



Thank**Q**
Rewards Store



IQ Gecko Profile.

An IT-based company founded in 2001, IQ Gecko specialises in creating and administering fully branded engagement platforms for organisations looking to add further value to their members, customers and employees.

Essentially we are a loyalty technology company. Think of us like a Start-Up of today with the knowledge, expertise and staying-power that 15+ years in business gives you.

We are an adaptable, intuitive platform designed to turbocharge customer engagements and relationships. A very easy, friendly and flexible solution that creates a quantifiable increase in customer spend and frequency.

Just some of the local Australian and New Zealand StickyFeet platform successes include:



The incredible take-up of the global StickyFeet platform (in over 65 Countries) is because of both the ease of use and the extended marketing features such as our eGiftCard, SaleGrabber, Digital Signage, IQ Genius and WebPortal solutions combined with our innovated SmartPhone Apps.



GIFT / LOYALTY CARD

Digital and Physical Gift/Loyalty card platform delivers a full loyalty experience to your organisation.



POS INTEGRATION

SaleGrabber POS interface allows for a simple connection with existing Windows-based POS software without needing to purchase expensive hardware.



CUSTOMER ENGAGEMENT

Our automated customer engagement platform gives organisations inside knowledge of customer behaviour along with triggered campaigns that offer marketing with relevance.



REPORTS / ADMIN

The Administration portal provides in-depth data reports while our IQ Genius report engine also offers automated reporting + analytics along with data syncing which enables best-of-breed engagement.

Needs Requirements.

Market Growth:

Needed: A cost-effective way to engage and grow their client base with a fully serviced points loyalty solution

With the goal to increase both the customer order size as well as the customer purchasing “share-of-wallet”.

Technology:

A fully branded web portal where customers can log in, view points and change details.
(ie: www.vip-card.com.au/HDNZ)

Customers to have an online Rewards Store to shop and redeem their points for goods.

Marketing:

Complete access to the “ClientToolBox” platform back-end.

Manual or API integration for “bulk-uploading” customer points as well as a range of campaign reports based on:

- ✓ Date ✓ Location ✓ Product ✓ Customer and more....
- ✓ including a professional marketing team option.



Value Solution:

With no cost for giving points.

Only when points redeemed for goods will a cost be incurred.

All goods purchased from points are acquired at discounted prices (up to 50% off RRP).



Smart Rewarding Wholesale

Points Allocation.

The ThankQ Rewards Store gives your clients very generous points redemption value while saving you money.

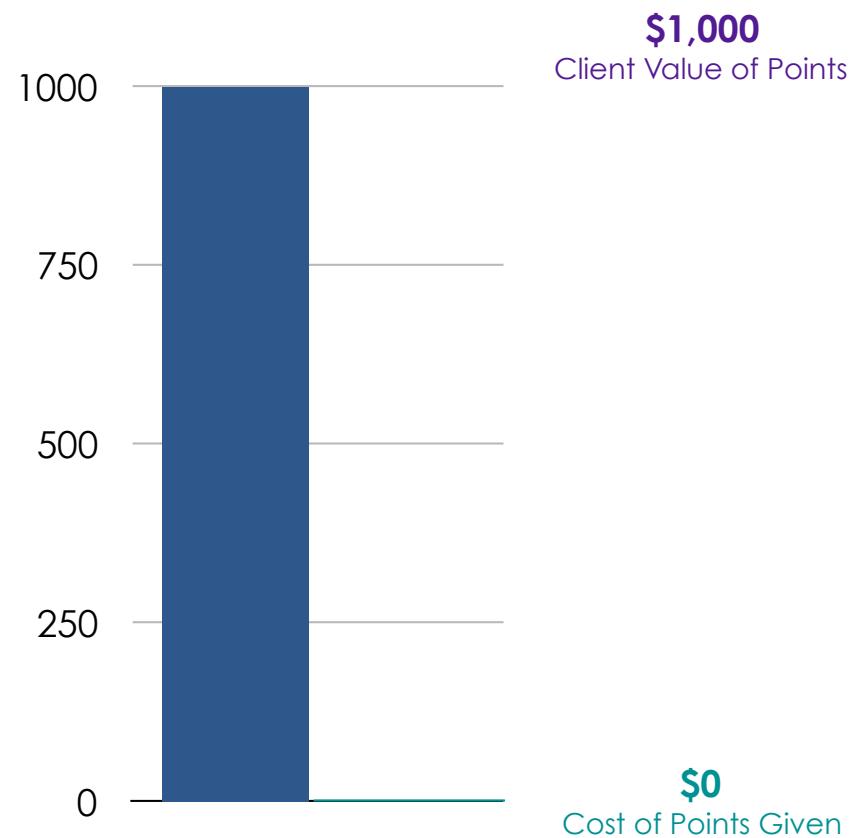
Products of your selection are available for your customers including; Gift Cards, Fashion Goods, Electronic Goods, White Goods and more.

