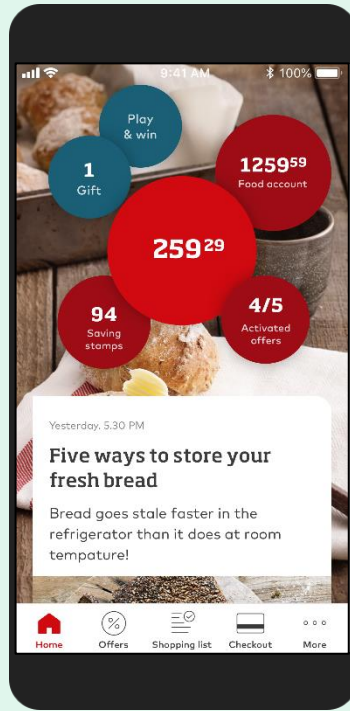


Engage customers and build store traffic

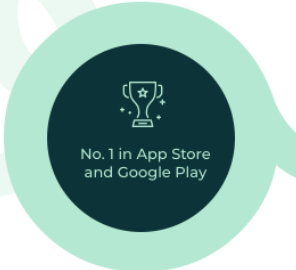
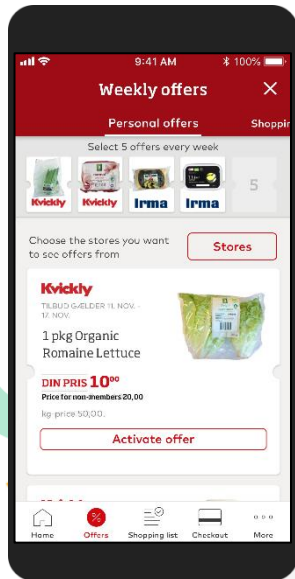
Effective execution platform as a service



Boost repeat purchases

Drive traffic to stores

Reward loyalty



COOP DENMARK CASE

Helping 1.7 million members shop smarter

The Danish retailer Coop started their transformation from an analog member organization to a digital frontrunner 2 years ago. Loop is the backbone of Coops digital ecosystem and enables the retailer to boost customer loyalty. Further, Loop not only uses gamification as a driver to increase customer penetration, it also includes the ability to create a frictionless shopping experience. The Coop App now covers more than 1/5 of all Danish households, with over 1 million downloads.

- 50% increased traffic
- 10% cut in media spend
- 29 points higher NPS
- 30% daily active users

App key features



Games



Real time bonus



Digital vouchers



Digital stamps



Personalized offers



Mobile payment



Shopping lists



Scan and go

Loop helps you create and maintain customer engagement across all touchpoints in retail, allowing you to achieve your short- and long-term business goals.