



UAE electronics retailer grows by allowing customers to pay with their Etihad Guest miles

General Merchandise

Middle East



Challenge

- Jumbo is a electronics retailer in the United Arab Emirates that was looking to leverage the engaged audiences of loyalty programs to drive growth.

Let our experts guide you in detail

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Solutions

- Loylogic integrated Pointspay payment technology into Jumbo's e-commerce checkout page to enable Etihad Guest members to pay for their transaction with their loyalty currency.
- Loylogic worked with Etihad Guest to secure media access to drive sales online via Pointspay checkout and in-store via the Etihad Guest virtual reward card.



Results

- Growing the base of new shoppers and email subscribers.
- Stronger brand recognition and consideration within the Etihad Guest membership base.