Because the points are securely held in-house your company incurs no costs for giving points.

Only when points are redeemed for goods is any costs incurred.

And even when the points are redeemed, the goods purchased are given to your company at a discounted price.

In this example the high \$1,000 points value is given to clients while your company pays \$0 for giving the points.



Smart Rewarding Wholesale

Points Breakage.

According to Loyalty 360, "Breakage in retail loyalty programs hover around 25%".

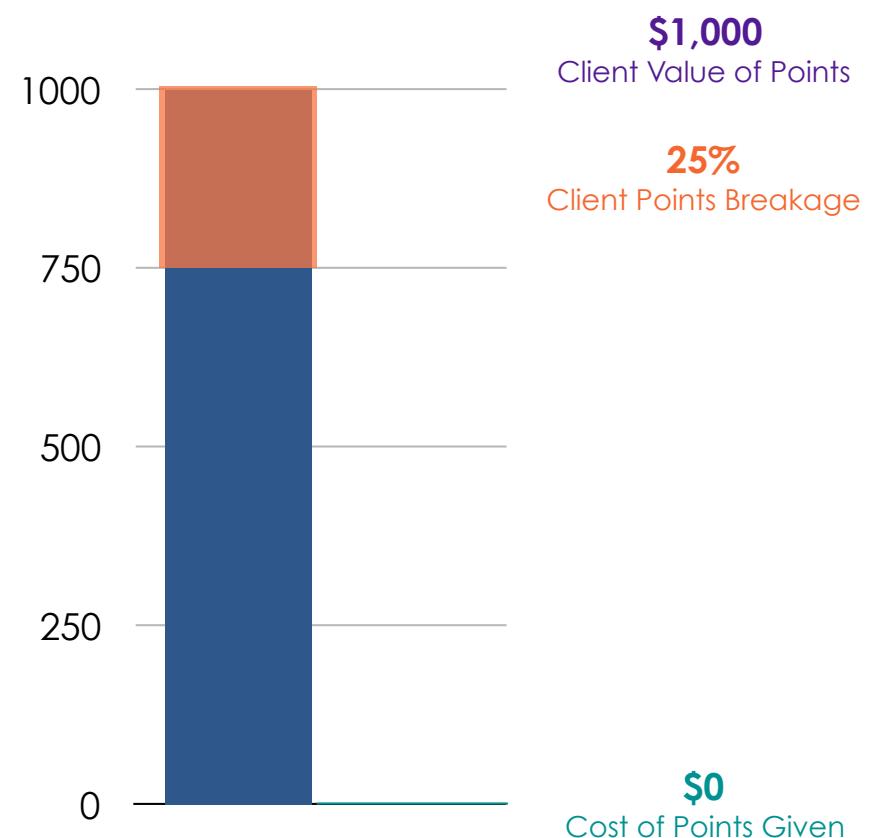
This means that if you are currently paying for every point you give, you are essentially being surcharged up to 25% of the points value.

Because we don't charge for points given, all the money your company would have paid for points breakage remains in your bank account and not ours.

