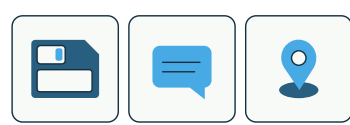
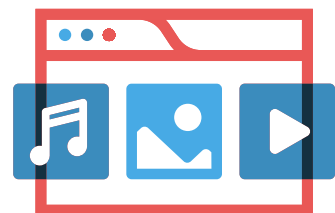


LET'S TALK ABOUT MEDIA

Looking to improve brand loyalty amongst your user base?



Why does loyalty matter?

End-to-end loyalty programs help with customer retention and acquisition. Increase brand recognition and provide more value to your loyal customers — by getting to know them on a personal level first.



Challenges of this industry

Lack of data and customer understanding due to limited touchpoints.

Ever-increasing demands for ultra-personalisation.

How to achieve loyalty

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

PROVIDE MORE VALUE

Build long-term loyalty with your customers. Start by incentivizing them to stay a customer with value-added rewards, giving them another reason to stay loyal. Choose from our wide range of gift cards, discount offers, cashback rewards and more.



UNDERSTAND YOUR CUSTOMERS

If you want to understand what your customers are looking for, you should be measuring their activity and behaviour (e.g. hours watched, length of subscription). Incentivise customers to give you their data and consent with rewards. This will enable you to understand customer behaviour.

Popular tech for this industry

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



LOYALTY ENGINE

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



MICROSITE

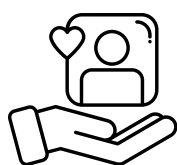
Save yourself time and effort by using our platform's microsite front end.



ANALYTICS

Our system provides you with meaningful insights at your fingertips, including custom queries and charts.

Media industry best practices



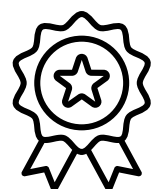
Personalisation

When your customers are offered information and products that don't interest them, it makes them more likely to leave.



Customer data

Be strategic with the customer data you collect: measure retention rates, customer lifetime value, and churn rates.



Choose the right rewards

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

Suggested use case

INSTANT CASHBACK

Make your customers' user experience easier and more valuable and show them you care about giving them incentives to keep going back to you and your solutions.



For more information:
whitelabel-loyalty.com