TRIFFT

02/2023

TRIFFT LOYALTY PLATFORM

Customer Introduction

LOYALTY GENERATES PROFITS

TRIFFT

GROW REVENUE

4-6%

Typical impact of loyalty program on revenue growth

SAVE ON ACQUIRING NEW CUSTOMERS

5-10x

Cheaper to retain existing customer vs. attracting a new one

INCREASE PROFITS

25-85%

Typical improvement when customer retention is increased by 5%

WHO WE ARE

TRIFFT

TRIFFT provides

retailers & services

with

enterprise loyalty toolkit

HQ in Prague, Czechia

Est. 2017

6k+ venues

7 countries

2,5M+ transactions

PALLADIUM

Unilever

METRO

Jägermeister

PIZZA coloseum GRILL | PASTA | PIZZA

Realk

iBO

DFC

La Doi Pași

SPARKYS

HAN FOOD

Pumpa

TRIFFT PROVIDES EVERYTHING YOU NEED
FOR MODERN LOYALTY

TRIFFT

CRM to keep track of all customer interactions across all channels and target them with personalized communication

Easy-to-use CMS to schedule or instantly publish content across all channels & reach out to customers via push notifications, SMS, or email

Loyalty engine with all common loyalty mechanics (like earn & burn, coupons, sweepstakes) and gamification features

ALL FEATURES ARE REAL-TIME CONNECTED WITH LOYALTY CHANNELS
Mobile app, responsive loyalty web or digital wallet card

TRIFFT

WE SERVE WORLD-CLASS RETAIL AND FMCG BRANDS

METRO AG

GROCERY RETAIL

“Only solution ready to address diverse tech stack and ready-to-use”

UNILEVER

CAFÉ CHAIN

“Best dynamic loyalty & CRM to deliver great club experience “

JÄGERMEISTER

FMCG / B2B PROGRAM

“Ready to deliver multiple usecases with existing modules & ready-to-use mobile app”

PALLADIUM

SHOPPING MALL

“Best value proposition, ready-made tech and flexible loyalty mechanics”

TRIFFT COVERS WHOLE LOYALTY TECH STACK
NOT JUST BACK-END

TRIFFT

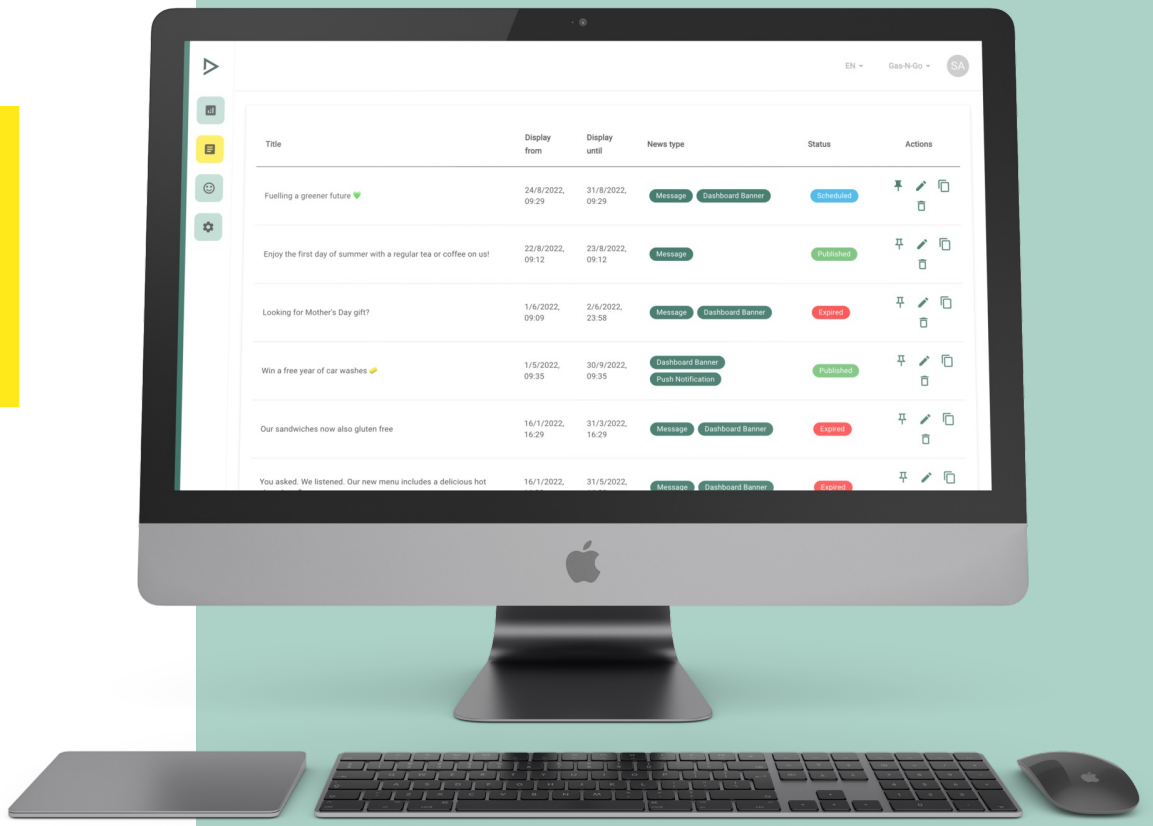
WEB ADMIN
(Content Cockpit)

