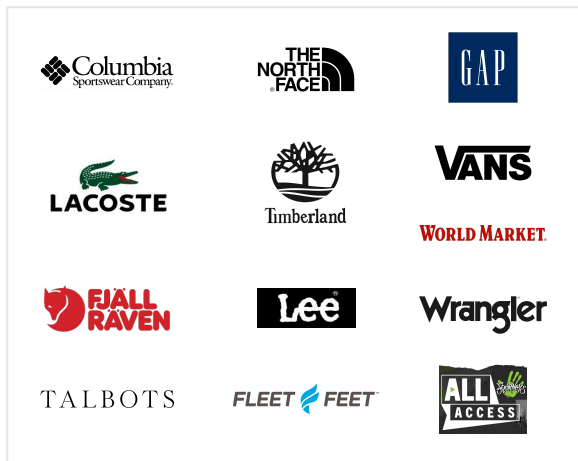


MARIGOLD™

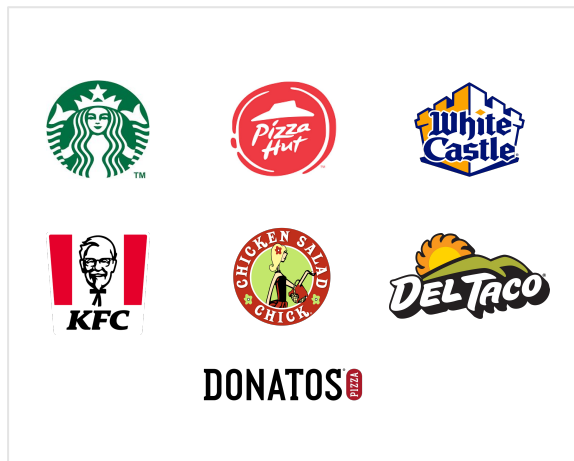
The BIG Handshake
Loyalty™ 25

Building loyalty that lasts:
rewards, redemption,
and relevance

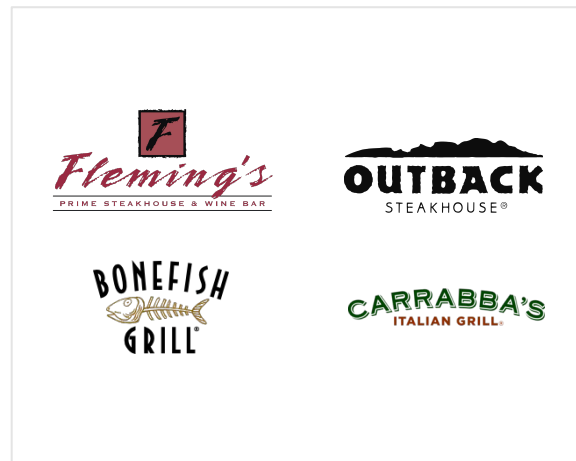
Some of the brands powered by Marigold Loyalty



Retail and ecommerce



Quick serve restaurants



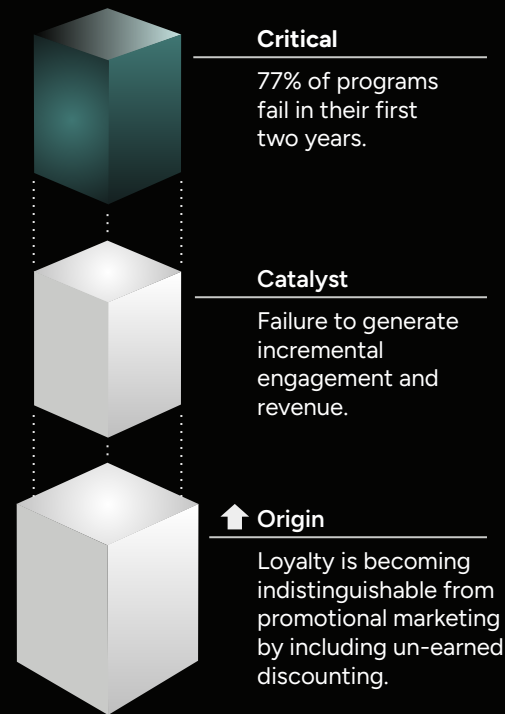
Casual and fine dining

Building loyalty that lasts.

