USER GUIDE

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Welcome to Loopy Loyalty!

Congratulations on your Loopy Loyalty purchase. You're only a few moments away from engaging your customers with your beautiful digital stamp cards.

Before you get started, please review this User Guide to fully understand how to best launch and manage your campaign. It also contains useful information relevant to your account, best practice tips, and marketing strategies.

MY ACCOUNT

Discover how your card balance is counted, how to create a new card, how to top up your card balance, and more.
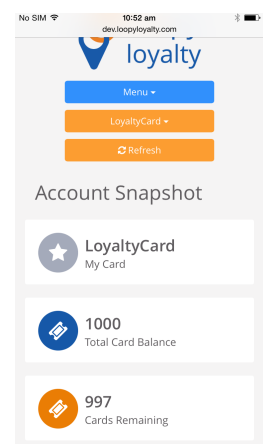
1. Credit Remaining

1.1 Total Card Balance

Unlike paper and plastic cards, the amount of cards you distribute **will only count when your customers add it to their mobile wallet**. Only when your card is installed in a mobile wallet will your total card balance be deducted.

(A) If someone were to open the loyalty card in a browser but not add it to their mobile wallet, it does not count towards your balance.

(B) If someone previously installed your stamp card in their mobile wallet but have deleted it, it will not increase your total cards remaining.
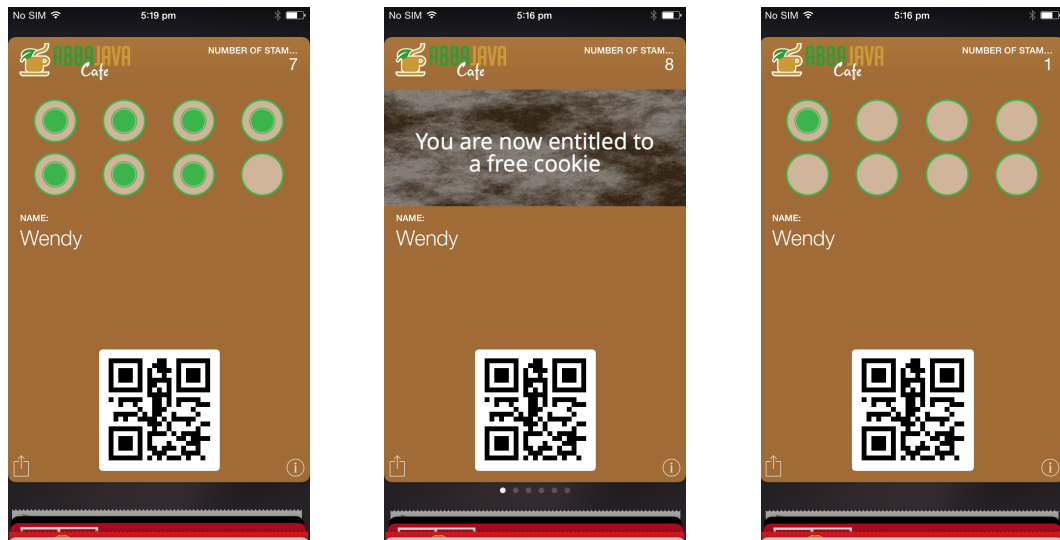
For example, you've purchased 1000 stamp cards and promoted it across social media. 600 people have opened it on their browser, 500 people have added it to their mobile wallet, and 100 people have deleted it from their mobile wallet. Your total card balance remaining will be 500 stamp cards (as 500 have added it already).

1.2 Automatic Issuance of New Card

When customers have collected all the stamps on their card, the reward image will appear in place of the stamps. When a customer redeems a reward and the merchant scans the barcode, the customer will automatically receive a new stamp card with 1 stamp on it.

This is counted as a new card issue so your total credit remaining will be deducted by 1.

