

INCENTIVIZE

by Talon.One

THE ULTIMATE LOYALTY & PROMOTIONS SUMMIT



BEFORE WE START...



EARLY ON IN MY CAREER I SAW THE POTENTIAL PROMOTIONS HAVE TO MAXIMIZE MARGINS.

8,000+
POST CODES

10
CUSTOMER
SEGMENTS

3
MEALS A DAY

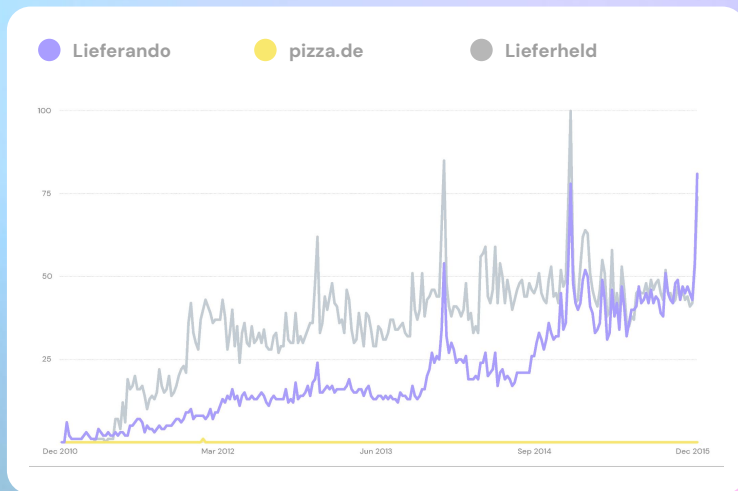
20k+
RESTAURANTS

8
CUISINE
TYPES

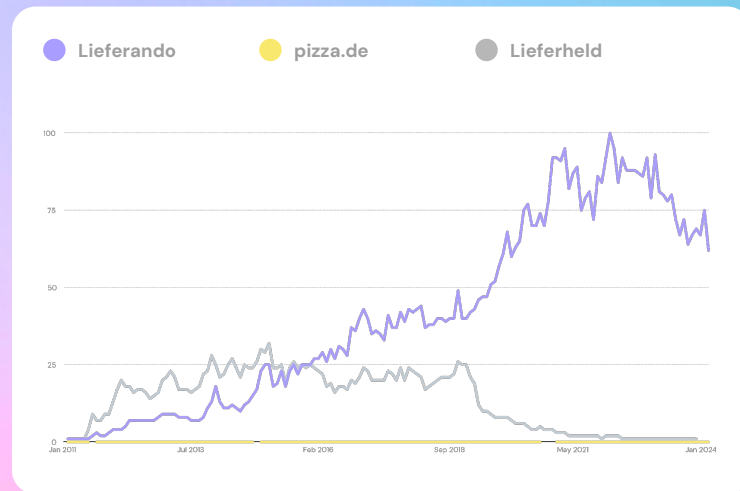
20 BILLION
POSSIBLE BUYING
MOMENTS (A DAY)



BEING SMART ABOUT OUR PROMOTIONS IS WHY WE WON (AND OUR COMPETITORS LOST)



Lieferando vs competitors' interest over time - 2010 - 2016



Lieferando vs competitors' interest over time - 2011 - 2024



**WE WON, BUT IT ALMOST
COST OUR ENTIRE ROADMAP.**



Talon.One was founded to...

**INCENTIVIZE
ANYTHING,
ANYTIME,
ANYWHERE.**



Successful brands are looking at how to...

INCENTIVIZE ANYTHING, ANYTIME, ANYWHERE.

BEHAVIORS

Drive a specific customer change, whether transactional, behavioral, or emotional.

SEPHORA

LIFECYCLE

Communicate rewards whenever most effective- immediately or later in the customer journey.

TWINSET

CHANNELS

Deliver it in any channel, and at any step of the digital or physical customer experience.

RiverIsland



Incentivizing behavior with the world's best brands

FINANCIAL SERVICES & TELCO



BOOKING & TRAVEL



FASHION, RETAIL & ECOMMERCE



QSR & GROCERY



B2B



FMCG & CPG



HEALTHCARE



MOBILITY



TODAY'S BRANDS HAVE NEVER HAD SO MANY CHANNELS TO CHOOSE FROM.



