

LOYALTY/REWARDS

Easy and customizable to meet your needs.



57% of consumers say they **modify their purchases** based on the existence of **loyalty programs**.



LOYALTY PROGRAM **REWARDS**

Loyalty programs can attract and retain cardholders, expand your relationships, and establish you as the “institution of choice” for all their financial needs.

Our industry-leading turnkey loyalty program is easy to implement, customizable to your needs, and cost effective. Plus, our debit card rewards and credit card rewards let you offer your cardholders the benefits they value most.

Customization

Our rewards program is customized for you. Program experts guide you through every step, from designing your program to customizing your rewards. You can even add in other financial products and services to create relationship rewards and build brand loyalty.

Enterprise Rewards

If you're a national merchant with multiple locations and branches, you need a partner that serves you unique needs. Vantiv understands the size and scale of national merchants and can tailor an enterprise rewards program that's sure to fit your needs. We'll help you design a loyalty program that's attractive to rewards program members.

Build Your Rewards Member Base

One of the best ways to increase your customer base and to encourage loyal, repeat customers is with a well-designed rewards program suited to the needs of your national scope.

Vantiv will help you focus on these four important aspects of your enterprise rewards program:



Get their Attention

Our acquisition programs are designed to increase the number of customers with your rewards card in their wallet.



Engage Customers

Get your customers excited and active with regular promotions and targeted communications.



Increase Usage

Educate customers on the myriad benefits of participating in your enterprise rewards program.



Motivate New Users

Just having the rewards card in their wallet is not enough to drive revenue. Remind new and inactive customers of the benefits of your enterprise rewards program.

Merchant Funded Rewards

Prewards®, our innovative merchant-funded rewards program, links merchant discount offers to any debit card from a participating issuer.

Cardholders receive an email or text message with a targeted mobile coupon, encouraging them to visit a merchant. When they present their debit card at the merchant, the electronic coupon is automatically applied, giving the cardholder a discounted purchase.

How the Prewards program Works

- Cardholders sign up for Prewards on your website
- Electronic coupons are sent by email, text message, or online
- Redemption is easy - cardholders just shop, swipe, and save
- The coupon is redeemed when the purchase is completed
- Cardholders receive a text or email as verification

Prewards Advantages

- Debit card rewards increase usage
- The program boosts transaction volume
- Works with other rewards programs