We can set an automated clock to delete "breakage points" liabilities after they have been idle for a specific amount of time (ie: 2-Years).

This means that a large portion of points given will never have to be paid for.

In this example the "25% Breakage" shows that of the total \$1,000 of points given to clients, only an estimated \$750 value will be redeemed.





Smart Rewarding Wholesale

Points Redemption.

Points are only billed for when your client redeems them for goods.

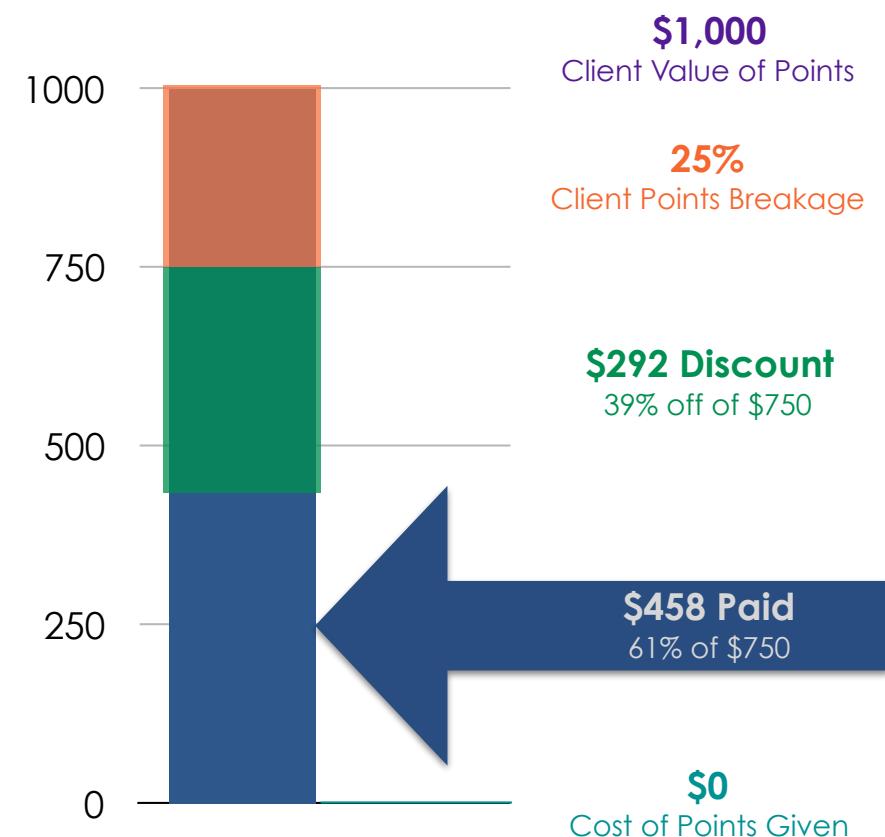
Even when the points are redeemed the cost of the goods are discounted to your company.

This example demonstrates a real discount of 39% off of the Recommended Retail Price - noting that discounts can be as much as 50% off RRP.

