

## SaaSquatch Program Library



SaaSquatch offers one of the most flexible digital loyalty, rewards and referral platforms in the world. It's uniquely built to understand both your business and the complex, omni-channel, digital environment in which you engage your customers.

Our program library can meet almost any need imaginable including:

- Acquiring new customers
- Shaping customer behaviour
- Increasing customer lifetime value
- Driving customer referrals
- Decreasing customer churn.

The SaaSquatch platform is so flexible we can even build **custom programs** to meet your needs in **just 2 - 4 weeks**.

### Library

**Special Offers:** Provide a special rate or reward to anyone who signs up or purchases with a coupon code / special link. Rewards can be delayed until further action is taken such as making a specific value of purchases or completing an in-app action.

**Limited Time Offers:** Provide special promotional offers for all new or existing customers who sign up or purchase within a specified date range. Offers can be restricted to specific products and rewards can be delayed.

**Restricted Offers:** Reward a subset of new or existing customers when they sign up or purchase specific products or services. Rewards can be restricted by location, customer segment, date, current products and more.

**Data Collection Programs:** Reward users when they provide you with information such as personal contact info, preferences, goals or other valuable data. This program can require customers to provide multiple types of data before being rewarded.

**Activation Offers:** Reward users when they complete specific behaviours for the first time such as using a feature, taking an action or inviting a friend. Unique offers can be configured for a range of products or services if required.

**Behavioural Rewards:** Reward users when they complete, or don't complete, specific actions such as trying a newly launched feature, upgrading plans or logging in after not doing so for the last 6 months. Time limits can be imposed to create urgency.

**VIP Program:** Reward users for performing specific actions by giving them increasing levels of perks through VIP tiers. Can require multiple different actions to move up tiers such as spending a minimum amount and making a minimum number of purchases within 12 months.

**Birthday Program:** Make your customers feel special and better connected to your brand by rewarding them on their birthday or during their birth month. Rewards can be different based on customer segment and other data such as lifetime value or active products.

**Anniversary Program:** Long lasting customers deserve to be rewarded. Give thank you rewards to customers based on how long they've been a customer. Can be additionally refined based on customer segments and other behavioural data.

**New Customer Referral Program:** Reward existing customers for referring you to new customers. Provide referral bonuses and different rewards based on what products new customers purchase. Rewards can be delayed based on additional criteria.

**Product Referral Program:** Reward existing customers for referring new or existing customers to apply for specific products. Can be restricted to specific customers based on segment, active products and other customer data.

**Marketplace Referral Program:** Reward existing customers for referring customers to either side of a marketplace offering. With one program, provide different rewards with different conversion points depending on which side of the marketplace is referred.

**Partner / Influencer Program:** Reward 3rd parties who refer customers to your products or services. Provide a complete login and dashboard for them so they always know what's going on. Can be an open or restricted program.

## Additional Key Features

Along with our wide range of out of the box and custom programs, the SaaSquatch platform is ready to meet your business operations needs with key features including:

- Sponsored rewards
- User Permissions
- SoC 2 Type II Security Certification
- Privacy and Personally Identifiable Information
- Multi-Language / Multi-Currency Support
- 3rd Party Integrations
- Enhanced Support



If these, or any other services, are important to you please contact [sales@saasquatch.com](mailto:sales@saasquatch.com) for more information.