

PDI Loyalty Add-to-Card Offers

Drive engagement by requiring members to activate offers

Investing in programs that don't pay off is wasteful. Loyalty programs can take customer engagement and profitability to the next level, but only if your promotions drive profitable behavioral change. With PDI Add-to-Card Offers, you attribute lift directly to your promotional marketing, rather than surprise and delight.



Get more bang for your marketing buck, and gain valuable insights from customer choices

Combining targeted promotions with PDI Add-to-Card Offers allows you to extend value that resonates with shoppers at an individual level. By requiring members to add offers to their loyalty card to claim them, they communicate what they want and you gain insights that help you strengthen customer connections.



Increased Loyalty
App Traffic



Insights-Driven
Offers



Rewarding Customer
Experiences



Enhanced Marketing
Attribution

Measure marketing attribution by tracking the offers customers add to their card.