2. Managing your Cards

2.1 Top Up Card Quantity

Running low on credit and want to issue more cards? Simply log into your dashboard and click on 'Buy More' in the menu to top up your balance with 100, 250, 500, 1000, or 2000 of the same digital stamp card.

2.2 Design a New Card

If you'd like to design a new card with different colors, images, and text, you will need to go to the product design page at https://loopyloyalty.com/checkout to do so. For each new campaign (with new card design), you will need to pay the activation fee stated on the page.

TIP: Use the same email to design your new card so that you can manage all of your campaigns under one dashboard.

DISTRIBUTE

To attract new customers and lead a successful loyalty campaign, you need to make it easy for people to add your loyalty card into their mobile wallet.

1. Compatible Mobile Wallets

Your customers need to have a mobile wallet app installed on their smartphone to store your loyalty card. iPhone users don't need to install an external app.

NAME		DESCRIPTION	OS
Passbook		Passbook is the native wallet app on iOS devices (except iPad). It is available in iOS 6 and above.	
Pass2u PassWallet		Pass2u and PassWallet bring Passbook functionalities to Android devices. (We strongly recommend Pass2u)	
Samsung Wallet		Samsung Wallet is supported by Galaxy S3 and later, and Galaxy Note. The app is not native for all devices.	

2. Distributing & Installing your Loyalty Card

2.1 Card URL

Your loyalty card is hosted on a website and has a unique URL linking to it. When your customers click on the URL or copy and paste it into a browser, they will be taken to the loyalty card.

2.2 QR Code

Your customers can also use a 2D barcode scanning app (we recommend Manatee) to scan your Loyalty Card QR Code (see 'Campaign Management' tab in the dashboard) and add the loyalty card to their mobile wallet. It will open the card URL in their browser.

We recommend that you print out these QR Codes in your store and place them on tables, near checkout, etc. It's easy for customers to scan and add your loyalty card straight away. Be careful not to print them out on a surface that reflects light.

Campaign Management

DISTRIBUTE MY LOYALTY CARD

Simply copy and paste the URL below or share the QR code (print out, screenshot) for customers to instantly add your loyalty card to their mobile wallets. See the User Guide for best practices and ways to distribute your loyalty card to customers.

https://pass.is/A6LLUI
Loyalty Card URL

Share this QR Code
Print (tent card, poster, biz card) & Digital (social media, email)

2.3 Adding the Loyalty Card

Opening the URL or scanning the QR code takes your customer to the browser. If you've included a field for your customers' name, they must fill in their name first, then click to add to their mobile wallet. Once the card pops up, they must click 'Add' to install it in their mobile wallet. (**Refer to Loyalty Card Installation Guide**).

3. Card Distribution Channels

3.1 Digital/Online Channels

The beauty of digital loyalty cards is that you can promote your loyalty campaign online to further target a wider audience. And because your loyalty card has a unique URL, all you need to do is type your card URL into channels online for customers to quickly add your loyalty card to their device. Here are some digital channels that you can use to promote your loyalty card:

Email
Send an email to your customers and include the URL of your loyalty card or a QR code that they can scan in the body of the email. (See Appendix A for a best practice template)

Social Media
Promote your new loyalty campaign on different social media channels and include the URL or QR code in the social media post.

Website
Promote your loyalty campaign on your website with the URL, QR code, or an embedded URL in an image. See http://abba-java.com/ for an example.
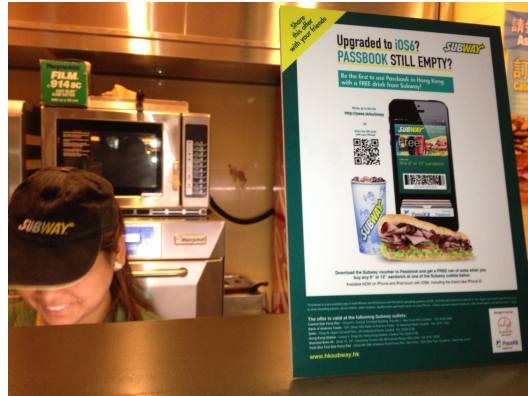
SMS
Send an SMS to your customers with the link of the loyalty card in the message.

