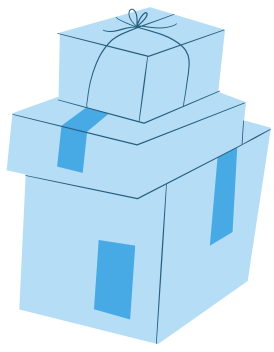
WHITE LABEL LOYALTY

LET'S TALK ABOUT

FMCG & CPG

Looking to improve brand loyalty amongst your user base?



Why does loyalty matter?

Our solution allows you to bypass retailers and engage with your end customers directly. Use data-driven customer engagement and brand activation campaigns to boost engagement and advocacy.

Challenges of this industry

Lack of customer data & insight, no direct relationship with end-customers.

Heavily reliant on wholesalers and retailers for growth.

How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

COLLECT DATA

Selling at multiple retailers or working with other businesses shouldn't prevent you from collecting customer data. Capture information across multiple sales channels with our receipt scanning technology.

UNDERSTAND YOUR CUSTOMERS

Turn your data into actionable insights: no more guessing when it comes to rewarding your customers, as you will have access to a full customer profile. The more you know about your customers, the better you can reward them and increase your retention rates.

Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the FMCG & CPG industry.

LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.

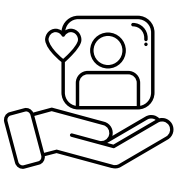
MICROSITE

Save yourself time and effort by using our platform's microsite front end.

RECEIPT SCANNING

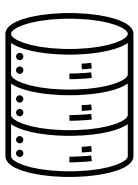
Our receipt scanning tech can extract any piece of data from a printed or digital receipt or invoice, no matter how big or small.

FMCG & CPG best practices



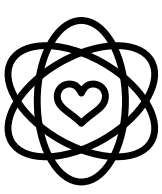
Single customer view

No more sifting through fragmented campaign data: getting a clear, 360 view of each customer makes your job easier.



First-party data

Unpacking, analysing, and acting on data can give consumer goods companies a competitive advantage.



Personalisation

Build direct relationships by understanding each individual's unique needs and preference.

Suggested use case

BRAND ACTIVATION

The more you know about your customers, the better you can cater to their needs. Running data-driven campaigns helps you get invaluable 1st party customer data and grow customer understanding.

For more information:
whitelabel-loyalty.com