



# THE FUTURE OF LOYALTY

We are a flexible loyalty platform that allows businesses to **acquire, understand, engage** and **retain** customers by building loyalty systems that are made to measure using our range of use case specific modules.





## **B2C Solutions**

# CASE STUDY Burger King EMEA

We scoped, built and deployed an end to end loyalty program for Burger King Switzerland in under 3 months utilising our unique embedded web app and receipt scanning technology.

>300K

loyalty events

44%

repeat visit

3

languages

99.999%

uptime

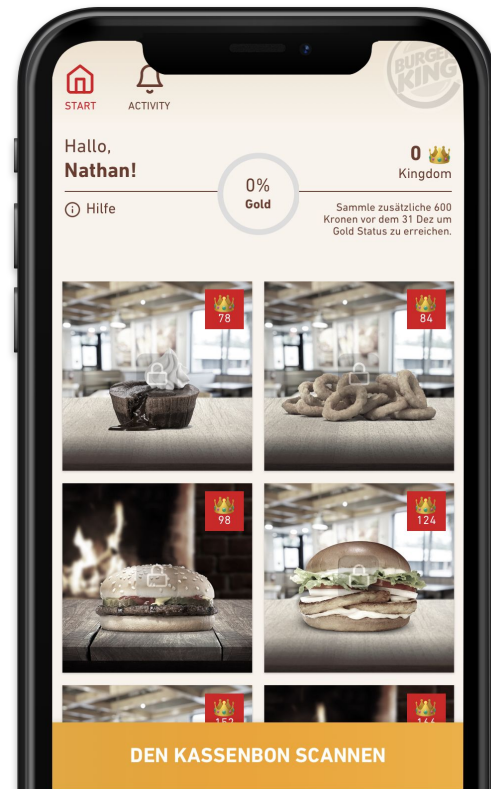


*"We approached White Label Loyalty to deliver a loyalty solution that was flexible enough to work across franchises with multiple point of sale systems and in several languages. They successfully delivered a solution that was up and running within our existing app within a few months which is continuously evolving in line with our strategy."*

**Katrin Anthes – Digital Business Direct Markets Manager  
Burger King EMEA**



Read the full case study on our website.  
[whitelabel-loyalty.com/case-studies/burger-king-emea/](https://whitelabel-loyalty.com/case-studies/burger-king-emea/)



# CASE STUDY Nets



250+

Banks

>700K

Merchant  
outlets

€125B

Annual  
transactions

>3

New products  
created with WLL

## The Client

Nets is a leading provider of digital payment services and related technology solutions across Europe. Nets operates a deeply entrenched network which connects merchants, financial institutions, corporate customers & consumers.

## The Problem

Nets needed a flexible loyalty solution to provide to their clients and couldn't find a solution flexible enough to cover all use cases. We integrated with their systems to allow for their banks' easy access to a loyalty offering.

*"White Label Loyalty has been selected to be our trusted and exclusive loyalty partner at Nets group. Through innovative thinking and focused solution delivery provided by WLL we are proud to deliver new exciting data driven products to our network of clients that enabled us to improve consumer UX, as well as improve targeting/engagement and provide actionable data insight in real-time."*

**Tony Bach Christensen – Director of Strategic Partnerships**

## Key Benefits



Integrated Solution



Customer engagement



Sub-licenses



Customer insight

## Products and Services Used



WLL Platform



Card-linking



Embedded  
services



Multi-Tenant  
Reporting Tool



## **B2B Solutions**

# CASE STUDY Wavin



## The Client

Wavin is the leading manufacturer and supplier of plastic pipe systems and solutions. They offer solutions for above and below the ground projects including plastic pipes for plumbing, waste and sewer systems, roof drainage and more.

## The Problem

Wavin had no means of directly reaching end customers and very limited customer data. Therefore, the ROI on existing marketing and retention campaigns was low. Wavin needed a more data-driven marketing and loyalty solution that would supercharge the brand's customer strategy and improve revenues.

## Our Solution

We created a B2B loyalty solution that connected Wavin directly with their end customers (plumbers and installers). Our receipt scanning integrated into a tailored Mobile App allowed Wavin to reward the end customers for purchasing their products in all their stockists' stores. Within the Mobile App, users could choose from a range of rewards provided by our reward fulfilment and voucher management service.

### Key Benefits



1st Party Data



Brand Loyalty



Marketing



Retention

### Products and Services Used



WLL Platform



Mobile App



Receipt Scanning



Third-party Integration

# CASE STUDY The Autominer



## The Client

The Autominer is a software platform designed for automotive retailers to optimise their use of data and make their marketing more effective.

## The Problem

The Autominer needed a way to provide a loyalty solution to their clients that integrated easily with their platform.

## Our Solution

The Autominer used our APIs to integrate our core platform within their existing systems. We also built a branded mobile app for each of their retailer clients, giving them the ability to operate a loyalty program with their customers whilst using the Autominer's wider marketing tools.

### Key Benefits



Integrated  
Solution



Retain  
Customers



Competitive  
Advantage

### Products and Services Used



WLL Platform



Mobile App



API Integration



Push Notifications

# CASE STUDY easyCashback

## easyCashback.com

### The Client

easyCashback is the cashback platform for the easyGroup, allowing their customers to earn cashback both in-stores and online, and spend that cashback with their favourite easyGroup brands.

### The Problem

easyCashback needed a technology partner to provide the end to end technology stack for their cashback system and website.

### The Solution

We built a customer facing website for easyCashback based on our web app module. On the back end, we also integrated with card linked offer provider Fidel and affiliate marketing network Awin to deliver offers to end users. Other easyGroup companies used our API to offer easyCashback customers a simple way to spend their earned cashback when making a purchase on their website.

### Key Benefits



Integrated  
Solution



Retain  
Customers



Brand Loyalty

### Products and Services Used



WLL Platform



Web App



Third-party  
Integration



Card-linking



# CASE STUDY Concha Y Toro

## CONCHA Y TORO®

### The Client

Concha y Toro is the largest producer and exporter of wines from Latin America and one of the 10 largest wine companies in the world, with more than 33 million cases sold per year in 2014, distributed in 135 countries.

### The Problem

Due to the nature of Concha y Toro's business and distribution, their data collection processes were fragmented. This meant limited ability to identify partner retailers with the biggest opportunity to increase sales. Concha y Toro thus needed a more strategic and unified customer data solution.

### Our Solution

We developed a B2B loyalty solution linked with a tailored Web App, which connected Concha y Toro with independent retailers and stockists. We delivered a fully integrated and streamlined system, which seamlessly communicates with existing CYT systems, i.e. a merchant partner website & field sales questionnaire data. CYT also uses our receipt scanning technology to identify their products on stockist receipts.

### Key Benefits



Integrated Solution



Brand Loyalty



Marketing



Cross-selling

### Products and Services Used



WLL Platform



Web App



Receipt Scanning



CMS



Third-party Integration