



Let's get going!

Create your stamp card

Stamp and Reward

Stamp

A customer can earn anywhere from 1 to 9 stamps before unlocking a reward. The stamp can be based on a product or list of products e.g. classic margarita or any margarita (classic, tommy's, spicy) or the stamp card could be based on spend/transactions e.g. spend \$20 and earn a stamp or make a transaction and earn a stamp.

Reward

The unlocked reward can be different to the stamp and could be a good opportunity to cross-sell items. E.g. make 5 transaction and unlock a \$5 t-shirt or buy 9 margaritas and unlock a mexican feast meal deal. The smaller the reward, the less stamps should be required to reach it and vice versa.

Next Steps

Step 1

Define the stamp card details and reward offering.

Step 2

Complete the [STAMP CARD CREATION FORM](#) with all the relevant fields.

Step 3

me&u will create the stamp card and return the stamp card URL. The stamp card will now also be active in venue.

Step 4

Distribute the stamp card URL if you wish across relevant channels so customer can activate it.

Step 5

Review stamp card success metrics via the me&u operator portal.

Step 6

Test & learn to see what works and what doesn't for the next stamp card!



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Stamp Capabilities

- **Discovery in venue** - claim available stamp card in venue through the rewards page
- **Discover outside of venue** - claim stamp card outside of venue via the distributed URL
- **Multi, single or select venues** - same stamp card across whole group or single venue level
- **Product or spend stamp** - receive a stamp on a certain product(s) or transaction based on spend
- **Custom stamp limit** - choose from 1 to 9 stamps before a reward
- **Flexible rewards** - reward can be different to stamp. See below for reward types
- **Recurring** - a stamp card rotates multiple times. Could be unlimited or a reduced number
- **Non-recurring** - the stamp card is one and done. Once the reward has been unlocked it will not start again
- **Stamp card start** - when a customer can begin to claim a stamp card
- **Stamp card end** - when a customer can no longer claim a stamp card
- **Stamps per transaction** - limit stamps earned per transaction or allow unlimited stamps
- **Stamp earning window** - when a stamp can be earned e.g. Monday-Friday between 12-5pm
- **Call to action link** - an optional CTA once claimed to book a table, explore what's on or add to calendar

Reward Types

There are four different reward types available:

Discount Basket

\$ or % off based on spend e.g. *Spend \$100 get 10% off food or Spend \$50 and get \$5 off the bill.*

Discount Product(s)

Freebies, Fixed price products, Fixed \$ or % off, \$ or % off with the purchase of the same product/category of products e.g. *Buy pizza get the second half price, \$15 cocktails, 50% off all entrees.*

BOGO (Buy one get one)

Freebies, Fixed price products, Fixed \$ or % off, \$ or % off with the purchase of a different product/category of products e.g. *Free garlic bread with any pizza purchased, Buy an burger and get a beer for \$5, 50% off dessert with any main meal purchased.*

