Talon.One

Build The North Face's XPLR Pass using Talon.One

The XPLR Pass is a loyalty program that brings The North Face's brand to life, here's how to build it using Talon.One

XPLR Pass: The Backend Logic

→ Collect points for spending and performing brand actions, get perks that make sense for dedicated customers

The North Face's XPLR Pass program may seem simple at first, allotting one point for every dollar spent. Take a closer look and there are a wide range of special perks and on-brand opportunities to earn extra points. Every element of XPLR Pass is carefully balanced to improve customer retention while building customer lifetime value. Here are how to create some of the most popular XPLR Pass features suing Talon.One.

...shows a deeper understanding of what The North Face's customers value, creating a stronger bond and driving loyalty.
- Bazaarvoice

THE FEATURES NEEDED

1 A function to opt-in to the loyalty program

2 A loyalty wallet for points that tracks member points

3 A referral program with custom limits

4 Business-specific perks like member-only return policy

5 Custom criteria for point redemption

6 Automatically generated birthday coupons

1 CREATE A LOYALTY PROGRAM

Creating the foundation for your loyalty program with Talon.One is incredibly simple. Just open the homepage in the Campaign Manager, go to the section labelled 'Manage Loyalty Programs' & click 'Create Loyalty Program'. From here you can name and describe your program, set the length of point validity, enable sub-ledgers and connect the program to the applications you want to use it in. See how

Create loyalty program

Basic info

Choose a name for your program, a name used in the API and describe the purpose of your program.

Loyalty program name
Northface ✓

API name
northface_loyalty_program ✓

Description
A recreation of Northface's Loyalty Program

Timezone

Select a reference timezone. The loyalty program's data is refreshed daily at midnight, in the specified timezone.

> ! **Once the Loyalty Program is created, this setting cannot be changed.**

Timezone
US/Pacific ✓

Apply these effects:

Add loyalty points: 1 point for each $ spen

Select loyalty program
Northface

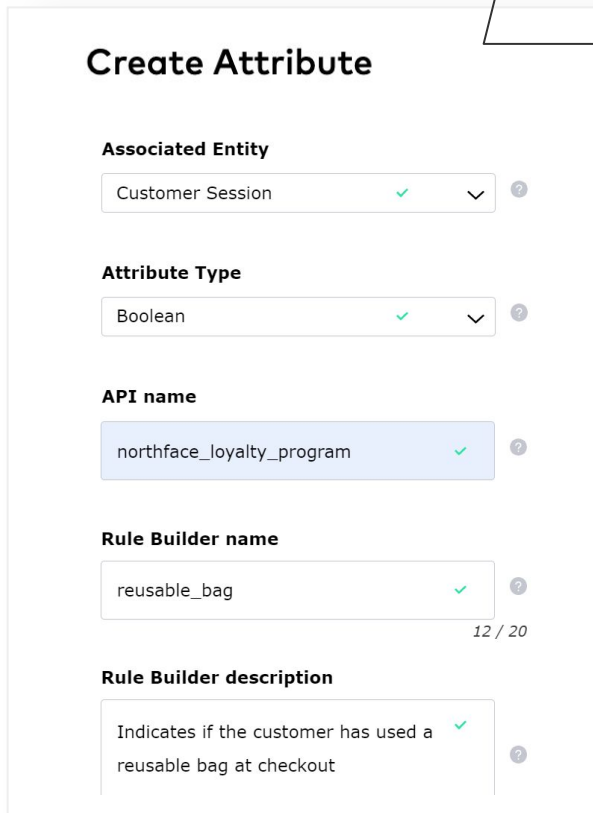Recipient
Current Customer

Reason
1 point for each $ spent ✕

Amount of points
[Session.Total]

2 SET POINTS PER $ SPENT

For this step all you need is to select the "Add loyalty points" option from the menu of ready-made effects in the Talon.One rule builder. The North Face's XPLR Pass program has a very simple one-to-one ratio of points to dollars spent so in this case the points rewarded will be equal to the session total. Other common approaches include a multiple or a percentage of session total and awarding points based on number of items in cart.

