

**Connecting with consumers
in a post-COVID, post-
COOKIE world.**



Setting the scene

Bloomberg

Technology

Apple and Google Are Killing the (Ad) Cookie. Here's Why

By Mark Bergen

26 April 2021, 20:00 GMT+10 Updated on 27 April 2021, 04:38 GMT+10

ORACLE

The Marketer's Guide to Brand Loyalty

Consumer research illuminates how to add value to the customer relationship, build trust through engagement and personalization, and stand out from the competition.

Customer loyalty is becoming harder and harder to attain.

With increased competition, brands are continually driving down prices (and margins) to make the sale. Savvy consumers can easily find what they want at the cheapest price with a quick internet search, forcing brands to think outside of the box to keep customers coming back. To add value to the customer relationship, brands must demonstrate they understand what their customers want through personalized and relevant experiences.

PYMNTS.com **FIS**
CUSTOMER ENGAGEMENT SHIFTS
84 PERCENT OF CONSUMERS SPEND MORE WITH MERCHANTS OFFERING PERSONALIZATION, REPORT SAYS



Offering multiple shopping or payment methods is an essential first step in keeping consumers engaged, but research has also revealed that personalization is key. A recent study found that 84 percent of consumers spend more with retailers that offer them individualized shopping experiences, for example, and that 77 percent are also likely to recommend brands with more personalization to friends and family.

Tailoring individuals' shopping experiences to their specific preferences is thus becoming more important for merchants in the omnichannel commerce space. This means that businesses need access to personal data to accurately respond to customers' needs, making security a top priority as well.

McKinsey & Company

Performance branding and how it is reinventing marketing ROI

Data and technology can help clarify customer behavior at the earliest stages of the decision journey. Here's how.

By Thomas Bauer, Julien Baudry, Michael Lantz, and Kinsey Robinson

THE Point of Loyalty

Active* participation in loyalty programs has declined significantly since 2018

In 2021, only 43% of loyalty program members indicated they are active in all of the programs they are enrolled in, significantly lower than the 2018 result (53%) and the lowest result since the research started in 2013.

	2021	2020	2019	2018	2017	2016	2015
Men	47%	51%	51%	54%	54%	53%	54%
Women	40%	42%	43%	51%	46%	50%	56%

THE Point of Loyalty

2021 2020 2019 2018 2017



OpenSparkz

A richly featured and highly configurable platform

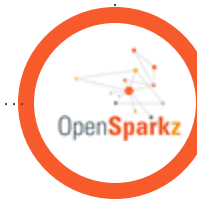
1. Customer, who is a **member of a closed user group**, links their payment card in their member app, **once only**.



2. Customer is served **personalised offers** via member app or based on **geo-loc, and spends** via their linked payment method.



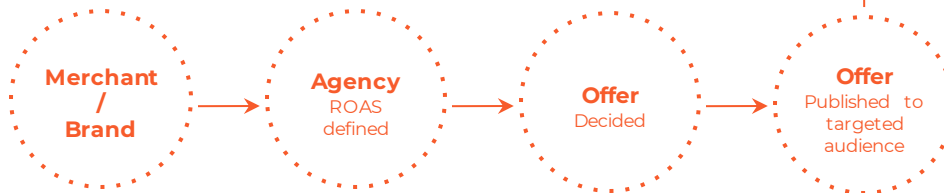
Transaction
Processed as normal via scheme networks.



Qualifying transactions sent to OpenSparkz in real time.

4. **Real-time rewards:** Cashback, virtual vouchers (instant, bounce back, stored value), points (earn and burn), gifting or bill credit.

3. **Real-time messaging** to mobile.



