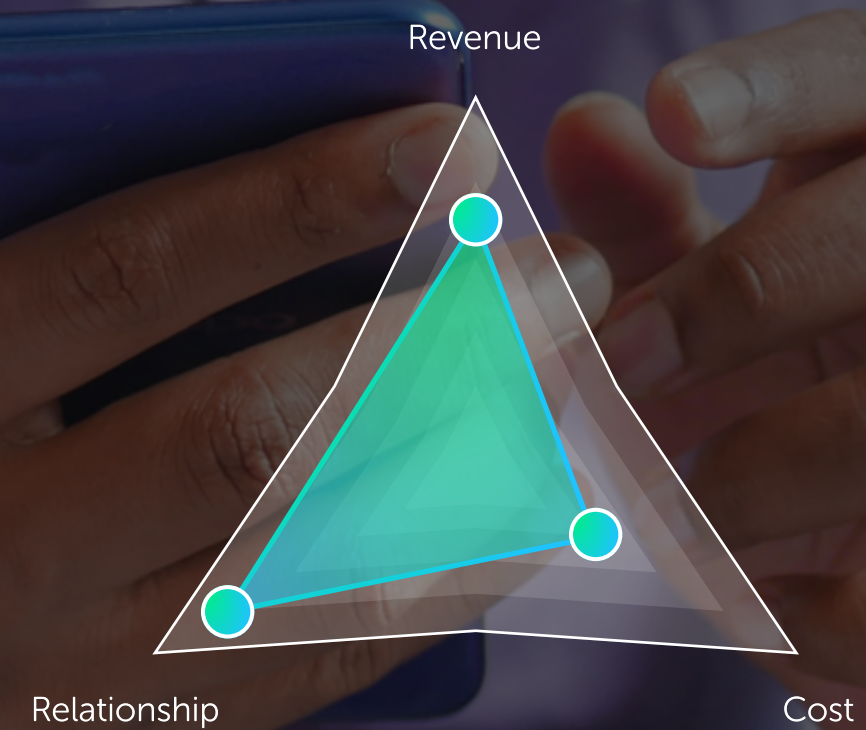


# iTermiles

## Launching a suite of loyalty commerce solutions in India

✈️ Travel

Asia-Pacific



### Challenge

- JetPrivilege wanted an India centric e-commerce experience to cater to their large local audience and the ability to expand to new regions in the future.

Let our experts guide you in detail

[info@loylogic.com](mailto:info@loylogic.com)



### Solutions

- Loylogic launched an e-commerce platform with local and global reward fulfilment partners to serve Indian, US and UK members.
- The reward catalogue was competitively priced and contained a mix of gift cards, general merchandise and special categories like utilities and raffles.



### Results

- Grew member satisfaction with the variety of global brands available to the local audience.
- Raffles successful engagement with raffles, that they used for member engagement but also tactical promotions such as in member acquisition.