TIP: Use https://bitly.com/ or http://ow.ly/url/shorten-url to shorten the URL of your loyalty card so that it's easier to remember and enter into a browser.

3.2 Offline Channels / In-store

Tent Card

Print the QR code and card URL on a tent card and place it next to your checkout counter or on tables. Customers can easily scan the QR code and enter the URL to add the loyalty card to their wallet. **Download your tent card template in the dashboard.**

Poster

Print the QR code out on a poster and place it on the walls/windows of your store to get more opt-ins.

Business Cards

Add the QR code and card URL to your company business cards so that customers can easily download your loyalty card later on.

Building Relationships with Customers

Get staff to promote your loyalty campaign by speaking and engaging with customers. They should be prepared to help customers with downloading the loyalty card if customers have questions. (See '**Loyalty Card Installation Guide**' in the dashboard. You can print this out and place it behind checkout for staff reference.)

REDEEM

This section covers how to scan and add digital stamps to your customers' loyalty cards with the Loopy Loyalty Digital Stamper Apps. We have given you the Loopy Loyalty Digital Stamper App to make it easy for you to digitally add stamps to your customers' cards.

The app must be installed on an **Android or an iOS device** and needs to be connected to the Internet to use.

1. Digital Stamper App on iOS Devices

1.1 Setting Up The Digital Stamper App

Step 1: Download the app from the Apple Store (visit: https://itunes.apple.com/us/app/loopy-hd/id945301614) onto your iOS device.

Step 2: Open the app. Go to Settings. Enter your Loopy Loyalty Username and Password credentials to set up the app. Enter the same username and password that you used to log in to the dashboard.

Step 3 (optional): You can also change the settings when a barcode is scanned - vibrate and/or beep.
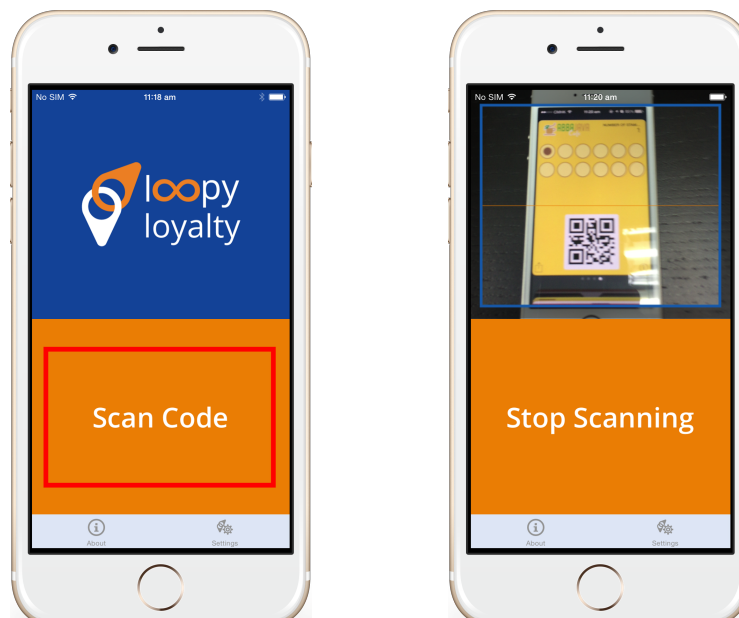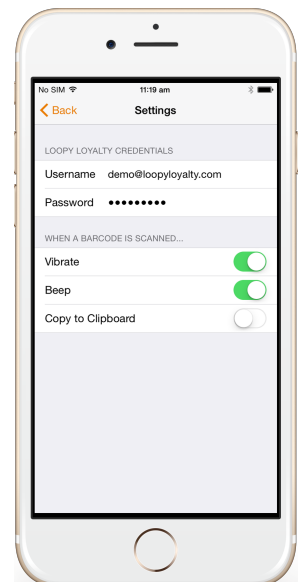
Note that Wifi must be turned on.