TRIFFT ENGINE

Integrations
(CDP, POS, ERP, ...)

CONSUMER CHANNELS

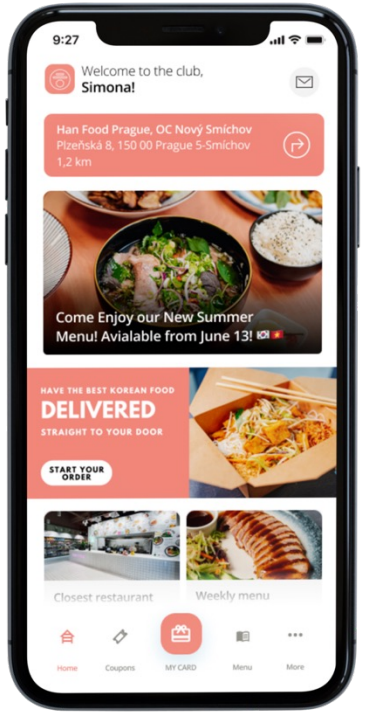
Everything is conveniently managed through powerful and intuitive real-time web admin



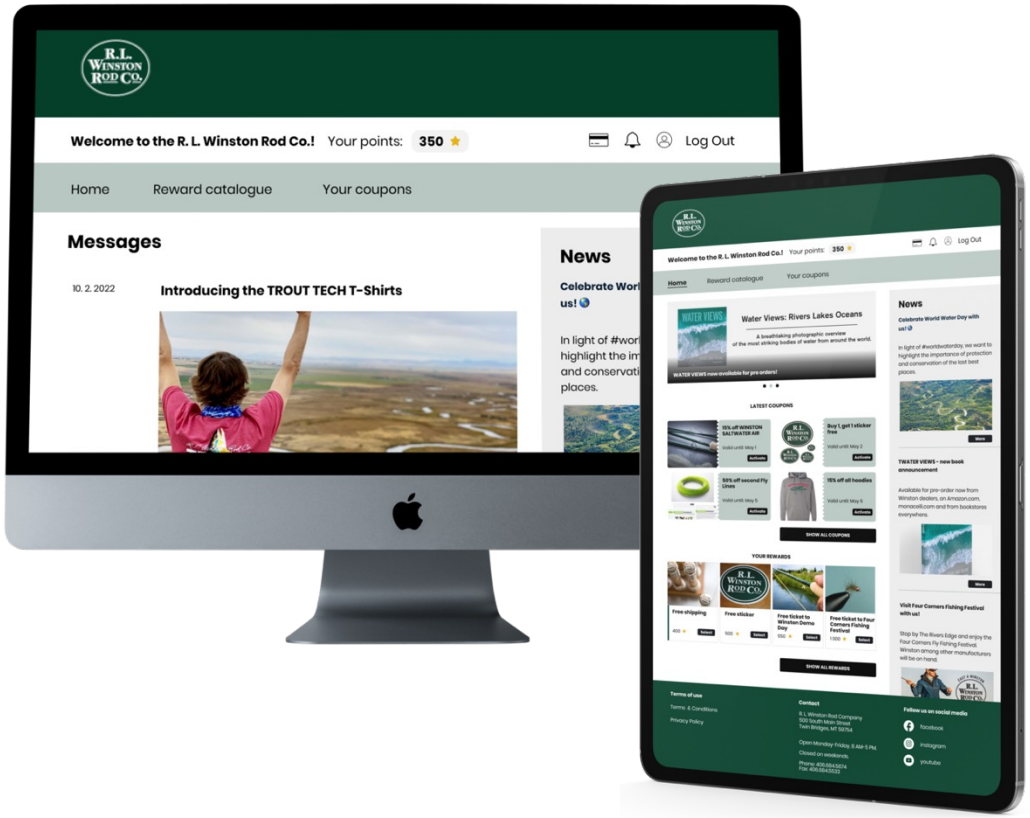
CONSUMER CHANNELS ARE READY TO USE
100% BRANDED & HIGHLY CUSTOMIZABLE

TRIFFT

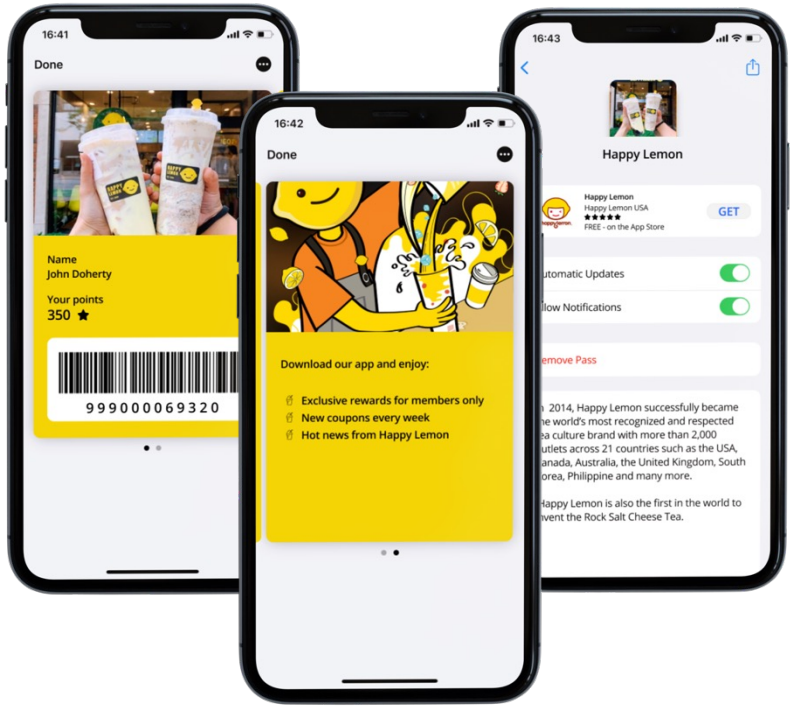
Mobile app



Responsive club website



Digital loyalty cards



CHOOSE FROM RICH FEATURE LIBRARY
MAKE YOUR PROGRAM STAND OUT!

TRIFFT

Loyalty

- Coupons
- Rewards
- Raffles & Contests
- Stamp cards
- Quests

CRM

- Members
- Engagement scoring
- Customer feedback
- Analytics
- Segments
- Automated scenarios
- Push notifications
- SMS
- Email
- Direct messages
- Orders
- Consents

CMS

- News
- Product catalogue
- eComm storefront
- Venue management
- Deals
- Leaflets
- Instagram feed
- Facebook feed

WHY CHOOSE TRIFFT

TRIFFT

Backend + Frontend

While other solutions focus on providing loyalty backend with administration, TRIFFT also take cares care of frontend – ready-made consumer apps, wallet cards, microsites.