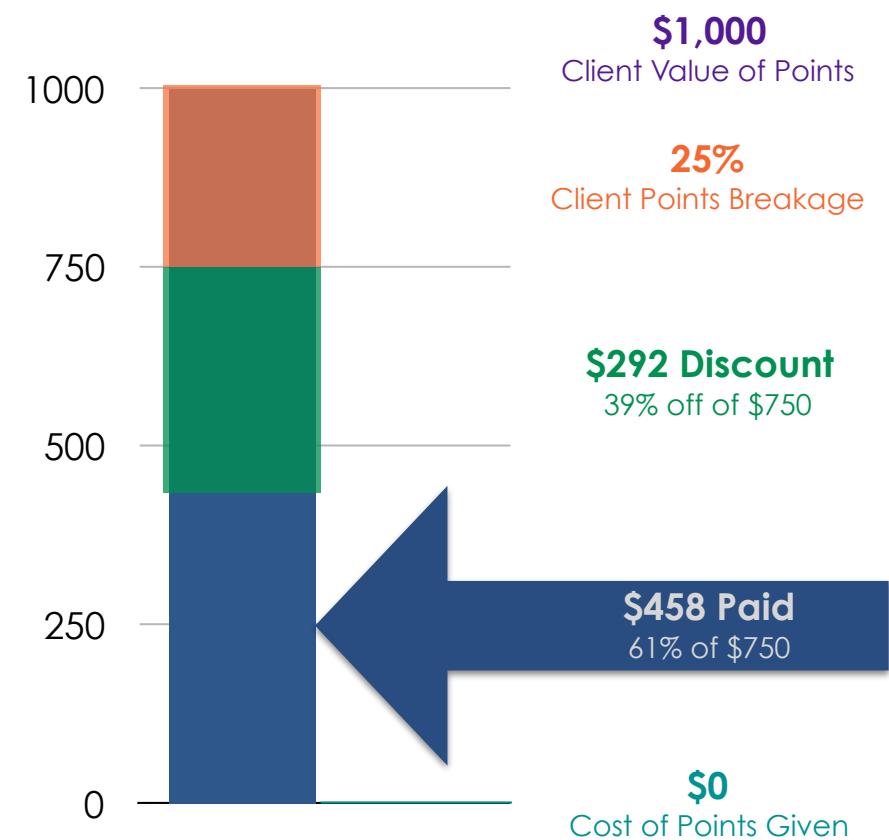
With IQ Gecko you can give your clients a very high points value perception while also saving your company money.



In this snapshot example of the platform eco-system the cost of giving \$1,000 of points was only \$458