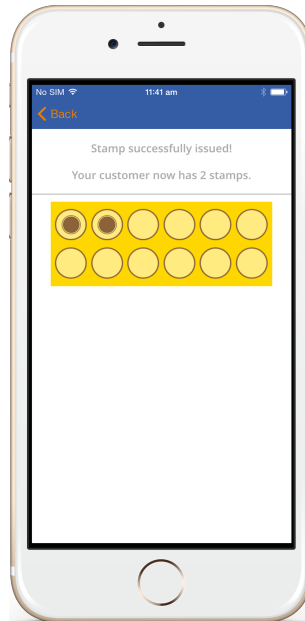### 1.2 Using The Scanning App

Adding Stamps
Before using the scanning app, ensure that your device is connected to a network (WiFi or cell network).

Step 1: Once your app is set up, tap on the orange 'Scan Code' button.

Step 2: Point the camera to the QR code on your customers' loyalty card.

Step 3: Once scanned, you will be shown the results of the scan and the number of stamps your customer currently has.
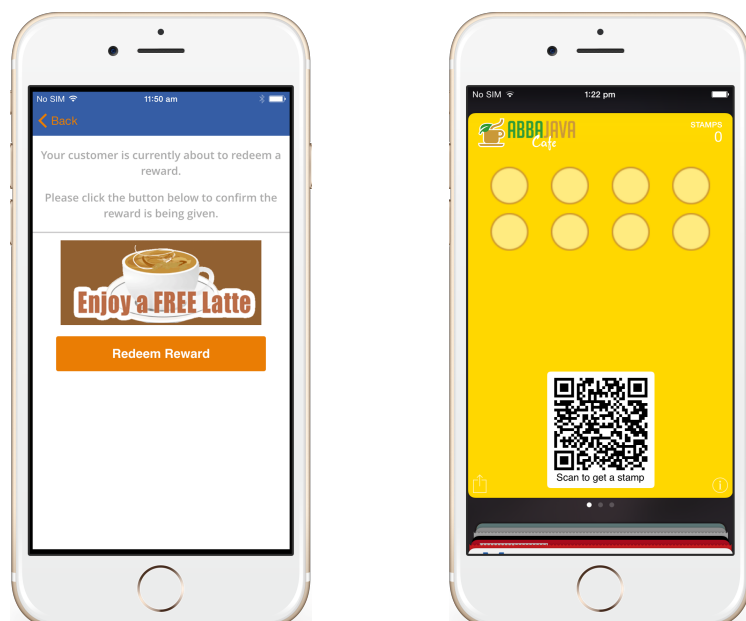

Redeeming Rewards

Step 1: When your customers have collected all stamps, scan the QR code following the same method as above.

Step 2: To confirm the redemption of a reward, tap on the 'Redeem Reward' button on the page.

Step 3: Once the reward has been redeemed, your customer will receive a new loyalty card.
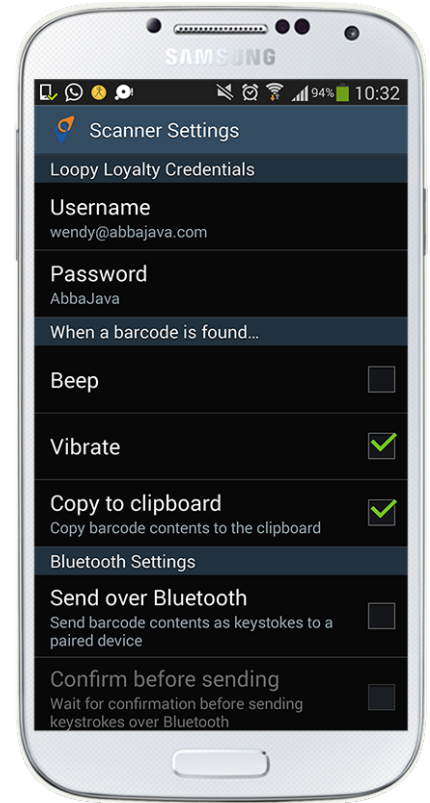
2. Digital Stamper App on Android Devices