Discounting is eroding once profitable loyalty programs

68%

Our research shows that 68% of consumers are not just motivated by discounts and are willing to pay a premium for a personalized and valuable experience.



Building loyalty that lasts

Not a plan, but 3 guiding principles for a profitable sustainable loyalty program.

Rewards

Rewards that are earned to generate incremental customer revenue, not just another form of discounting.

Redemption

Those that redeem are more loyal and have higher CLTV. The quickest path to redemption is key.

Relevance

Relevance in ways to earn and the rewards on offer through flexibility of program design and personalisation.

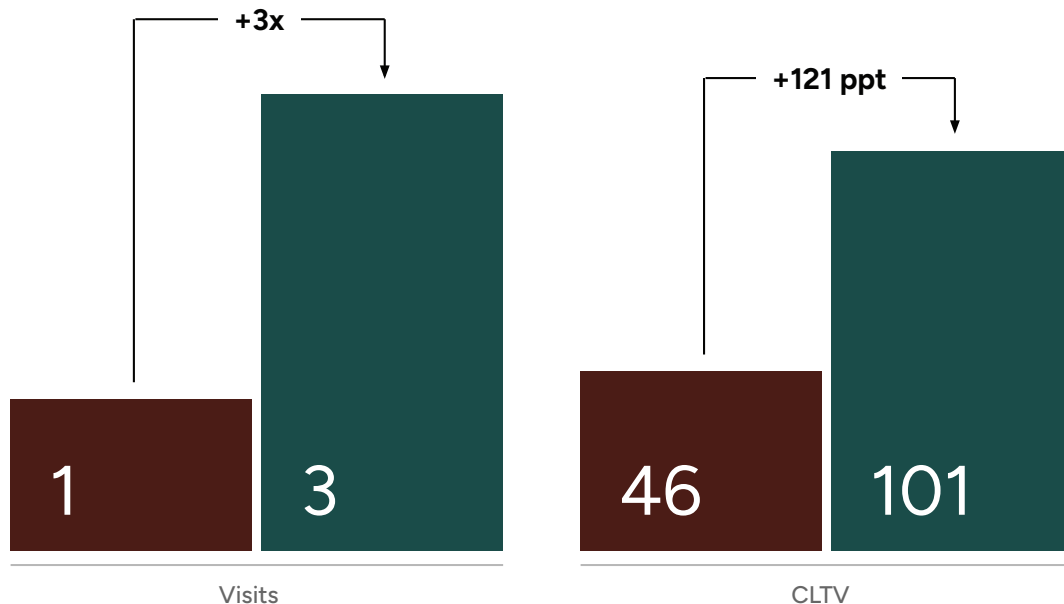
The difference between redeemers and non-redeemers

Frequency and revenue potential:

Redeemers 3x more frequency,
121% more CLTV

■ Non-redeemers

■ Redeemers





Points-based loyalty driving higher Customer Lifetime Value

KFC U.S. launched a new loyalty program with Marigold.

KFC effectively uses branded rewards where members can redeem their points for products on the menu. The reward chart has a gamified element where it unlocks groups of rewards as the member collects more points.