Meal Deal

Buy X and Y for \$Z e.g. *Any burger and schooner of beer for \$25*



Spend \$100 and get 10% off



Buy 2 Pizzas get 1 for free



Buy any Burger get \$5 a Pint



Margarita with 3 Tacos for \$30

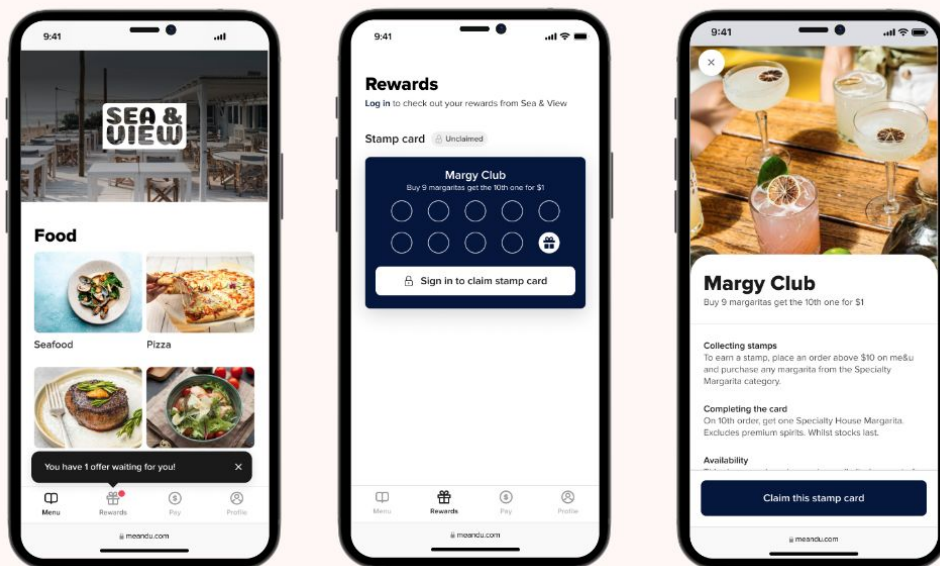
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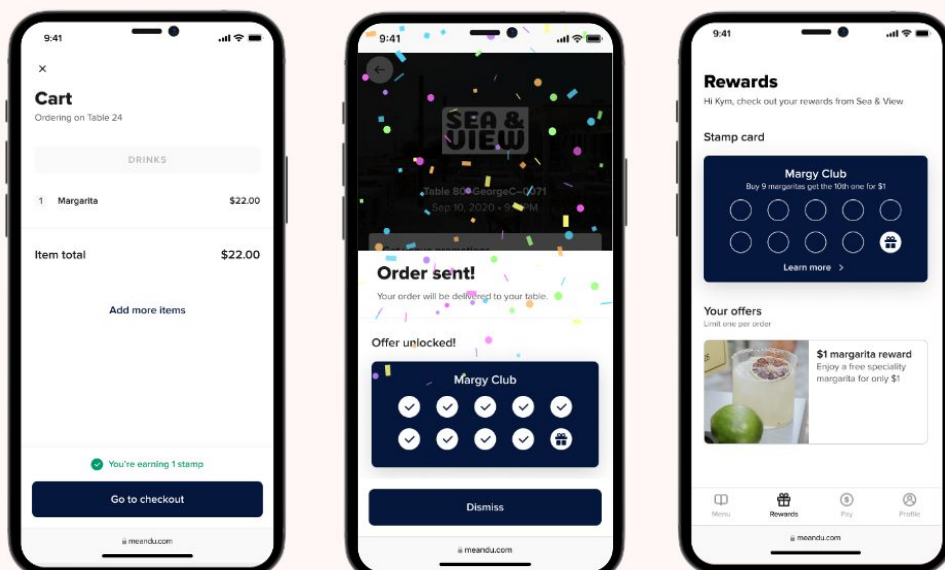
Stamp Card User Journey

Below outlines the user journey in venue from finding and activating a stamp card, earning stamps and redeeming the reward! Note there are many variations of this, refer to capabilities on page 2 of this document.

ACTIVATE STAMP CARD



EARN STAMPS AND UNLOCK REWARD



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16%

Increase in customers using engagement/loyalty platforms in fast casual restaurants from 2021 to 2023

5%

Increase in customer spend from customers who engage in engagement activities to those who don't

10%

The top 10% of loyalty customers make up 44% of all loyalty visits and 48% of total loyalty spend

Hot Tips

1. An appealing end reward

If the end reward is not good enough or seems too little, people will not bother joining your stamp card program. For example, a 5% discount off a pizza is not a generous enough reward after ordering 9 pizzas on different occasions to get there. This will not encourage people to join and become loyal. The reward should be worth the customers' while but also not hurt your bottom line. Freebies or fixed priced discounts work well.

2. A reasonable number of stamps to collect

If a customer is required to earn too many stamps to achieve the reward, this will put people off activating the stamp card program. Data tells us the average number of stamps on a Stamp Card is 6, we have allowed no more than 9 stamps before unlocking a reward. The number of stamps should be based on the reward. If the reward is generous at the end, more stamps may be required to get there and vice versa.

3. A generous expiry date

Venues are able to set up a stamp card start and end date as well as a reward expiry date. This means a member needs to redeem their reward by a date that you predetermine. If the expiry date is too soon and not realistically feasible, this can cause frustration and disappointment/complaints from the customer. Ideally, we would encourage you to have an open ended reward expiry date even if the stamp card itself has a set expiry date.

4. Easy to understand

As there is a lot of capabilities and flexibility to stamp cards, it could be easy to confuse a customer and turn them off activating a stamp card all together. Ensure the stamp and reward make sense together. The aim should be to gain subsequent orders, return visits and loyal customers therefor making the qualifying stamp simple, not to sell the most obscure product on your menu.

5. A/B test

There can only be one stamp card activated per venue. If you have multiple venues test out the same stamp card at two different venues with historically different levels of return customers to see which has the greatest effect. If you are an independent venue, test a different stamp card and reward type each month to see which one had the highest uptake for future cards.

6. Custom branding

This is your personal stamp card. Ensure you enter your branding colour, enticing copy and engaging imagery. Captivate customers by the title and explain the stamp qualification and the reward in the subtitle.