2.1 Setting Up the digital Stamper App

Download the app from the Google Play Store (visit: https://play.google.com/store/apps/details?id=com.loyaltyloop.scanner) onto your Android device.

Step 2: Open the app. Go to Settings and enter your Username and Password. Your username and password have been sent to your email upon purchase.

Note that Wifi and Bluetooth must be turned on.

The Scanning App will read the barcode, redirect to the unique update page, and automatically add 1 stamp. You/your staff will see the success message on the Android device. The customer receives an updated loyalty card, along with a lock screen message of their new stamp balance.
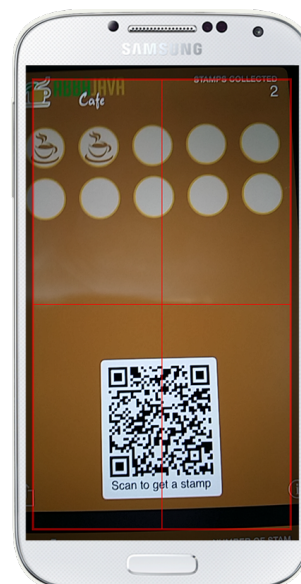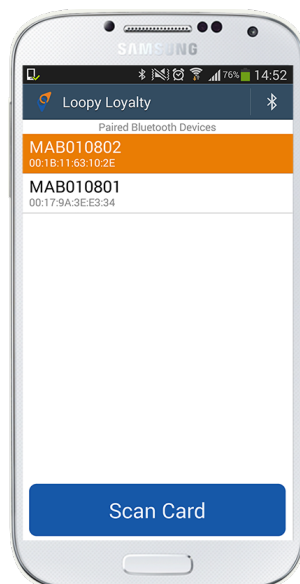
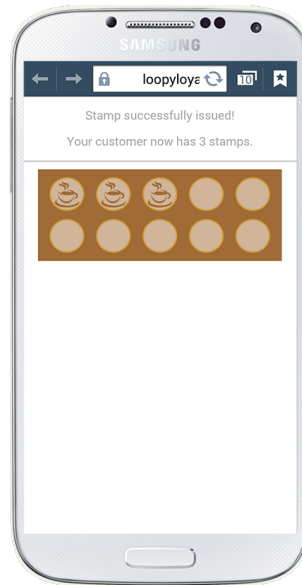## 2.2 Using The Scanning App

Adding Stamps
Before using the Scanning App, ensure that your device is connected to the Internet. To add stamps:

Step 1: Open the Loopy Loyalty Digital Stamper app (ensure set up is complete)

