



# Fidelity that moves results

We are specialists in establishing collaborative relationships between companies and their employees or consumers through strategies that reward loyal behaviors. We develop complete or modularized solutions for the creation / development and management of loyalty programs and incentive campaigns. From planning to execution, we offer technological solutions and full support for each phase of your project, whether small or large.

## What is the product / service?

Solutions to reward those who want, to retain B2C clients, increase and optimize sales, integrate and train teams. Either by online platform of prizes with more than 1 million options, configuration of a personalized catalog, in a simple and fast way, by integrations of APIs, platform of offers with purchase of credit card. In addition to the points, we provide consulting and implement the solution for your company to achieve its objectives.



## Why do customers use our solution?

- Full service provider - from planning to executing your loyalty program or incentive campaign;
- We go beyond the points to offer the best experience for your audience;
- Infrastructure and solidity that only LTM offers (Microsoft Azure, PwC, PCI)
- One stop shop

### One Stop Shop

- Of the strategy and planning, technology and infrastructure, services and operation, intelligent management with focus on its result
- Scalable solution by connecting your campaign in the marketplace of awards with more than 1 million option

**Convenience, ease and value for your business**

### Involve clients

- Recognize and reward positive attitudes;
- Create a relationship with customers;
- Offers customized according to profile;

**Customization of the marketplace of awards for the brand of the company**

### Better results for your investments

- Active management of the cost of the program and strategies of "burning points"
- Increase in value perceived by consumers through exclusive negotiations, proprietary models of subsidies and others

**Continuous search for return on investment in your projects**



# LTM recognizes and rewards positive attitudes with focus on its outcome



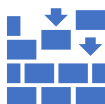
## From consumer loyalty to customer engagement:

- Data that maximize results
- Artificial intelligence for personalized offers
- User sessions according to the participant's cycle



## Fidelity beyond the points

- Rescue of points
- Guaranteed discount



## Business Intelligence

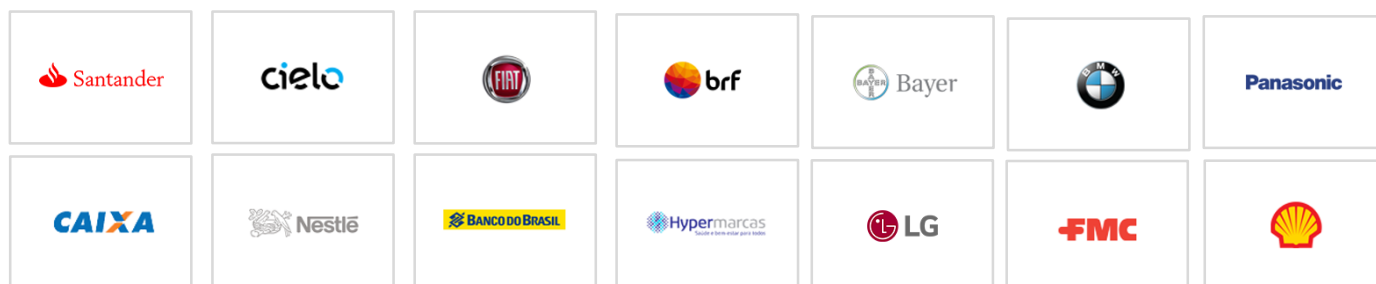
- AI Solution (Artificial Intelligence)
- Statistical models (RFV, lifetime value, geomarketing)
- Marketing Cloud with day segmentation for product and participant

## Loyalty that moves results

Experience and identification with brand values are important decision factors when buying a product.

## Start with:

- 84% state that loyalty programs influence the long-term relationship with the company (Nielsen, 2018).
- 36% of consumers expect brands to know their preferences, needs and purchasing behavior (NOVAREJO magazine, 2018).



## Tangible benefits / Expected results

- Operational efficiency in campaign management;
- Commitment of clients and collaborators with more than 1 million options of awards;
- Goals linked to rewards by moving the KPIs of your business;

## Why LTM?

- Processes of controls and policies audited annually by PwC (Price Waterhouse Coopers).
- Scalability by Microsoft Azure, with applications in the cloud;
- Adaptation to your business / personalization according to your need;