

Intuitive Loyalty Platform

Brevo Launches All-in-One Solution for Loyalty Programs

Paris, September 17, 2024 - Brevo, Europe's leading 360° CRM solution, announces the launch of its new technology dedicated to loyalty programs, the first and most accessible loyalty program management engine on the market. This new offering, already acclaimed by Brevo's key account customers, is being officially presented simultaneously at 3 events attended by Brevo teams today: Paris Retail Week, All4Customer Meetings in Cannes, and DMEXCO in Cologne.

At a time when companies are facing increasing challenges in terms of customer retention, program personalization, and cost management, loyalty programs are emerging as a powerful lever for boosting consumer engagement and satisfaction. And with good reason: according to an Ifop survey for Brevo, 87% of French people say they have subscribed to at least one loyalty program - with an average of 6 programs per person.

Despite this more than common consumer practice, another Brevo study involving 250 French companies reveals that more than 1 in 3 companies (36%) have not yet launched a loyalty program. This is because, until now, developing a loyalty program has involved high costs, complex in-house management, a lack of resources, and a quest for personalization.

In response to these business challenges, Brevo is unveiling a solution that is simple, comprehensive, and accessible to all companies, regardless of size or location. It will be available in Europe and the United States.

A loyalty program adapted to new consumer habits

For small and medium-sized businesses, existing loyalty programs often present challenges due to management complexity, lack of personalization, and unaffordable costs. What's more, loyalty cards have multiplied to such an extent that 65% of French people would like to see them brought together in a single, intuitive application.

With this in mind, Brevo has developed a solution designed specifically to meet the needs of today's companies and customers. With an easy-to-use, user-friendly interface, extensive personalization, and adapted pricing, this new offer enables companies and customers to get the most out of loyalty programs:

- **An intuitive platform**, allowing easy configuration of fund rules, rewards, and offers through a drag-and-drop interface.
- **A pool system**: Brevo's solution tracks loyalty point balances in real-time, encouraging customers to interact more with the brand.
- **A status system** that creates loyalty levels adapted to each business based on customizable criteria.
- **Attractive rewards and offers** tailored to different customer segments to maximize impact and repeat purchases.
- **Contact segmentation and automation**, enabling loyalty data to be used to create qualified silos and trigger personalized automation scenarios.
- **A dashboard** to better monitor loyalty program performance in real-time, thanks to detailed reports and customized KPIs.

A feature instantly adopted by clients

Several key accounts, including Asmodée, France's leading publisher and distributor of board games, have already chosen Brevo's loyalty solution.

At a time when 59% of French consumers are encouraged to buy more thanks to a loyalty program, companies (SMEs and large retailers alike) can't ignore its potential. At Brevo, we firmly believe that loyalty programs should be managed with minimal technical intervention and easily interfaced with CRM to better engage and retain more customers. Our new loyalty solution offers an all-in-one approach that simplifies the management of these programs. The aim is to increase retention and engagement, boost purchase frequency and average basket, and strengthen customer knowledge. So it's a win-win solution for companies and consumers alike!" says **Armand Thiberge, CEO and founder of Brevo.**

About Brevo

Brevo offers the most intuitive customer relationship management (CRM) solution for the sustainable growth of all businesses and non-profit organizations. With Brevo, companies benefit from a unified view of the customer journey, a marketing and sales platform, targeted campaigns via email, SMS, WhatsApp, Chat, and much more. Today, more than 500,000 companies - including eBay, H&M, Sodexo, Louis Vuitton, Carrefour, and Michelin - trust the reliability of Brevo's solution to deepen relationships with their customers. Brevo has reached an ARR of 142 million euros in 2023 and has over 900 employees worldwide. The company is headquartered in Paris, France. More information: www.brevo.com

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