Step 2: Click Scan Card

Step 3: Point the camera above the QR code on your customers' loyalty card to scan.
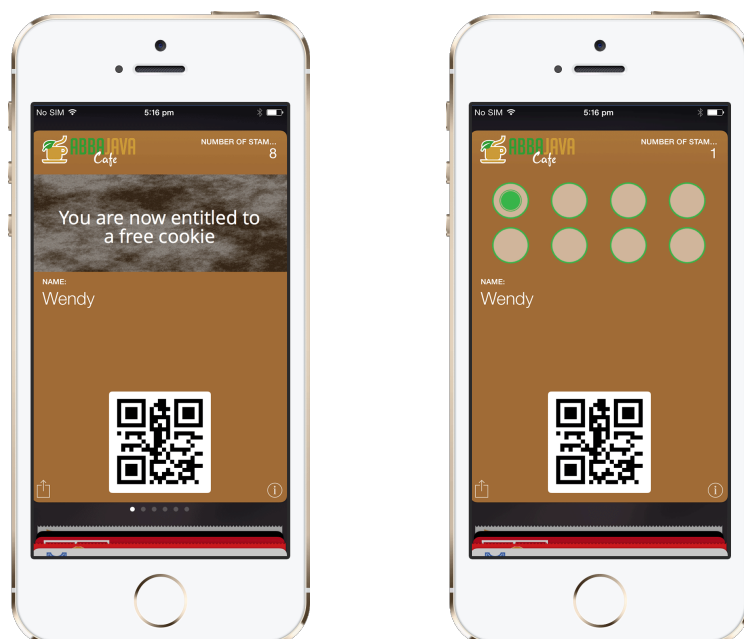

Redeeming Rewards

Step 1: When your customer collects all the stamps, their loyalty card will display a reward image in place of the stamps.

Step 2: Once your customer presents their loyalty card, scan the QR code just as if you were adding a stamp.

Step 3: Once the reward has been redeemed and the loyalty card scanned, your customers will automatically receive a new loyalty card with 1 stamp on it - your customers don't need to add another loyalty card.

MANAGE YOUR CAMPAIGN

Leverage the tools in the dashboard to deliver engaging and timely content to your customers.

1. Update Your Reward

1.1 Fields You Can Change

You are only able to update the 'Promotions' and 'Terms & Conditions' field on your loyalty card. You cannot update anything else on your loyalty card (unless you subscribe to another account).

Terms and Conditions: You may want to slightly change the terms of your loyalty program based on the time of the year or your stock of items. If you happen to run out of stock for your reward (i.e. muffins), you can state in your Terms and Conditions that the reward is subject to change. We advise consulting with your marketing/compliance department for best ways to write Terms and Conditions.

Promotions: Update this field to deliver new promotions/deals/offers straight to your customers' smartphones. For example, you can put today's special, deal of the day, etc. You can change this as many times as you would like.
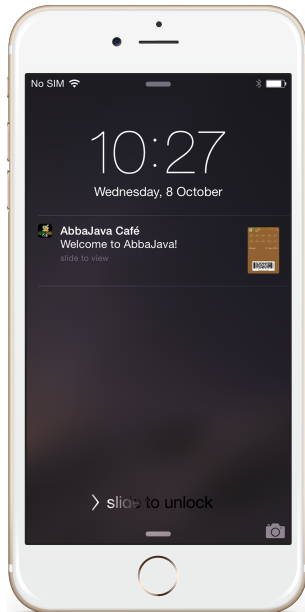
1.2 Send Push Updates

Once you have updated either your Terms and Conditions and/or the Promotions field, click update and send push to notify your customers of a change in their loyalty card. The push notification will appear straight on your customers' lock screen. This push update is sent to all of your customers.

You are only able to push updates <u>every 10 minutes</u>. We would recommend to be conservative with your push updates and only send one when it is relevant and valuable to the user. Otherwise, your customers may find it spammy and delete your loyalty card.

2. Setting up Lock Screen Alerts

2.1 Location-based messages

Deliver location based alerts to customers when they are in your area. You can install up to 10 GPS coordinates in your loyalty card (useful if you have more than 1 branch).

Go to Section 2.3 to know how to set your GPS location step-by-step.

