

A rewards-as-a-service offering that delivers real-time travel incentives and fare subsidies for riders, generating new revenue streams for transit and local businesses.

The vision of Umo is to improve quality of life for people by optimizing the way they move around their cities and towns. Umo Rewards brings transit agencies and the community together to boost ridership, fuel the local economy, and reduce congestion with a personalized loyalty and rewards program.

By engaging in real-time with your riders, your agency can influence user behavior to maximize the efficiency of your transit system. Configurable campaigns can be funded by transit agencies or brand partners to encourage new rider activities such as trying new modes, traveling at different times of day, or simply encouraging them to use transit more often.

Riders earn rewards, incentives, and fare subsidies for adjusting travel patterns, creating meaningful connections with your riders and building long-term customer loyalty. Increased ridership also generates new revenue for transit and local businesses.



### Influence

Your agency can promote public transit usage and gain long-term customers through star-based loyalty offers.



### Personalize

Riders receive relevant offers and incentives in real-time to make their journeys more rewarding.



### Generate

Umo Rewards offers valuable sponsorship capabilities by delivering hyper-local messaging opportunities for brands and the community you serve, creating new revenue streams for your agency.

## With Umo Rewards, *riders win* as they travel.

Whether you are part of the Umo Mobility Platform or have your own branded mobile and web experience, Umo Rewards can scale to meet the needs of transit systems of any size. Umo Rewards delivers sponsored content across all relevant channels, including the Umo Display content management system and existing transit infrastructure such as digital displays and transit gates.



### BENEFITS

#### For Riders

- **Gamification:** Choose different modes or times of day, collecting badges and special rewards with more gamification tools on their way.
- **Increased Engagement:** Hyper-local messaging and offers enhance the rider experience and can be redeemed for free rides or essentials like coffee and groceries.
- **Meaningful:** Receive timely offers from local businesses and global brands that align with their interests and trips.
- **Local:** Use rewards for activities and to ensure you're up to date on agency and community news.
- **Sponsored:** Earning free rides is easy with sponsor engagement.

#### For Agencies

- **Rapid Deployment:** SDK integration allows agencies of all sizes to seamlessly implement Umo Rewards.
- **Flexible:** Open architecture allows agencies to scale and enhance their offerings quickly and cost effectively.
- **Revenue Share:** Deploying sponsored content can generate new revenue streams and fund the loyalty campaigns delighting your riders.
- **Rider Focused:** Real-time engagement with riders supports customer service, agency policy objectives, and builds long-term rider loyalty.
- **Simple to Use:** Tools for setting up campaigns and dashboards to monitor how your riders are responding.
- **Self-Service:** Manage sponsored content, personalization, and messaging so you never miss an opportunity to engage with the community you serve.