

## A POINTS-BASED LOYALTY PROGRAM

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### CHOOSE A REWARDING SYSTEM FOR YOU AND YOUR CUSTOMERS!

If you're looking to increase your customer lifetime value, decrease acquisition costs, and gain both recurring revenue and loyal brand advocates, **POINTS TO CART** is the perfect solution to help you meet these needs.

Easily reward your valued customers and encourage their engagement and participation on your website with this loyalty cartridge, which is now compatible with **Storefront Reference Architecture (SFRA)**. Integrate it directly in Business Manager and manage your loyalty program from there. A Loyalty Dashboard is added into your customers' My Account page, where they can see the status of their loyalty membership and have access to the Rewards Catalog.



PLATFORM: **Salesforce Commerce Cloud**  
CONTACT: **info@osf.digital**

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LIVE  
Demo



CUSTOMIZATION  
Services Available

# FEATURES & BENEFITS

## SFRA COMPATIBLE

POINTS TO CART is compatible with **SFRA**, Salesforce Commerce Cloud's new customization model and blueprint for site design.

## INCREASE SALES

Loyalty programs help to **generate additional sales** and encourage more purchases.

## ENCOURAGE REPEAT PURCHASES

Customers are more likely to order from your online store again if you **reward them for the actions** they take on your site.

## BRAND LOYALTY

Shoppers **look favorably** on companies that offer rewards and prefer to shop from brands that provide them with the opportunity to collect and redeem points.

## EASY ENROLLMENT

When creating an account, a user can choose to join the loyalty program. From their account, they can **review information related to their balance**, date joined, and current tier. They can also easily cancel enrollment.

## HIGHLIGHT YOUR PROGRAM

Ensure shoppers are aware that you offer a loyalty program by **making it visible** throughout the entire shopping journey on the menu, category page, product details page, checkout page, and in the My Account dashboard. Customers receive instant pop-up notifications when points have been granted.

## LOYALTY POINTS

Loyalty points are granted after the shopper **performs an action**, such as enrolls in the program, purchases a product, adds the product to the wishlist, or shares the product on social media. Information about the various ways to earn points is presented in a dedicated area in the My Account section.

## CUSTOMER LOYALTY DASHBOARD

Customers can **track their loyalty program activities** with the help of a user-friendly client loyalty dashboard. The dashboard presents information about their available balance, pending balance, lifetime balance, and current tier.

## REWARDS CATALOG

Merchants can select what products or services can be **purchased using loyalty points** and make them available in the Rewards Catalog. Items can be shown in both grid and single product page formats. Shoppers can redeem their points by making purchases from the Rewards Catalog.

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*Let's keep in touch!*

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