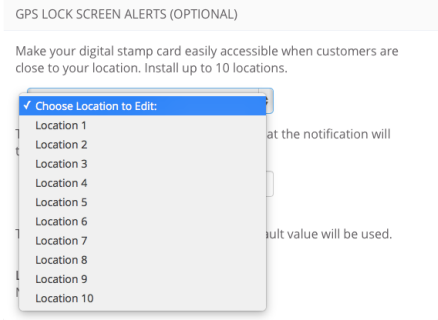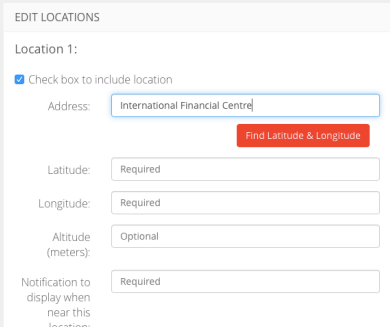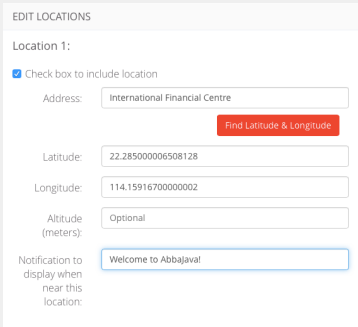### 2.2 Proximity Services with iBeacon Technology

Deliver specific messages straight to your customers' lock screen when they are in different areas of your store. For example, you can place a beacon at the front door, on the wall, at checkout, etc. Whenever your customers are in range of a beacon, they will receive a lock screen alert (provided that Bluetooth is enabled on their device).

If you don't have beacons and want to purchase them, visit http://gemtots.com/ to buy GemTot USB beacons. To learn more about beacons, visit https://passkit.com/ibeacon-devices/.

Important: If you input both GPS and iBeacon details, only GPS will appear if the beacon is located inside those GPS coordinates.

2.3 How to Set Up Your GPS Location

Note: The message must be 20-23 characters, otherwise the text gets cut off on the phone. You can update your GPS locations at any time.

1. Select the location you want to set up	
2. Input your address and click 'Find Latitude & Longitude'	
3. Use the GPS tool to determine your exact latitude and longitude and Click 'Use Location' to get the coordinates	
4. Type in the message you want to appear on the lock screen (maximum 20-23 characters for best user experience)	
5. Repeat steps 1-4 to add multiple locations. When you are finished, click 'Update changes' at the bottom of the page.	

2.4 How to Set Up Your Beacon Details

Note: The message must be 20-23 characters, otherwise the text gets cut off on the phone. You can store up to 10 beacons per loyalty card.
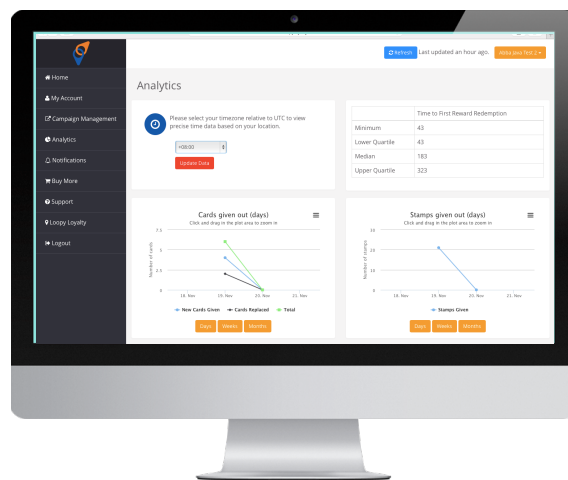
1. Select the Beacon you want to set up	**BEACON DETAILS (OPTIONAL)** Display different lock screen messages when customers are in different areas of your store. Install up to 10 beacon IDs. Don't have a beacon? Buy beacons here. ✓ Choose Beacon to Edit: Beacon 1 Beacon 2 Beacon 3 Beacon 4 Beacon 5
2. Type in the name of the Beacon or the UUID into the name field. The UUID will be auto generated if you type in a name.	EDIT BEACONS Beacon 1: ☑ Check box to include beacon Name: GemTot USB UUID: Required Major ID: Optional Minor ID: Optional Notification to display when near this beacon: Required
3. Add the major/minor values if available (optional)	EDIT BEACONS Beacon 1: ☑ Check box to include beacon Name: GemTot USB UUID: 19d5f76a-fd04-5aa3-b16e-e93277163af6 Major ID: 1 Minor ID: 1 Notification to display when near this beacon: Required
4. Enter the message to display when your customers are near this beacon (max 20-23 characters)	EDIT BEACONS Beacon 1: ☑ Check box to include beacon Name: GemTot USB UUID: 19d5f76a-fd04-5aa3-b16e-e93277163af6 Major ID: 1 Minor ID: 1 Notification to display when near this beacon: 10% discount on lattes
5. Repeat steps 1-4 to add multiple beacons. When you are finished, click 'Update changes' at the bottom of the page.	**Update Changes**

