



“Web-Mall” – Internet loyalty

The “Web-Mall” is an internet loyalty scheme that can be overlaid and run in parallel alongside a conventional card-based loyalty scheme. The website is branded with the Clients artwork and delivers an extra points-earning environment for members.

Within the “Web-mall” cardholders can transact with over 400 of the busiest on-line retailers covering just about every possible sector. All of the points earned from on-line spend are added to the existing balance on the members card. Each member will also have their own homepage on the same site to see their points earned in both in the high-street and on-line.

The marketing power of this as a value-add is, that all of the points earned on the “Web-Mall” can only redeemed in the Clients outlets, thereby funnelling all redemption activity back to the source.

This innovation was a result of having delivered several loyalty solutions to the sports sector in which many fans were geographically disadvantaged and could not participate in the catchment area of their club scheme. To address this, an on-line loyalty scheme was created which has evolved into the “Web-Mall”. (Sports example @ www.teamcard.co.uk)

This concept has now matured to the extent where the levels of on-line transactions have grown exponentially, with a four-fold increase in transactions in the twelve months to December 2009.

Potential clients should take some comfort from the fact this technology has also evolved to the extent that it has never been more affordable. Let us show you that loyalty schemes are no longer the exclusive domain of the large nationals, contact us now to find out what is possible; **t.** 01334 476504; **e.** info@scotpart.co.uk; **w.** www.scotpart.co.uk

2010

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HIGHST

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