System Features

Online Customer Access / Customers can register their cards, find the balance of their gift cards and add demographic information at an easy to use web site, getyourbalance.com.

Customer Database / Capture demographic information at point of sale or at getyourbalance.com. Easily access that data to create email, text message and custom receipt messages.

Terminal, POS or Web Access / Utilize the system via a compatible terminal, POS system or via our web terminal.

SMS Text Messaging / Send short messages based on a member's actions, such as a coupon after a transaction to incent a future purchase OR communicate with your entire database to let them know that day's specials.

Dynamic Receipt Messaging / Communicate point balances or savings specific to a customer. Offer coupons. Promote upcoming specials.

Email Marketing / Send "blast" email messages, such as a monthly newsletter, to your entire database, OR send email based on a customer's actions. Update them on point balances and actions needed for the next reward. Send a thank you after a transaction.

Reporting / Easily create, print and download the transaction, liability and customer data reports you and your accountant need to run your business.

Multi-location Settlement / Centralized reporting for organizations that pool funds into one account is available. Decentralized reporting for organizations that keep money in accounts owned by separate merchants (e.g., separately owned franchise stores). Per-merchant report privileges allow report access to any or all locations.

Get started with a minimal investment

We have plain cards with just your company name available in small quantities. Looking to use your program to market your company, put your brand in your customers' wallet, and set yourself apart? High end, fully customizable cards are available at competitive prices.

Unhappy with your current program

or

You don't have a program?

Don't fret. More than likely we can convert all of your current cards seamlessly. Your current program members won't even know that a switch has been made. All we need is a report of your current card numbers and their current balances.

***Find out how* $50 a month can generate $7,500 in revenue for your business.**

Call Today (631) 366-5152

SAVE HERE

TM

bSmartRewards.com

bSmart Rewards Freedom Gift and Loyalty Programs

Gift Cards
Loyalty Programs
Email Marketing
Text Message Marketing

Supercharge Your Marketing

Foot traffic in your business keeps the lights on and the balance sheet healthy. That's why so many businesses devote a significant amount of time, energy and money to promoting themselves in coupon circulars and the local paper. Unfortunately, most businesses think they are done marketing when a customer walks through the door for the first time. Shouldn't you do everything possible to get the most out of the investment you made to attract that new customer?

ROI Comes From the Repeat Visit

Whether a customer buys from you once or a hundred times - your initial marketing cost is the same. What you can change is your return on that investment! Every time that customer makes another purchase your profits go up. Smart business owners understand that you need to find a way to incent your current customers to buy more and for your new customers to come back. Our system allows you to identify and then reward customers to ensure they stay your customers and they purchase more goods and services.

Improve Your Profitability

Gift cards are a great way to gain revenue and increase repeat business. With our system you can take a simple gift card program and turn it into a multi-faceted marketing program. Now you can cost effectively run incentive programs for small transactions, target select customers as opposed to everyone in the community, and instantly trigger messages/offers to individuals based on their activity. And with the low cost of our system, every transaction puts more money on your bottom line.

> It's 7-10 times more expensive to acquire a new customer than to keep an existing one.

Keep Your Best Customers Coming Back

One of the biggest benefits of our system is that your staff is able to easily identify a member by scanning their card. Now you can address a customer by name and provide customized offers and rewards based on their actions.

Appeal to New Customers

Growing your business means finding new ways to reach out to potential customers in a way that distinguishes your business from others. Our system can help you attract new customers by setting yourself apart from the competition. It can also ensure they return time and time again.

Keep Up With the Competition

Tired of competing with "Kohl's Cash," and BestBuy Rewards? Our system can replicate almost any program from loading cash rewards that expire over time to earning points toward a gift certificate or free service. Your ability to create member-only sales and limited-time promotions may provide you with the edge you need to distinguish your business from the competition.

Reduce Inefficient Marketing Programs

Save time and money by consolidating email, text messaging and gift card programs into one system. Reward customers at point-of-sale rather than at another time, avoiding fulfillment costs.

What Types Of Programs Could I Run?

Gift Card

Gift cards are a high-margin, low-maintenance method of sales that encourages consumer traffic. They can be offered to your customers in place of cash refunds, and are a great tool for direct mail, corporate incentives and to promote in-store events.

Loyalty / Rewards

Studies show that customers who belong to a loyalty program visit twice as often and spend four times as much as those that don't. With our system you can instantly and automatically load rewards on a customer's card to encourage repeat business.

Promotional

Any business that is able to store a customer's address, email, phone and then track their contribution to the business and spending behaviors is going to be positioned to boost sales. The customer information you can capture in our system gives you the power to create low cost targeted marketing campaigns directed towards loyal customers using email and text messaging.