

## Text Messaging + E-Mail + Facebook®

Sundrop's loyalTXT™ is an automated, "card-less" loyalty program that uses your customers' mobile number or e-mail address as their "loyalty card" and text messaging with email for data collection. It is the only loyalty program to combine text, e-mail, and Facebook into one easy-to-use, automated system.

### How It Works

- 1 Your customer provides their mobile number or email address at checkout to join your program.
- 2 You enter the customer's number or e-mail address into our universal POS application or provided registration station.
- 3 loyalTXT welcomes your customer to your program via text message or e-mail and leads them through the complete registration process.

### It's Automated!

On subsequent visits, your customer provides the same number or email address for re-entry into your system – loyalTXT keeps your customers informed of their progress through your loyalty program and distributes rewards, birthday and anniversary presents, and more!

loyalTXT gives you a complete data profile of your customers. You can use the web platform to reach them instantly via text, e-mail, direct mail, and Facebook!

### Digital Marketing – The EASY Way!

Text, e-mail, and social media are important marketing opportunities for your business. Use loyalTXT to automate the process of building your database.

**DO NOT DELAY...GET STARTED TODAY!**

Does your email solution deliver text & social media?

*Perhaps it's time it did...*

#### Text Messaging

- 99% of mobile devices are text-capable
- 90% of text messages are opened and read within 15 minutes of delivery
- 10% or better redemption rates are common

#### Facebook

- 300 million active users
- 50% log in daily
- Average user has 130 friends in their account

loyalTXT is a Facebook application that links your customers to you and allows you to market not only to them, but to their friends and family as well!

#### Do you already have an e-mail solution in place?

Let us import your list into our database and invigorate its growth through an engaging loyalty program that adds text and social media to your marketing mix. Our web platform is easy to use and we can even incorporate your existing graphics!