Smart Rewarding Wholesale

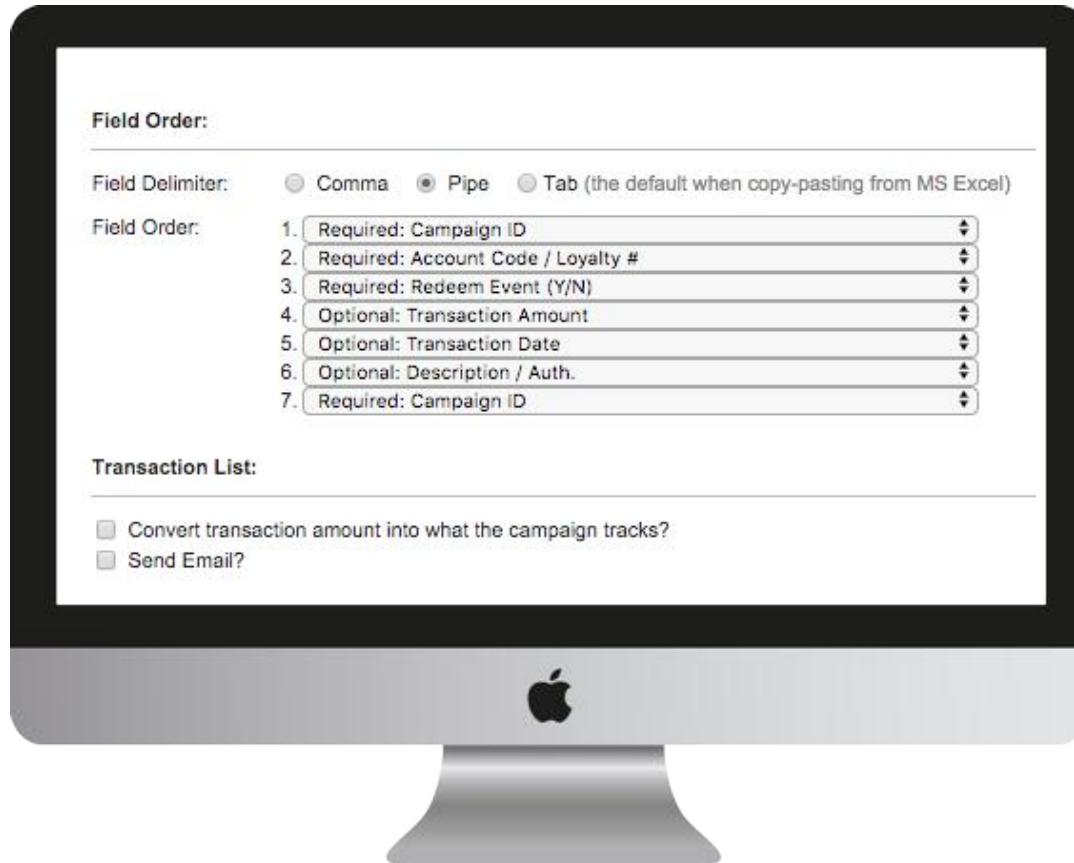




Points Upload.

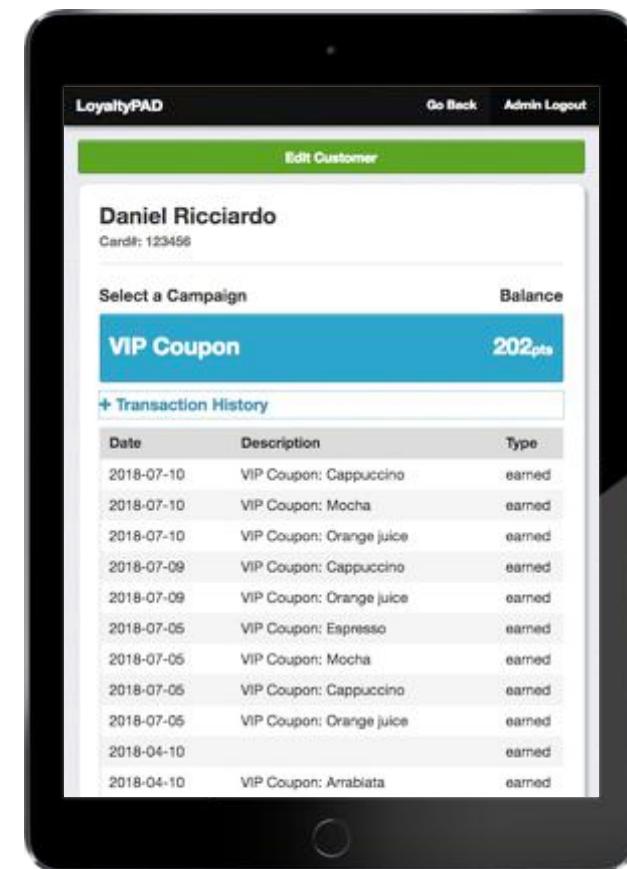
3-Step Bulk Upload

To give you flexibility in your business you can upload points in a 3-step batch upload via .csv or .xls file.



On-the-Fly Upload

Bonus flexibility to individually add points to any loyalty member "On-the-Fly".



Our documented API gives the capability to fully automate point uploads.



Client Facing.

“Marketing Team” Customisable Customer Registration & Points Status Web Portal

We put the power of the web in your hands. With our customisable web portal it's only a few simple steps for any marketing team to modify images and text.



HTML5 Mobile Format Friendly Rewards Store Shopping Cart

Your customers will view your updates when accessing their growing rewards on a Computer, a Tablet or SmartPhone using any web browser.



The reward products are made available to your customers while the “*Thanks*” along with all the Rewards Store discounts and savings go to your company.

Reporting + Marketing.

Included with the StickyFeet Platform are the fantastic Reporting Facilities.

Who buys the most? Who has not been back in a while? How many have just joined?