2_B

KFC rewards earned

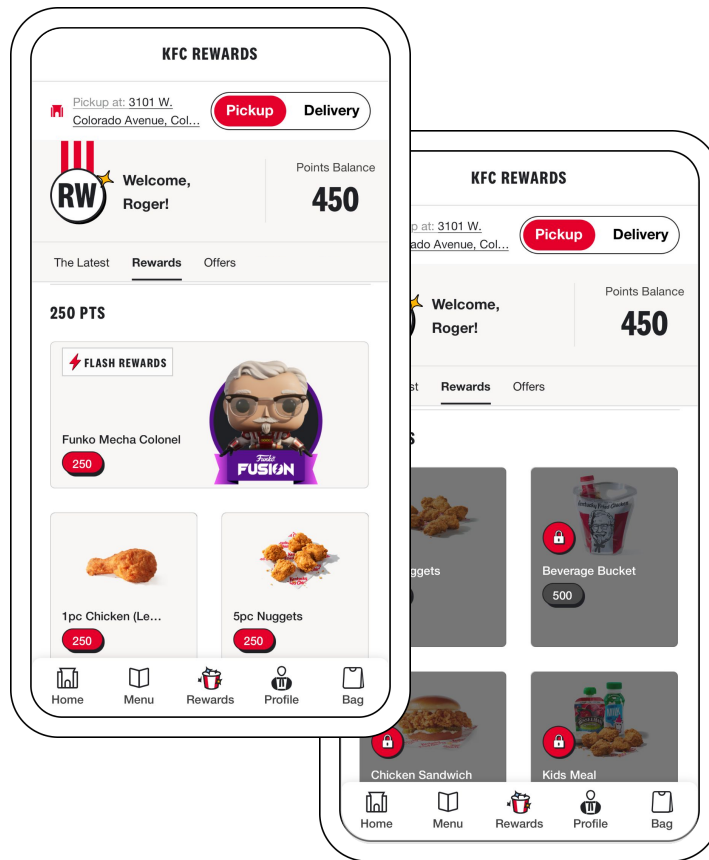
2.7_x

more visits for members who redeems than those that didn't

95%

higher CLV for members that redeemed for rewards

MARIGOLD™



Relevance and redemption begins with onboarding

Customers typically churn at a predictable rate over five years. Your onboarding will impact the active lifetime of the member.

77%

of consumers admit they retract their loyalty faster than they did three years ago.*

40%

complain that they receive irrelevant content or offers.**

Active retention*

60%

2 years

30%

3 years

20%

4 years

5%

5 years

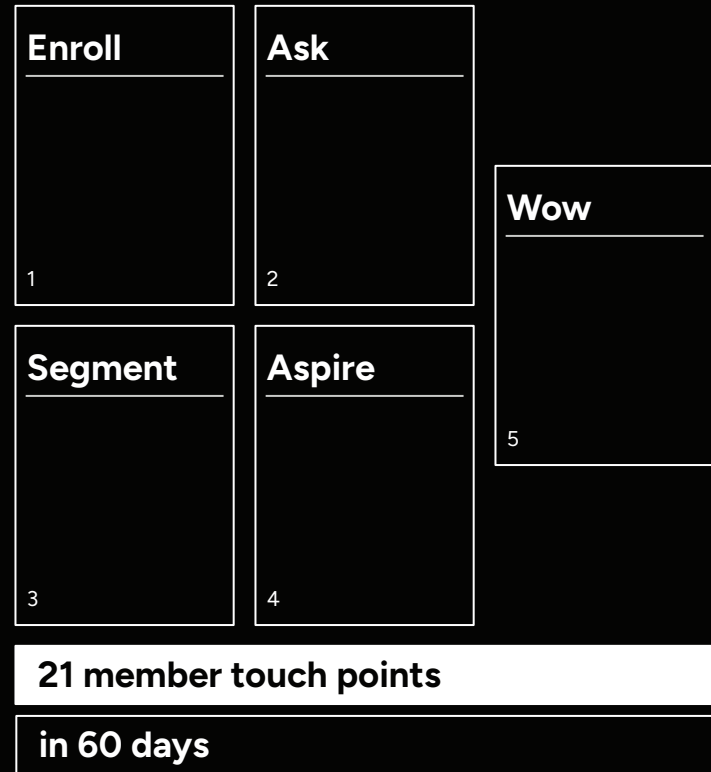
The 21x60 loyalty member onboarding framework

Go beyond the welcome email and engage new loyalty members with an onboarding journey.