③ SET REWARD REDEMPTION DATE

A more unusual aspect of The North Face's XPLR pass is that the points awarded to customers are not available to use straight away. Instead, customers accrue points over three set four month periods throughout the year before the points are issued in the middle of the following month. To implement this when awarding loyalty points, set up a rule for each interval and determine a custom start date.

Created (Current Session)

is between **Tuesday, February 1, 2022 12:00 AM** and **Tuesday, May 31, 2022 12:58 AM**

Recipient

Current Customer (Friend)

Reason

1 point for each $ spent ✕

Amount of points

[Session.Total]

⌄ Reward Settings

Reward Start Date

◯ Program default (unlimited)

⦿ Custom

Custom start date

06/15/2022   00:00

Create Attribute
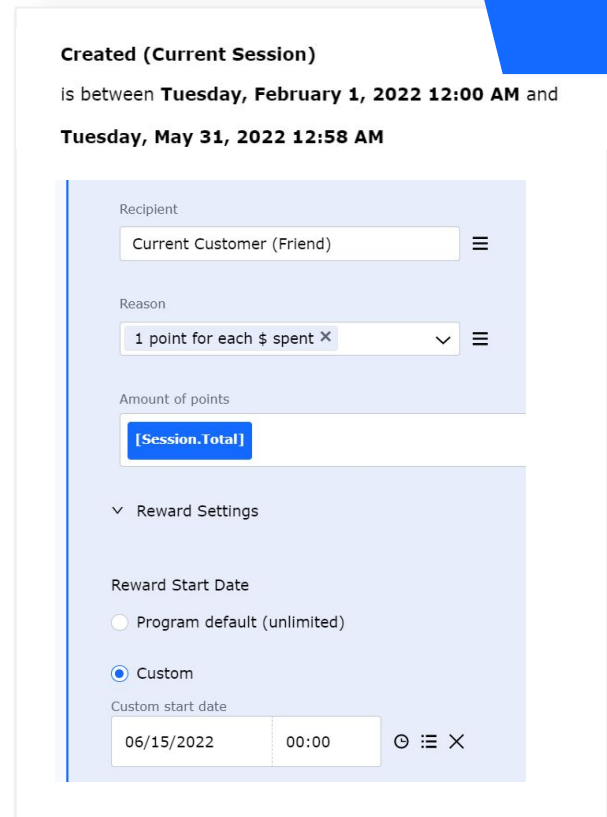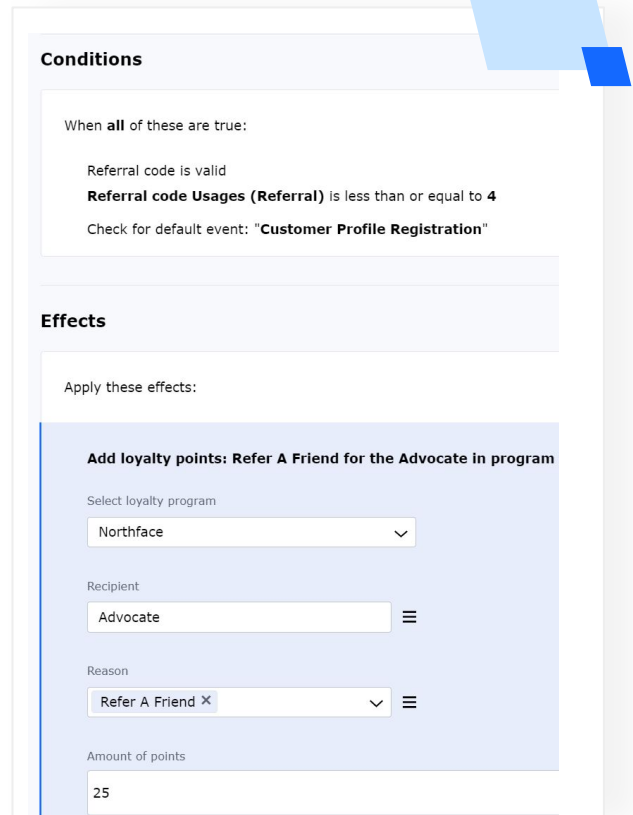
Associated Entity