Modular & Flexible

Mix and match the modules that best fit your business and make your program truly yours! Moreover, any new platform features are accessible to existing customers.

100% Your Brand

You worked hard to build your brand, and your customer program should be yours - with your colors, copywriting, icons and everything.

Enterprise-ready

Secure, stable and scalable by design. From data management workflows to activity logging, privacy agenda and advanced user access management, TRIFFT is making and ongoing commitment to cater for enterprise customer needs.

Built on Microsoft Azure Cloud

As a preferred Microsoft Partner, our services are hosted on highly secure, scalable and reliable Microsoft AZURE cloud infrastructure.

Fast Deployment

No need to spend years launching the program only to find out it is ripe for refresh! From our initial discussion, it only takes 3-9 weeks to welcome first customer into your new club.

WE WILL HELP YOU DELIVER SUCCESS

TRIFFT

1 Discuss & Design

We work closely with our customers to create the best loyalty concept for their business, whether they want to build on top of an existing program or start from scratch.

2 Build & Refine

We integrate with the clients' tech stack and configure their new loyalty app, card or web. All 100% under their brand, and we make sure that everything works.

3 Launch

We provide support when going live, including training, initial content, app store submissions, and more.

4 Enjoy the Benefits

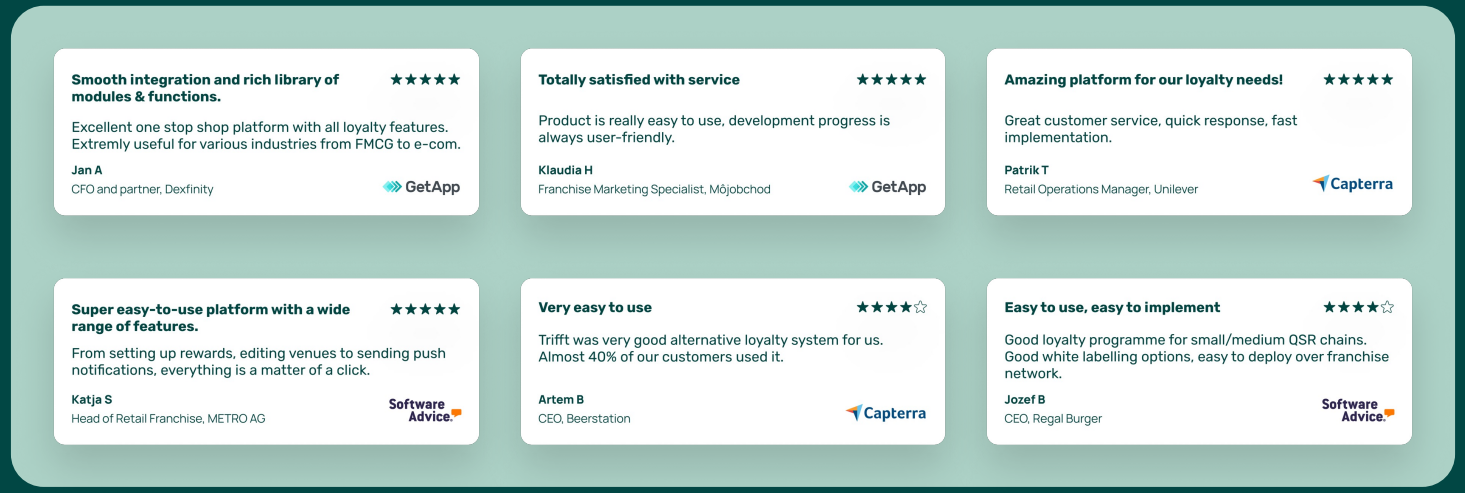
The clients easily manage their club through TRIFFT web admin or leave it to their marketing agency, or even better, leave it to us.

Our sector experience

- Toys
- Restaurants & hospitality
- Grocery
- DIY
- Gas & convenience
- FMCG
- Shopping malls
- B2B loyalty programs

TRIFFT

LOYALTY CLOUD



PRAGUE
+420 410 000 333

LONDON
+44 20 4538 5048
hello@trifft.io

SAN FRANCISCO
+1 415 319 9333