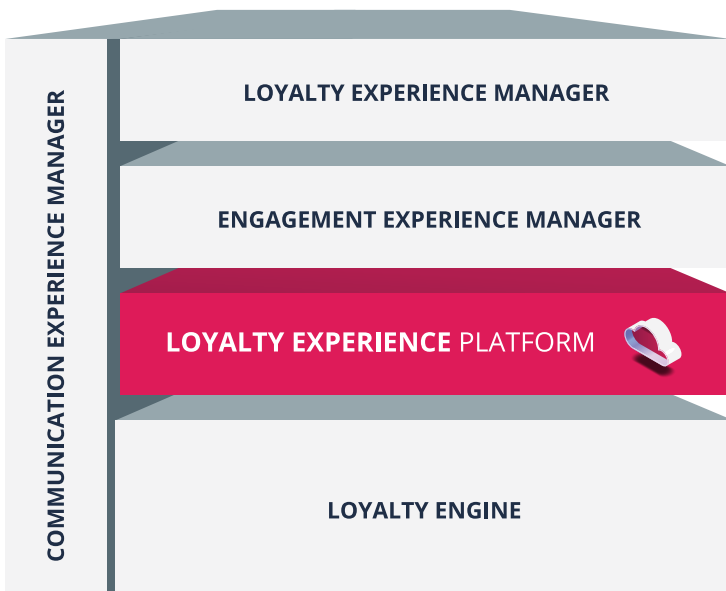


Loyalty Experience Platform™ An Enterprise Customer Retention Solution that Accelerates Growth



Everything you need to build lasting customer relationships at scale

Annex Cloud's Loyalty Experience Platform combines best-in-class loyalty management with powerful engagement and communication modules, enabling enterprises to collect and fully leverage first-party data at scale to connect, engage and build lasting customer bonds.



Omnichannel Marketing at its Best

Deliver spot-on messaging with our Communications Experience Manager.

- ✓ Personalize every interaction whether it's via web, SMS, print, social, emails, or apps
- ✓ Deliver a consistent experience across your tech stack (CRM, CX, ERP, CDP, ESP, POS, ecommerce, mobile)

Modular to Buy Only What You Need

Create whatever type of loyalty experience your customers prefer with our Loyalty Experience Manager.

- ✓ Transactional, social & behavioral, status/tiers, premium/paid memberships, receipt/invoice, and coalition/partner programs
- ✓ Points, products, gift cards, coupons, badges, reward store, or charity rewards

Widest Range of Engagement Modules

Keep customers engaged between purchases with our Engagement Experience Manager.

- ✓ Social
- ✓ UGC
- ✓ Influencers
- ✓ Surveys/Contests
- ✓ Referrals
- ✓ Gamification

Robust Loyalty Engine Drives Strategic Growth

- ✓ Seamlessly integrate loyalty into your existing infrastructure with open APIs, 100+ pre-built integrations and more
- ✓ Inform highly targeted growth strategies with a robust loyalty rules engine, predictive intelligence, and dynamic campaign management
- ✓ Gain a unified 360-degree member profile along with granular segmentation to maximize results

Why Annex Cloud?



Most **modularized extensible platform** allowing clients the most flexibility of features and a nimble environment to optimally meet ever changing needs



Most innovative solution delivering engagement modules for emotion and empathy, enabling clients to **create true human connections** with their customers



The largest partner network delivering the most predefined integrations makes loyalty easy for clients to execute fast and deliver frictionless experiences to their customers

FORRESTER®

- ✓ Loyalty Management
- ✓ User Experience
- ✓ Execution & Innovation Roadmap
- ✓ Integration & Partnerships
- ✓ Company Performance

Annex Cloud earned the highest possible scores in 15 criteria in The Forrester Wave™:

Loyalty Solutions, Q2 2021 Report, including:

250+


Global Enterprise Customers


16+ Billion


Application clicks a month

170+

Employees

 Founded in 2010
Privately Held

 HQ in Allen, TX

 Global offices in Germany and India

Trusted by Global Brands



Harness the value of your customer relationships
Contact our loyalty experts to schedule a complimentary live demo or consultation