Customer Session

Attribute Type

Boolean

API name

northface_loyalty_program

Rule Builder name

reusable_bag

12 / 20

Rule Builder description

Indicates if the customer has used a reusable bag at checkout

④ CREATE CUSTOM ATTRIBUTES

Create attributes for unique business data you want to use or change in any way. These attributes can be used to set up the rules that govern how your loyalty program works. For instance, the XPLR Pass program aims to share the eco-conscious values of their customers so rewards them any time they checkout with a reusable bag. Setting up a boolean (yes or no) attribute will allow for rules that will both reward customers for using a reusable bag but also control how and when they can gain points from doing so. Learn more

⑤ CREATE REFERRAL CODE

In order to create a greater sense of community among XPLR Pass members, The North Face offers a 25 point reward for members who refer other customers to the program. Like all XPLR Pass rewards, this is limited to a certain number of redemptions per period, in this case four per year. Other common approaches to rewards include awarding points to both parties or automatically generating a coupon for the member who referred another customer.

⑥ NATIONAL MONUMENT CHECK-IN

The North Face rewards members of their XPLR Pass program who use their app to check-in at National Monuments or National Parks. To create this promotion for national parks: create an attribute a "list of locations" and upload the coordinates you would like customers to use to check in. Then create an attribute indicating if they have checked in that resets monthly. Now a customer will be awarded 5 points, on the condition that they have only checked in once this month. [Learn more](#)

⑦ Happy Birthday Coupon

🕒 10 Minutes

To build a rapport with their audience, The North Face send a birthday email to all XPLR Pass members. This email contains a birthday greeting from one of the athletes sponsored by The North Face and a 10% discount coupon that can be redeemed on a select line of items. This coupon expires on January first of the following year. Effects which can be applied to coupon creation also include an automated email and expiry date. Coupons can be set up to apply only to pre-determined product lines.

When | all ⌄ | of these are true

Birth date (Customer Profile) is on **Current time**

Effects

Apply these effects:

Create coupon for the Current Customer (Friend) in the cu

⦿ In the current campaign

◯ In a specific campaign: Campaign 001 ⌄

Recipient

Current Customer (Friend) ☰

Redemption Limit

1

Field Testing

Conditions

When | all ⌄ | of these are true

Field Testing Allowance (Customer Profile) is less than **3**

Field Test Return Cost (Customer Profile) is less than **1200**

Number Of Field Testing Redemptions (Customer Profile) is less than **4**

+ Add Condition

Effects

Apply these effects:

Increase **Field Testing Allowance (Customer Profile)** by **1**

⑧ CREATE FIELD TESTING PERK

🕒 4 Minutes

Some loyalty perks have more complicated rules than others. High-quality and specialist gear is expensive. To appeal to those who take their gear seriously, The North Face gives loyalty members 60 days to test an item, if they're not satisfied they can return the item for its full cost. Each year, members are entitled to use this benefit twice and only if they have returned less than four items already that year and the total cost of their returns has been under $1,200.

The Rule Builder

→ A platform for non-technical people to create complex promotion logic without developers.

The Rule Builder is the heart of Talon.One's Campaign Manager and is where you set all the conditions, that once validated, will trigger the effects that you need to make your sales promotions, referral and loyalty programs possible.

Conditions are 'events' like inputting data in a form, entering a coupon code, location or payment requirements or the amount of money a customer spends.

Effects are the reactions to these conditions being validated. Sending notifications or triggering webhooks, applying a discount to the cart total, updating customer profiles in any way are a few common examples.

To learn more about what is possible with the Rule Builder just take a look at our docs.
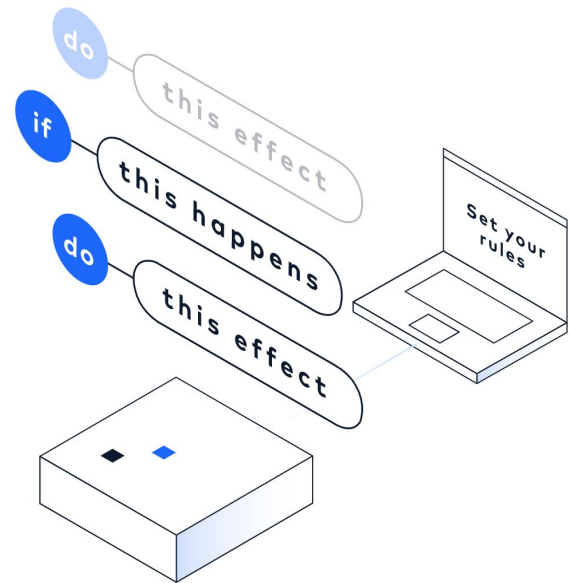
It gave us exactly the right mix of autonomy and off-the-shelf ease of use. - Mark Kelly, Head of Digital, National Express

