inactivity, either with a reward, or a simple message.

## Benefits

This feature helps you re-engage inactive customers, **prompting them to return** and collect stamps. It's particularly useful for **encouraging repeat bookings** for services like hair, dental, and veterinary appointments.

**12:26**
Monday, April 3

◉ **STAMP ME**                    now
We've missed you!! Earn an extra stamp at Crossroads Nutrition on your next visit! 😍

Message

We've missed you!!

Earn an extra stamp at  Crossroads Nutrition on your next visit! 😍

Set Up

## How to set it up

Click on the Lapsed Customer tile on the **Campaigns area,** then simply create your message, when you would like it to be sent after a certain period of inactivity, and click *'Save'*. That's it!

Click here to set it up.

Learn more about how to set up here.

# stampME

**FEATURE #4**

# MAILING INTEGRATION

Automatically add new loyalty contacts to your mailing platform lists, so you can send members EDMs and newsletters.
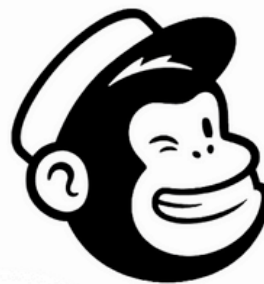
# Mailing Integration

## How it works

With our mailing integration feature, you can join your loyalty program members into your communications, so they don't miss any of your amazing content.

Once the integration is set up, we'll sync members to your email list, and you can start sending **targeted campaigns** and newsletters to engage with them.

## Benefits

Integrating your loyalty program with your mailing platform lets you automatically add new members to your email lists, allowing you to effortlessly send them **targeted** newsletters and promotions to **drive repeat business.**

## How to set it up

Please provide email platform admin access and instructions for which list to add to, or tags you'd like applied. We can create a welcome email too.

Click here to request an integration.

Learn how to integrate with Mailchimp here.

# My Notes