OpenSparkz

Platform Capabilities



Payment Linking

A new and better way to future proof digital marketing



Location-based
communication



No need for
third-party **cookies**



Pay only for
verified sales



Privacy-compliant
environment

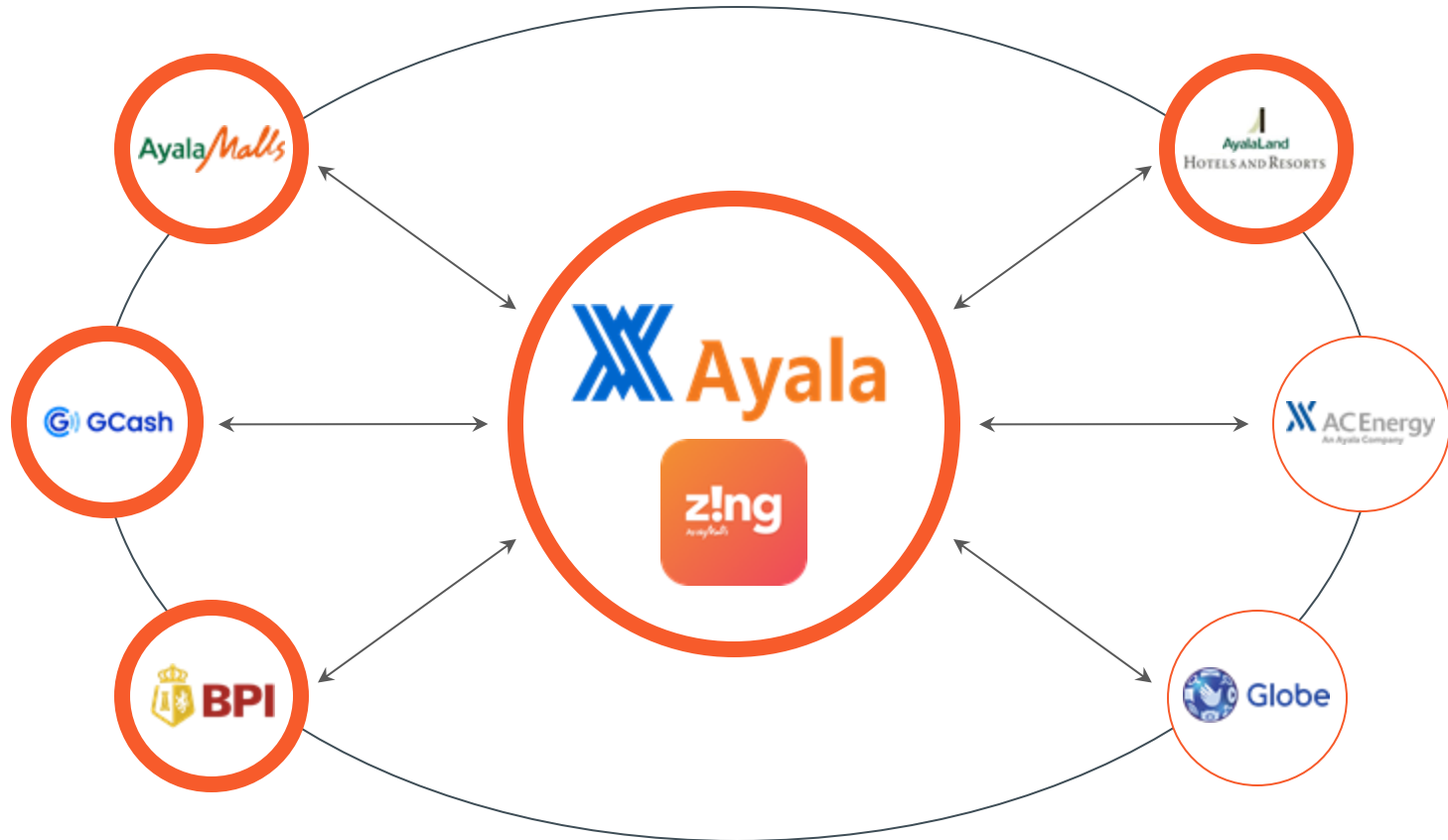


Leverage consumers
preferences and history



Immediate
rewards

Case Study: ZING! Rewards



Case Study: ZING! Rewards

Get more out of your visit to any Ayala Malls with Zing – the one app you need to maximize your shopping experience, whether at home or in the mall



Zing at Ayala Malls
by Ayala Land, Inc.