3. Analytics Dashboard

The analytics dashboard gives you rich insight on your how loyalty campaign is performing. Use it to track customer spending behavior and improve upon your campaign through push updates that engage users.
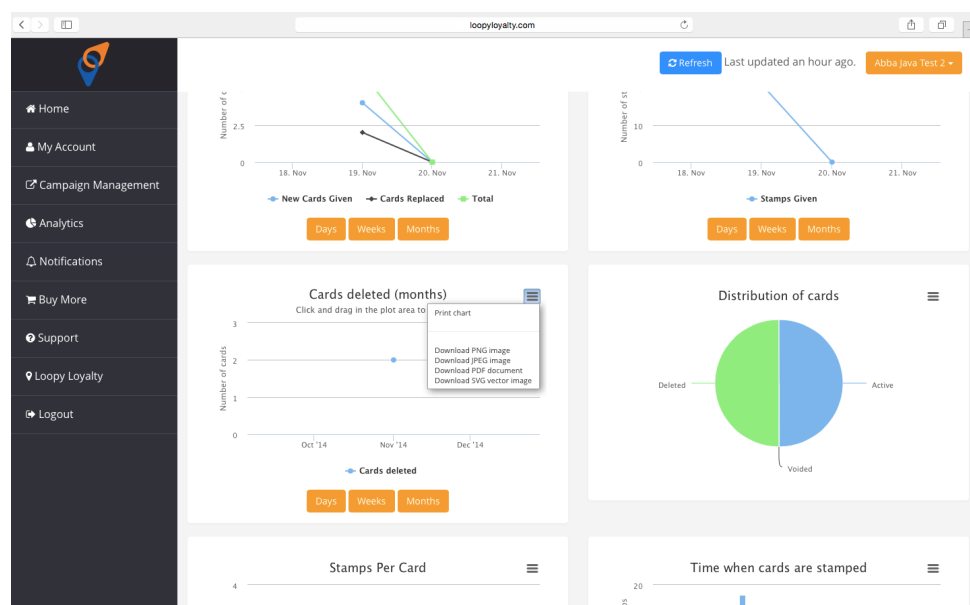
All of this data can help you target the right customers to further drive loyalty.

Step 1: Please set your timezone. This will allow you to get time-relevant data to further improve your loyalty campaign and enhance your customer retention strategy.

You can set the time granularity for certain graphs and even compare data on a daily/weekly/monthly basis.

Each graph can be downloaded and exported to your computer. This allows you to include some of the analytics in presentations or on promotion supports.

Appendix A

Here is an example of an email that you can use as a template when distributing your loyalty card to customers.

Subject Line: Your Digital Loyalty Card

Hi [insert name],

Thanks so much for your continued support. We're happy to have you as part of our family, and to show our appreciation, we'd like to give you your very own digital loyalty card.

Simply scan this QR code with your mobile phone or click the following URL to save the digital loyalty card to your mobile wallet (Passbook, Pass2U, etc).
Loyalty card URL: pass.is/12345/

Insert your QR
code here

Every time you visit and make a purchase, we'll give you a digital stamp. Once you've collected all stamps, you'll receive a very cool reward on the house.

If you have any questions please feel free to let us know.

See you soon!

Team [insert company name]