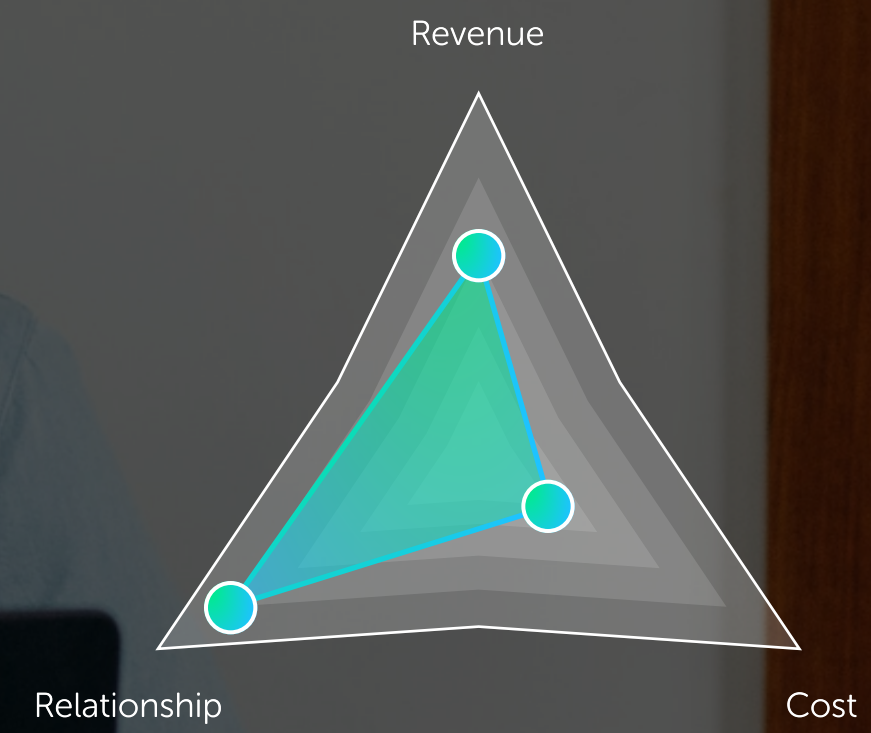


microspot.ch

A leading Swiss e-commerce company and frequent flyer program collaborate to engage their shared customer



General Merchandise

Europe



Challenge

- Loylogic recognized the key to loyalty commerce success was through close marketing collaboration and an aligned partnership vision.

Let our experts guide you in detail

info@loylogic.com



Solutions

- Loylogic partnership teams set objectives around shared customer of Microspot and Miles & More.
- Loylogic marketing teams co-ordinated and executed a collaborative marketing launch program.



Results

- Growth in basket spend from existing shoppers.
- High proportion of new shoppers.
- New insights into reward preferences.