BRAND NEW LOOK
Enjoy a different and fun shopping experience right in the palm of your hand, and take new and improved Zing at Ayala Malls with you.

EXPLORE
Find your way to your favorite store, restaurants, and hotspot spots with the mall navigation.

zing it your way
by ayala

Enjoy tailored-fit lifestyle routes and unlock exclusive rewards.



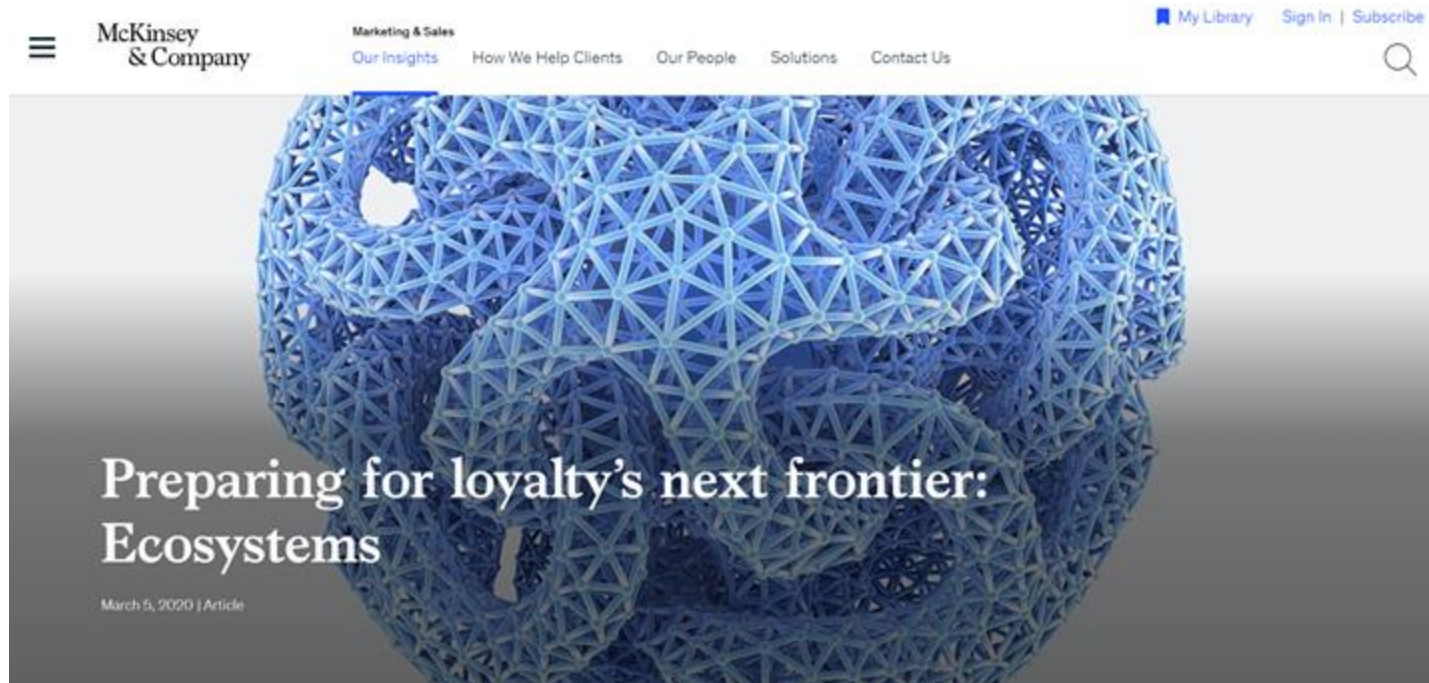
Get store information and more!



DOWNLOAD THE ZING APP FOR FREE.

Loyalty as eco-system



Payment Linking uniquely provides the infrastructure to create loyalty ecosystems by creating seamless, multi-brand loyalty connections using existing payments rails.

Thank you!

Terry McMullen

Co-founder and CEO

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