synapze LX

Trusted by leading global brands, Synapze LX is a next-generation loyalty platform that drives unparalleled engagement between brands and their customers.

Modular • Scalable • Secure • Personal

| **100 Million** Synapze Members | **One Billion** Experiences Delivered | **32**% Lift In the number of customers that felt recognized and rewarded | **7**% Lift In spend with lifecycle communications powered by Synapze LX | **20**% ▲ In member spend per AOV vs non-members |

Power best-in-class loyalty and CRM experiences with all of your customers, from the most valuable to those most at risk, delivering timely, relevant and personalized moments across their entire journey with your brand.

Synapze LX is purpose-built to drive ongoing, real-time customer engagement.

Flexible and fast to deploy, the platform tracks all the ways customers engage with your brand—including both purchase and non-purchase behavior—from all digital channels.

Save time with a complete turnkey solution.

Synapze LX provides ready-to-go customer tracking and profiling that seamlessly integrates into your ecosystem. Key features include social engagement capabilities; real-time decision engine that issues points, offers and other rewards; communication and lifestyle manager; AI-powered recommendations; reporting; and administration tools.

The Synapze LX Advantage

Synapze LX captures and interprets data every time your customers interact with your brand. The platform uses this data to build a 360-degree profile for each customer, enabling you to better understand your customers, personalize their connections, and grow your business. A strong acquisition and retention tool, Synapze LX leverages data-driven insights to ensure each prospect or customer is engaged at every step of their journey with your brand.

Synapze LX creates a holistic experience with your brand by communicating personalized offers, rewards, and other content to each customer via mobile, web, email, direct mail, and more. The platform powers your brand to deliver the right message, at the right time, through the right channel—the key to loyalty success.

Protecting customer data is core to our platform, along with meeting global regulatory requirements like CCPA and GDPR with consent collection, data access, and erasure.

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Top Features of Synapze LX

Detailed customer profile management, scoring and segmentation across all sales stages.

Customer preference center and tracking.

Social engagement capabilities to recognize and reward customers for engaging with you through other channels.

Full suite of reward redemption options.

Mobile app integration for real-time, API loyalty interactions that also integrate with Apple Wallet and Google Wallet.

Fully hosted in secure co-location data center or using an MS Azure cloud-based option.

Modules that unlock value for your loyalty program

Campaign Manager
Self-serve tools allow you to plan, test, and execute targeted marketing campaigns and omni-channel workflows.

Website & Content Manager
Rapidly deploy a fully customized program website and e-commerce integration with market-leading technology and content management capabilities centered on user experience.

Data Integration Gateway
Our API suite enables easy integration into your ecosystem with the ability to consume and normalize data from multiple external sources, and pass back data to sources in the manner they can consume.

Customer Service Manager
Allows customer service teams to fully support the program based on user permissions with features such as customer search, update customer profile, track touchpoints and calls, support order and offer inquiries, and more.

Real-Time Loyalty Decision Engine
Allows for complex, real-time processing and decisioning against a variety of data sources (monetary and non-monetary) to deliver relevant and timely messaging, promotions, offers, and rewards.

Pay to Play
Subscription gateway to support recurring paid Membership for your program.

24/7 Reporting
Gain real-time insights to drive faster and better business decisions. Interactive executive dashboards, reports, and integration of additional data sources provide data and insights to accurately direct your program, campaign, messaging, and more.

Fraud Management
Our fraud management suite also protects you and your customers with ID tracking, fraud controls such as 2FA, velocity rules, and algorithms that trigger alerts and prevent actions based on suspicious activity.

Customer & Market Reach
Monitor and manage your CRM activity throughout your sales channel. Enable personalized communications, schedule followups, and task management.

Lifecycle & Communication Engine
Increase customer engagement by communicating the right message, at the right time, through the right channel—email, SMS, mobile app, mobile wallet, web, and social.

Real-time Synapze CX
Real-time mobile learning management system with personalized performance tools and gamification mechanics to foster greater engagement and empowerment of another critical audience—your employees.

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