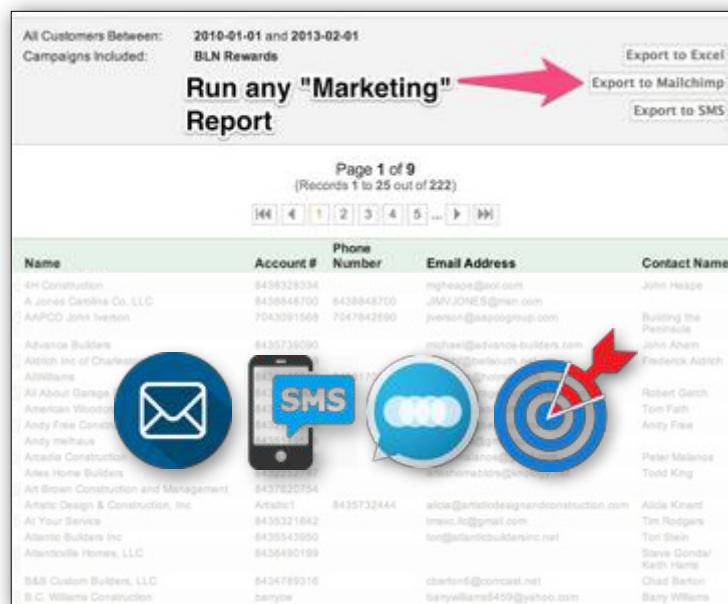
Run a report to better gauge your demographic so as to increase the overall average spend and frequency.

Differently filtered reports can be generated to give a variety of audited Customer outcomes.

All reports can be exported to MS Excel files so you can use the data for your various Marketing campaigns (Email, SMS, Newsletter, etc).



Use these reports to contact your top customers - either with the highest current balances, or the ones that have spent the most.

Run a report and export the results to MS Excel for simple upload into your preferred marketing service. Marketing to your client-base is as simple as 1, 2, 3.


REPORT


EXPORT


SEND

Email All of your loyalty customers or using the reports you can also segment by:

- * date range
- * purchase frequency
- * birth dates
- * and more

Marketing Services.

LOYALTY IS ABOUT USING THE DATA YOU HAVE TO DO MORE.

Having a loyalty program is great.

Done right, it drives significant business impacts in a variety of areas and returns the dollars invested many-fold.

But are you making the most out of it?

Loyalty should be much more than just points. Your customers want to hear from you and want to be heard.

If you wish, our data analyst can do the listening for you. They will provide insight into your customers to ensure your marketing dollars are working smarter.

The right message, to the right people at the right time.



Social Media

Loyalty

Data Analytics

Copywriting

Design

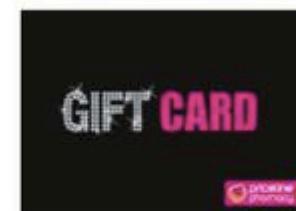
We know that deciding on which marketing activity to do can be a little daunting so we have put together a select team of experts for you.

For many companies we work hand in hand with their marketing team with a focus on loyalty campaigns and customer engagement.

For other companies we essentially are their marketing team.

Our mission is to create tangible and fiscally quantifiable campaigns that will resonate with your customers while continually measuring results and over-achieving ROI goals.

Giftcard Merchants.





Retail Brands.



brasNthings



ticketmaster®



DAVID JONES



sussan

coles



SUPERCHEAP AUTO



rebel



NETFLIX

MYER

SANITY



BODY

The above is only a small selection of the hundreds of discounted Retail brands available.

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Treetop Adventures



The
Sydney Tower
Eye
With 4D Cinema Experience



Consumer Electronics Brands.

Panasonic



SONOS

SHARP



Pioneer



Breville®



Fisher&Paykel



dyson



KitchenAid®





Luggage + Sports + Homeware Brands.

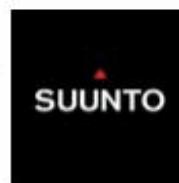


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MARCATO
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ENGLAND

Tefal[®]
Ideas you can't live without.

GEORG JENSEN
BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK



ocho

ALESSI



ZWILLING J.A. HENCKELS

Willie Brothers



MILLIONS* OF LOYAL CUSTOMERS
(OK! MAYBE NOT MILLIONS, BUT LOTS AND LOTS)

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<https://www.linkedin.com/company/iq-gecko>