We now have the power to incentivize any user behavior we want." - David Brunier, Founder & CEO of Flash Coffee

About Talon.One

→ **A fully equipped, and easily customizable promotion service that gives you all the flexibility you need.**


Talon.One was built as a response to the very limited functionality of all available coupon, discount, loyalty, referral and product bundling tools out there that barely meet the demands of scaling businesses and big enterprises. Our Promotion Engine lets you build incredibly sophisticated campaigns without development resources.

What makes Talon.One unique? We provide one complete solution for coupons, bundling, discounts, loyalty and referrals, with features that allow you to customize at a granular level and upscale your current solutions.

After a quick and seamless integration, your developers can focus on your company's core product again. Take a look at our quick start guide and API-documentation to learn more, or simply book a free live demo where you can discuss your own specific use cases.
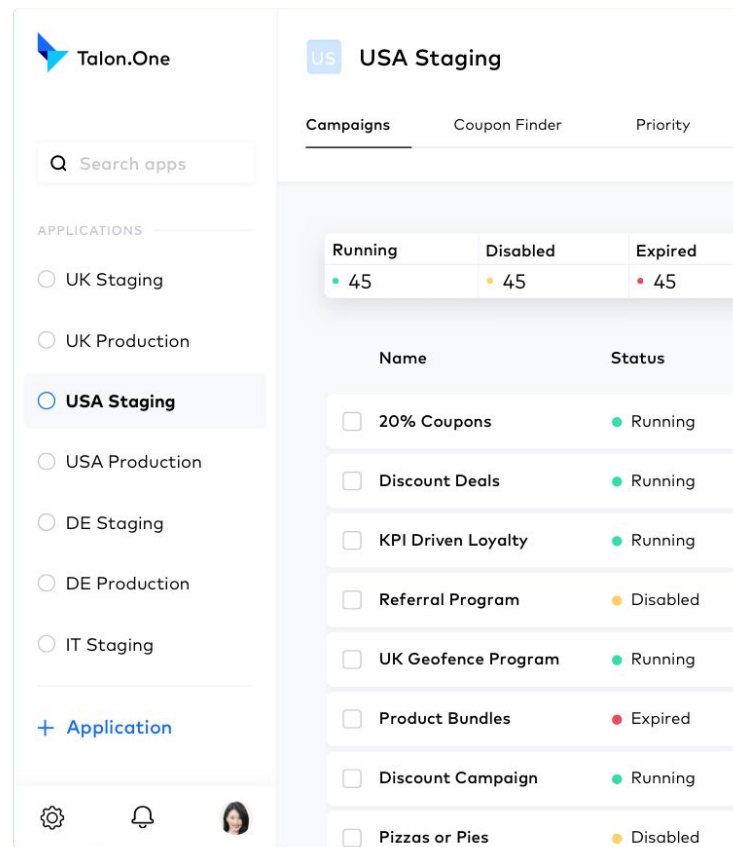
We built the world's most powerful & flexible Promotion Engine to enable marketers and developers to easily run any promotion, without wasting resources.
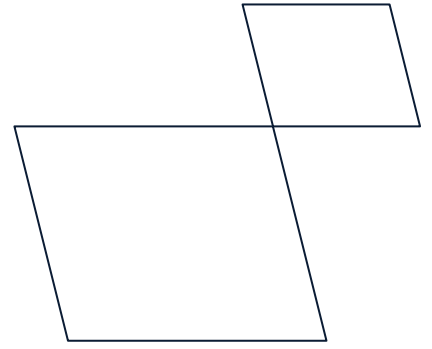
The Promotion Engine for any industry: API-first, customizable and scalable

Customer expectations are evolving. Your promotion, referral and loyalty strategies should too.

MAKE YOUR PROMOTIONS POSSIBLE

promotions@talon.one

BOOK YOUR FREE DEMO

talon.one/book-a-demo