PAR **punchh®**

Personalized Promotions That Create Memorable Experiences for Your Guests

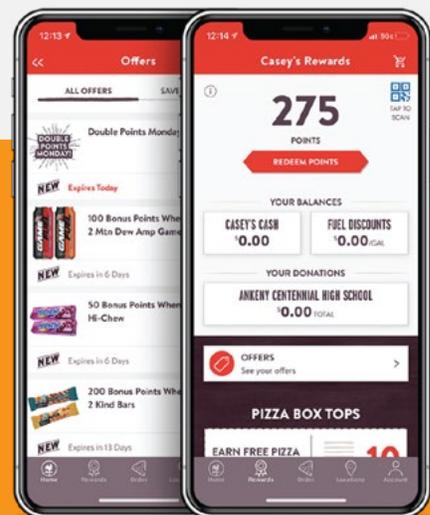## Smart Solutions, Built for Loyalty, Not Discounting

The PAR Punchh Loyalty, Offers, and Engagement Platform captures data at every consumer touchpoint, using ML-driven insights to create an increasingly personalized and engaging loyalty experience that grows with each customer throughout their entire journey with your brand.

What Sets Us Apart

- **Personalization:** Access to data and machine learning to help you create personalized communications tailored to each of your guests' preferences, to support increased engagement and more impactful marketing offerings.

- **Omnichannel Capabilities:** Supporting your mission to craft seamless experiences across all touchpoints—in-store, online, or on their mobile devices.

- **Real-time Insights and Analytics:** Treat your guests like people, not as data points with industry-leading, real-time reporting & analytic insights, down to the SKU level.

- **A Vast Network of High Quality Integrations:** An always open API system allows you to continuously enhance your loyalty program with new integrations and industry-leading solutions.

- **Flexibility:** Don't get boxed in by white-label engagement solutions. With Punchh, you'll be able to execute a strategy that fits the needs of your specific business.

Redefining Loyalty with Innovative Solutions

- Machine Learning Insights

- Real-time Reporting and Analytics

- Smart Segmentation Solutions

- Omnichannel Customer Profiles

- Subscription Offerings

- Curbside & Online Ordering Solutions

- Contactless Payment & One Tap Loyalty

- Always Open API to Support Your Systems

Delivering Future-Proofing Campaigns

Segment and target dynamic customer profiles with realtime marketing communications that drive omnichannel engagement and rapidly convert first-time consumers into valued customers.

- Drive participation and redemption with easy identity resolution, automated customer segmentation, and campaign execution via email, SMS, push notifications, and rich messages.

- Create campaigns in just a few clicks to deliver dynamic integrated offers that attract and retain customers

- Plan, manage, execute, and gain insights into every campaign with a single, integrated loyalty and engagement platform

Expert Support at Every Step

Custom Mobile App Development
- Loyalty program strategy and design
- Managed services for campaign design and execution

Omnichannel Customer Experience

Design Benchmarking and Best Practices
- 24-hour global support
- A dedicated customer success manager

Loyalty Strategy Assessments
- Ongoing Platform and Marketing Certification training

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Innovation to Help Your Brand Scale

250+
of the world's biggest brands

42
of the top 100 restaurants

6
of the top 100 convenience stores

200+
partnerships and integrations

100K+
store locations in 20 countries