Maximizing Customer Loyalty with CDP-Powered Incentives

The decline of cookies, harsh privacy regulations, and sparse data sources are not making life easier for marketing teams. Connecting zero-party data, new customer touchpoints, and the whole ecommerce backend with the reward campaigns requires tasking a number of coders to glue it all together.

Voucherify now integrates with the leading Customer Data Platforms – **Segment** and **mParticle**. The new data connectors allow for outbound and inbound data flow, allowing teams to build targeted campaigns on top of the stream of relevant customer data. Here is how to get started:

Public promo codes

Promo codes are the easiest way to build customer loyalty. Integration with a CDP gives you a way to modify the promo code experience depending on customer preferences, location, and more.

Your team now gets a palette with three types of conditions:

✅ **Soft** – showing or hiding promotions depending on one (or more) customer preferences.

✅ **Hard** – making promotions exclusive only to a selected segments.

✅ **Dynamic** – making promotions better (or less attractive) for some customers.

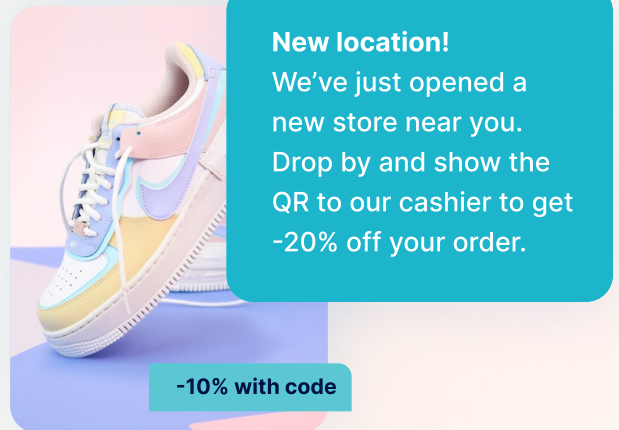| Condition	Scenario	Customer attribute
Hard	Showing a 10% off only to premium customers	**customer_tier** is calculated based on the purchase frequency
Dynamic	The same promo code but customers from different countries get a different discount	Based on **country**
Soft	Hiding promo code for shoppers with more than one cancellation	**order_cancelled** > 1
Hard	QSR gives a discount only to its restaurants	**geofence** coordinates

Bulk promo codes

If you need higher selectivity or want to track individual marketing channels, you can use unique promo codes. By connecting a CDP with your Promotion Engine, you can use customer attributes from CDP to define promo eligibility rules and see how they drive revenue.

It's easy to mix public and bulk codes to test original promo codes ideas, see how they entice loyalty – again all without distracting the development team.

Key takeways:

✓ Instead of rolling out a full-blown point program, start with promo codes to see how they impact customer loyalty.

✓ Use customer attributes from a CDP to define promo eligibility rules and see how they drive revenue.

✓ It's easy to mix public and bulk codes to test ideas without distracting the development team.

New location!
We've just opened a new store near you. Drop by and show the QR to our cashier to get -20% off your order.

-10% with code

⚡ Birthday Special **01** h **08** m **59** s

Code: HAPPYBIRTHDAY7585

Funnel-aware promotions

A Promotion Engine that understands customer attributes and cart structure gives you utmost control over who gets a discount, when, and what kind. Displaying targeted promotions in places where a customer is already shopping increases the chances of conversion.
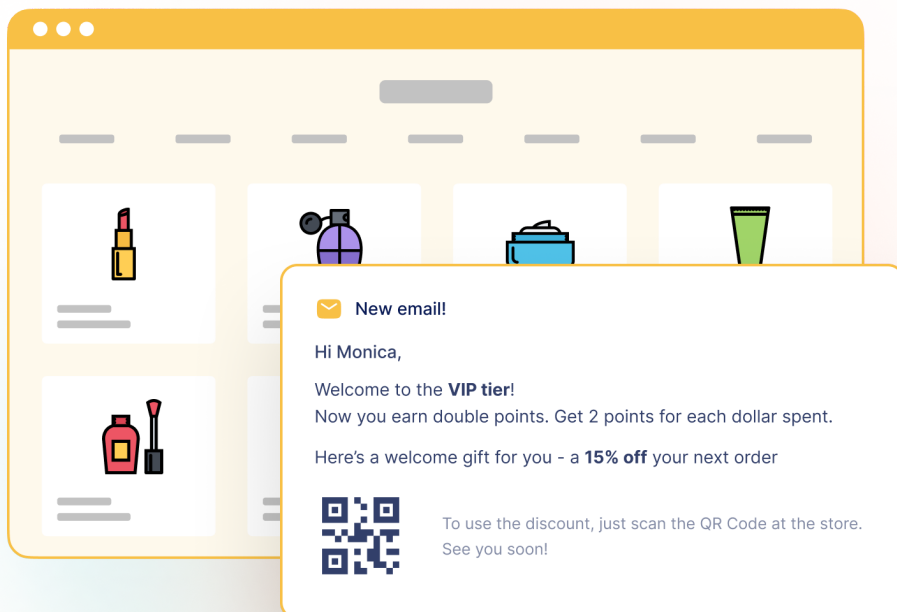

