

# LET'S TALK ABOUT AGENCIES

And how can loyalty programs help with engagement and retention in this sector.



## Why does loyalty matter?

Agencies don't have it easy. You need to create a strategy, source and manage suppliers, deliver on time, and wow the client with results. But what if we told you that you could work with just one tech supplier for the entire end-to-end solution?



## Challenges of this industry

Managing several stakeholders for brand campaigns, difficult communication with developers.

Cannot scale number of activations at a time due to time required to deliver a solution.

## How to achieve loyalty

It shouldn't be your job to understand the technical details of delivering campaigns.

### THE RIGHT PARTNER

Get a reliable partner that can take care of the tech so you can focus on your clients' requests. We provide you with a single point of contact and can even take care of the project management to help you keep things simple.



### FLEXIBILITY IS KEY

Choose tech that is flexible so that you're free to make changes easily. We understand that campaigns, strategies and tactics often change quickly for brand clients and tech shouldn't be the bottleneck. Our flexible architecture makes it easy to adjust rules and rewards as well as the front end.

## Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty as an agency.



### LOYALTY ENGINE

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



### 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.



### MICROSITE

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

## Agencies loyalty best practices



### Member rewards

Reward points for actions like leaving a review, referring a friend and even interacting with the brands on social media.



### Personalisation

Get closer to customers so you can personalise their experience, and make any behaviour rewardable with the right event-based loyalty engine.



### First-party data

Running data-driven campaigns helps you get invaluable 1st party customer data and grow customer understanding.

## Suggested use case

### BRAND ACTIVATION

Do you run activation campaigns on behalf of clients? Get a master WLL licence and leave the technical set up of campaigns to us.



For more information:  
[whitelabel-loyalty.com](http://whitelabel-loyalty.com)