INCENTIVES ARE THE LARGEST IMPACT MARKETERS HAVE ON P&L.

How many marketing topics touch 18% of revenue and get regular investor airtime?

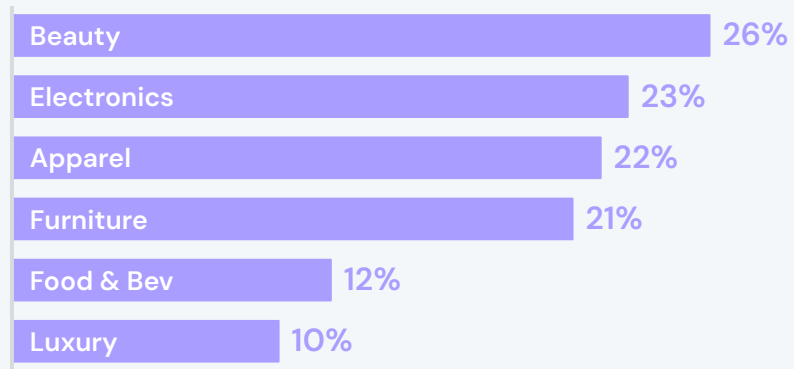
SCALE OF PROMOTIONS IN RETAIL

18%

Average discount rate (global, retail)

Salesforce Shopping Index
Q3 2023

Discount rate by key retail verticals



DISCOUNTS NEED TO DRIVE SIGNIFICANT DEMAND TO MAINTAIN PROFIT.

		CURRENT GROSS MARGIN			
		20%	40%	60%	80%
DISCOUNT	10%	2.0x	1.3x	1.2x	1.1x
	20%		2.0x	1.5x	1.3x
	30%		4.0x	2.0x	1.6x
	40%			3.0x	2.0x
	50%			6.0x	2.7x
	60%				4.0x

\$100 PRODUCT, 40% MARGIN, \$40 PROFIT CONTRIBUTION

20% DISCOUNT = 50% REDUCTION IN PROFIT CONTRIBUTION

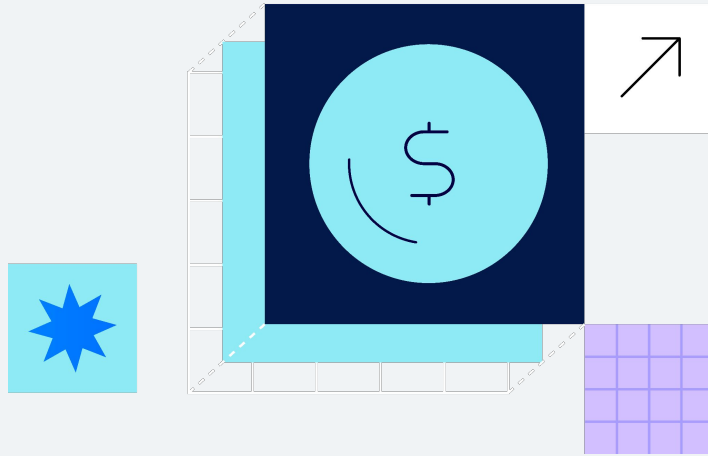
**20-50% OF
PURCHASES
HAVE SOME
PROMOTION
OR LOYALTY
REWARD
APPLIED**

**205,000,000+
AMERICANS
ARE
MEMBERS
OF A
LOYALTY
PROGRAM**

**ANY SMALL
IMPROVEMENT
TO THIS CAN
CREATE
MASSIVE
VALUE TO A
BRAND**



IF DONE RIGHT, PROMOTIONS CAN BE A HUGE STRATEGIC ADVANTAGE.



SHIFTING 25% OF MASS PROMOTIONS SPEND TO PERSONALIZED OFFERS IMPROVES ROI BY 2X
(Boston Consulting Group, 2023)

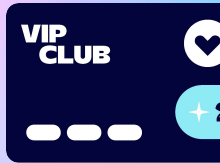


WHAT'S NEXT FOR TODAY?

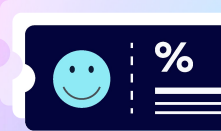


Profitability

The future of loyalty




VIP CLUB + 260 Pts



Gamification

The impact of AI



Personalization

**THANK
YOU**

