

# WITH FMR REWARDS YOU'RE NOT JUST THANKING CUSTOMERS FOR THEIR LOYALTY, YOU'RE UNLOCKING THEIR LIFETIME PROFIT POTENTIAL.

SYNCHRONIZING CUSTOMER TRANSACTIONAL AND BEHAVIORAL ACTIVITY, FMR LEVERAGES THE POWER OF REWARDS TO ACHIEVE DOUBLE-DIGIT INCREASES IN REPURCHASE RATES, SERVICE VISITS AND CUSTOMER SATISFACTION.

## 01 PROVEN PROFIT MODEL

FMR Advantage Rewards



42% Increase in repurchase rates  
60% Increase in valid email capture

## 02 MAKING CONNECTIONS

The FMR Advantage Rewards platform records every customer-pay transaction, assigning and redeeming rewards points as determined by retailer or brand criteria. Customer brand interactions are tracked by Sales and any other desired customer behaviors.

Corporate incentive programs can be seamlessly integrated into the programmable rewards/redemption engine.

## 03 EASY ACTIVATION

Easy to assign program access levels ensure complete program security and allow flexible usage among different departments.

Complimentary, live online training is available on a scheduled basis for marketing, sales and field personnel along with toll-free technical support. Set-up time is as short as 20 minutes.



## 04 BONUS REWARDS OPPORTUNITIES

Invite your customers to earn additional points for their brand. FMR's platform offers a dedicated, branded shopping portal that provides discounts and point earning opportunities at more than 400 leading retail partners.



## 05 MOBILE REWARDS APP

The FMR Advantage Rewards Mobile App, customized to your brand, puts customers' reward point statements and personalized promotional offers in the palm of their hands. Location-based push notifications and offers can also be included within the App.




## 06 BUILT-IN MARKETING TOOLS

FMR Advantage Rewards includes a customer communication generator employing pre-approved DM and personalized email templates. Campaign design, timing, output and Social Media integration can be orchestrated at the touch of a button. Monthly customer email statements with a 30% open rate keep your brand and its promotions top-of-mind throughout the year.

## 07 DATA DRIVEN SUCCESS

Using data from member profile and survey tools, transactional date/amount histories, electronic punch cards and other variable inputs, the FMR platform provides valuable customer insights and a flexible suite of reporting products, from Excel to 24/7 web-based dashboards.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For almost 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 Loyalty Starts Here.<sup>SM</sup>

For more information contact us on +1 877-750-1054