Get to know your new members by opening unique conversations at scale.

Cultivate productive habits and help your customers to dream.

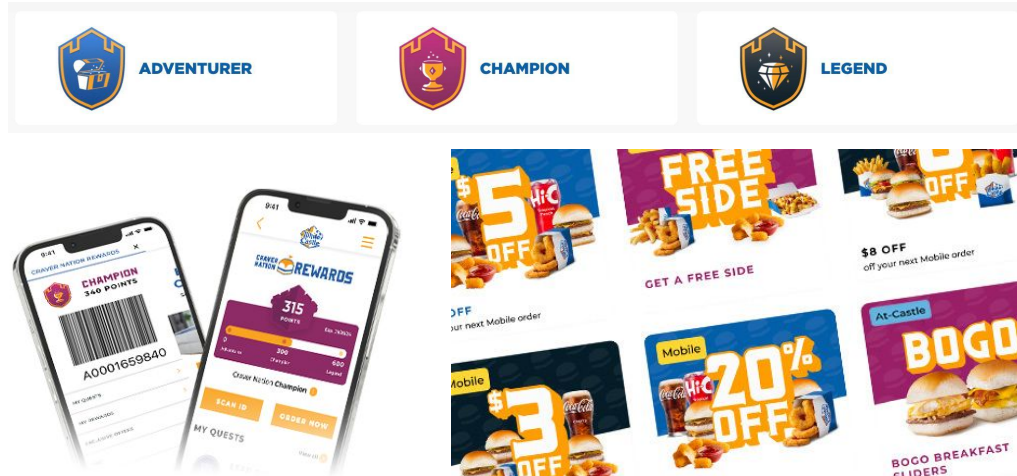
The final “wow” stage should be a redemption event. The sooner members redeem for rewards, the sooner the value of your loyalty program will be reinforced early in the member lifecycle.





White Castle wants hyper-engagement with low-liability

CRAVER NATION REWARDS™ has three tiers achievable by earning points on transactions or completing quests. Each tier offers its own unique set of quests, which, if completed, unlock rewards.



MARIGOLD™

Brand voice

All done in an “Original” tone that speaks to our Castle heritage — and connects emotionally with our members along the way.



Jamie Richardson
VP Marketing, White Castle



Europcar transforms program for faster path to value

Launched updated program 'Privilege For You' in 12 markets across Europe.

Built on 3 core foundations: instant gratification, personalisation, and deeper engagement.

2x

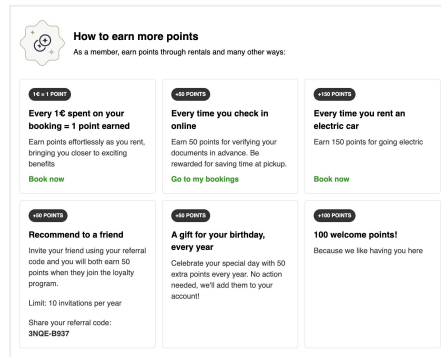
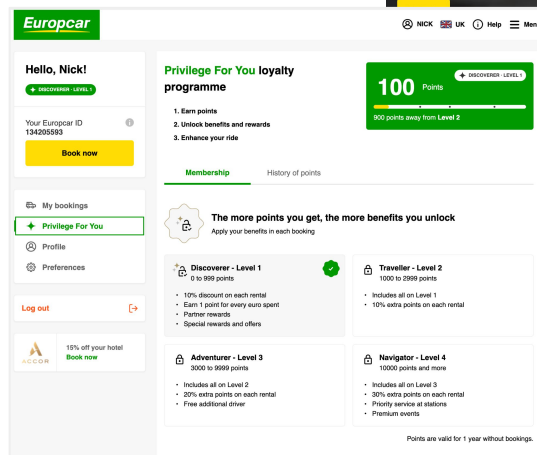
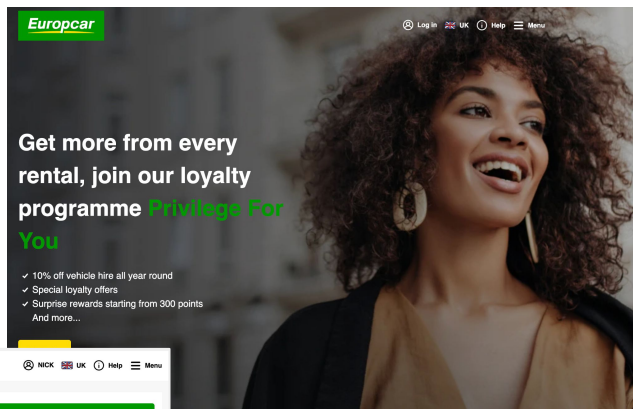
target enrollment