Promotion messaging

Targeted campaigns are much more effective when wired to your messaging platform. For instance,if a CDP tracks an event and notifies a Promotion Engine about it, it automatically creates a promo code according to the predefined conditions and notifies the customers about the offer.
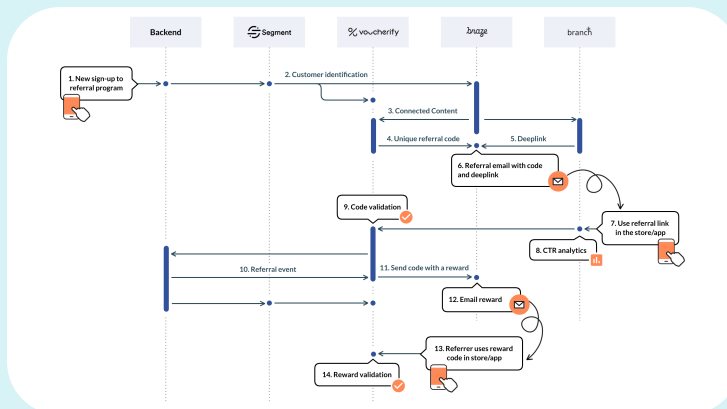
Loyalty programs

CDP and Promotion Engine integration can help you build a loyalty scheme by:

- ✓ **Connecting promotions and revenue-management initiatives to loyalty mechanisms.**

- ✓ **Introducing points-plus-cash options to facilitate access to big-ticket rewards.**

- ✓ **Granting non-monetary offerings such as: exclusive events, early access, or unique discoveries.**

- ✓ **Give customers more options to redeem points, such as donating their points to a charity.**

✉ **New email!**

Hi Monica,

Welcome to the **VIP tier**!
Now you earn double points. Get 2 points for each dollar spent.

Here's a welcome gift for you - a **15% off** your next order

To use the discount, just scan the QR Code at the store.
See you soon!

Promotions UX

Promotions are only as effective as their UX. Building top experience requires a Promotion Engine for predictable promotion backend and a CDP for a continuos data stream to guide the user journey.

Even the most successful targeting strategy will fall flat, if not presented in the right way – this is why you need a frontend-agnostic Promotion Engine.

LEVELS	● BRONZE	🔒 SILVER	🔒 GOLD

0   300   500   800

Get 200 more points to become a Silver member

5	→
AVAILABLE REWARDS	

2	→
PENDING EXTRA EARNINGS	

300
LOYALTY POINTS

$ 60.00
PENDING CREDITS (1 P. = $0.20)

- 💼 Free gifts
- 🕙 Early access to new releases
- 🚚 Priority shipping
- ★ VIP collections

JOIN NOW FOR FREE

Subtotal:	$513.42
Shipping:	Calculated at next step

Coupon Codes:

Enter your coupon →

Promotions:

🛒 5% DISCOUNT (-5%)	-$25.67
🛒 $10 DISCOUNT (-10.00)	-$10.00

All Your Discounts:

Grand total:	$477.75

	Hard Beans Costarica Seasonal edition 12 oz bag	− 2 +	$50.02 ~~$60.02~~	🗑 Remove
-$10.00				
	Hard Beans Brasil 12 oz bag	− 4 +	$100.00	🗑 Remove

Campaign security

To prevent fraud and misuse, you need to set up a safety net.
The CDP integration with a Promotion Engine provides parametrized dynamic discounts built on top of user data and robust budget limits.

Dynamic discount formula

Formula builder   Expression output

if   customer_CLV   is   higher than $500

and   redemption_point   equals   mobile application

then   discount amount   is $25

else   discount amount   is $15

Save formula

Beyond the POC

Digital promotions, especially promo codes, look very tempting to be adapted. They have a hidden cost, though. It's complexity and compliance. When designing your Promotion Engine and CDP connection, you should look far ahead of the POC phase.

- **Marketer interface** – the marketing team wants to change promotion conditions and touchpoints every day.

- **Internationalisation** – if your pilot is successful, the next step is going abroad. Different currencies, labels, discount policies, or event product catalogs may break your promotion strategy in lots of tiny places.

- **Security & fraud** – when running dozens or hundreds of campaigns, investing in a coherent management suite with an audit log helps you sleep better.

- **Privacy** – promo codes earned a special place in the SPAM prevention algorithms not without a reason. Even without GDPR implications, you want to be complicit with customers' preferences. A good CDP & Promo Engine tandem respects people's contact choice from the outset.

- **Scale** – a well-crafted promo code can bring huge traffic to your store. Make sure you are ready for peaks.

- **Integration** — finally, the code responsible for connecting promotions to other data sources and customer touchpoints might be hard to maintain. Flexible and predictable API with good documentation will help you save time needed for building and testing data integrity and workflows.

Integrate Voucherify with your CDP platform

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. Connect your CDP platform to Voucherify to enrich promotions and loyalty programs with a stream of relevant customer data.

Customer Success Team

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