98%

Privilege member migration to the new program

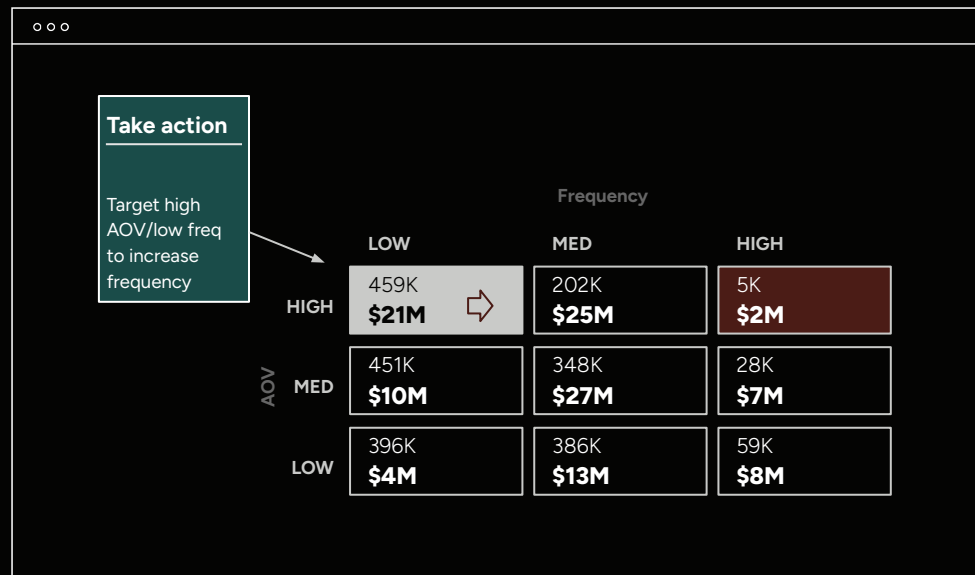
NPS

a very high engagement rate



Segment, personalise, and change behaviours with simplified RFM

In this example, targeting the top left box with a punch card is a great way to increase frequency among high value customers.



Personalised punch cards and challenges

Changing behaviours

Global restaurant chain

Punch card to incentivize frequency

31% increase in
frequency

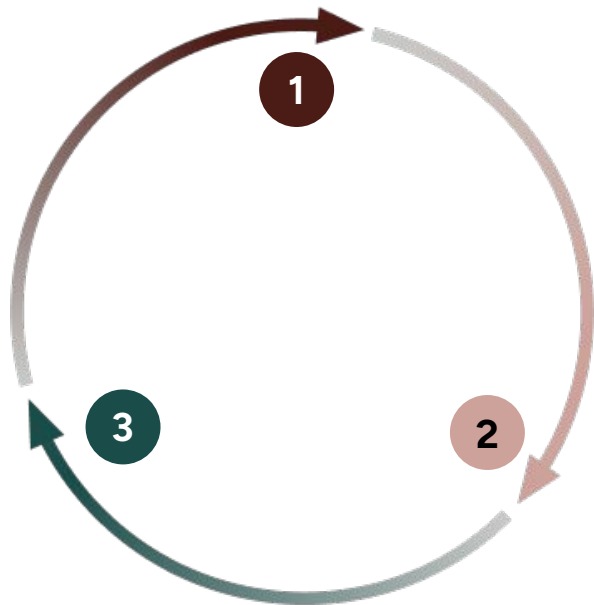
National QSR brand

Through personalised challenges

20% incremental
revenue

Decision intelligence loop: anticipate, act, adapt

AI that adapts, learns, and delivers better outcomes.



1

Predictive AI

Anticipates outcomes with behavioral signals and benchmarks

2

GenAI, Agentic AI

Converts insights into optimized actions

3

Adaptive Experimentation

Refines tactics dynamically, even with incomplete data

AI-powered offers

AI-powered offers precisely target the optimal discount level for each member, driving the next purchase without excessive discounting.

Predictive offer optimization

Machine learning analyzes purchase signals to predict optimal personalized discount levels for each member.

Operational efficiency

Configure a single offer, that automatically delivers personalized discount levels to all members.

Precision targeting

Automatically match each member with their optimal discount level based on AI predicted score.

Growth and margin improvement

Drive incremental sales without over-discounting.



RCS: Rich Communications Services

Natively available in the SMS application

Brand
immediately
recognized

Verified
sender
ensures
security

Multimedia

Interactive



No app
download
required

Secure & Trusted

- End to end encrypted
- Verified Sender
- Interact with Brand not number
- URL Previews

Rich

- High resolution images & videos
- Carousels
- Rich Cards
- Send PDFs

Interactive

- Suggested responses
- Reply Buttons
- Integrate with Calendar, Calls and Maps
- Real time conversations



Fully integrated and personalised experience for Lacoste

Longer sales cycles for high quality goods is a challenge for frequency.

The program

Personalised and exclusive to create a real members club experience.

Surprise and delight, private sales, customization and earned transaction rewards.

20%

increase in revenue

20M

members engaged
across channels

17%

markets with
regional variations
of program design

MARIGOLD™



Not yet a member? Join our loyalty programme and start enjoying rewards straight away.

- 🎁 £50 birthday gift
- 🔑 Exclusive access to private sales
- 🛍️ Gifts as you shop



SURPRISES



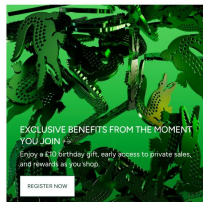
BIRTHDAY GIFTS



PRIVATE SALES



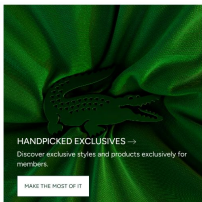
1/4



EXCLUSIVE BENEFITS FROM THE MOMENT YOU JOIN →

Enjoy a £50 birthday gift, early access to private sales, and rewards as you shop.

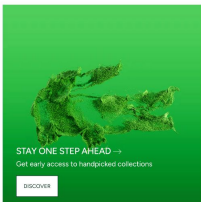
REGISTER NOW



HANDPICKED EXCLUSIVES →

Discover exclusive styles and products exclusively for members.

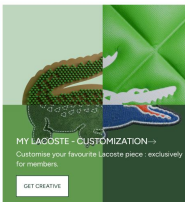
MAKE THE MOST OF IT



STAY ONE STEP AHEAD →

Get early access to handpicked collections.

DISCOVER



MY LACOSTE - CUSTOMIZATION →

Customise your favourite Lacoste piece - exclusively for members.

GET CREATIVE

Building loyalty that lasts

Not a plan, but 3 guiding principles for a profitable sustainable loyalty program.

Rewards

Your customers want to be rewarded.

Redemption

Get your members to redemption quickly.

Relevance

Use all capabilities of technology, AI/ML and program design to be the most relevant you can be to each member.

Thanks!

Come and see us. We'd love to talk more about launching or updating your program.

