

Loyalzoo announces new “Handsfree Marketing” feature that will revolutionise the way small retailers do marketing

London, 29 November, 2016: Loyalzoo, a leading digital loyalty service provider for SME retailers and restaurants, has taken its subscription offering to the next level by announcing a fully automated marketing engine aimed at targeting customers at the right time with the right offer.

Running alongside Loyalzoo’s easy to use proven loyalty program, the new Handsfree Marketing feature enables companies to send targeted marketing messages to customers, segmented according to their purchasing behaviour.

Using complex mathematical calculations, the system identifies specific customer-types and ensures delivery of appropriate targeted messages. Whether it is new users, high spenders, returning customers or those who have not visited for some time, the appropriate message or offer is delivered automatically, all for a low monthly cost.

The new feature takes only a minute to set up, in line with Loyalzoo’s “hassle-free” uncomplicated approach to the use of technology within independent retail environments.

According to BrightLocal and the Chamber of Commerce, SMEs on average spend \$400 per month on marketing. Using Loyalzoo’s Handsfree Marketing, they could reduce these costs by up to 78 percent, while simultaneously running a digital loyalty program.

“For small businesses marketing can be time consuming, costly and sometimes just non-effective. With this in mind we wanted to invent a feature that provides a new twist on “set and forget” marketing and will revolutionise their approach” says Loyalzoo CEO, Massimo Sirolla. “Meanwhile, it allows business owners to focus on what they do best – running their business.”

Loyalzoo is already working with hundreds of merchants across the UK and US, and has been named one of the UK’s top 50 most disruptive businesses by Everline Future 50.

Since 2014, the company has made huge strides in the loyalty space thanks to its easy to use digital service. The stress-free, self service nature of the solution is its unique selling point. “Loyalzoo has been absolutely wonderful! It’s a lot less of a hassle than our previous system since the customers do not need to remember a card. It’s wonderful! It works great with our office and store, we are so happy to have found this system!” says Cynthia Monette, Owner at Avena Integrative Medical Centre of Putnam, Connecticut.

Loyalzoo recently launched a third crowdfunding campaign to support on-going growth and to establish a team in the US, working alongside its UK headquarters (www.seedrs.com/loyalzoo3).

Note for editors

About Loyalzoo – Digital loyalty card service for SME retailers and eateries

Based in west London, Loyalzoo was founded to help small/medium sized businesses compete with larger retailers and brands in an increasingly mobile/digital world. Loyalzoo is unique in the industry, as retailers of any size can setup their own, custom made in-store loyalty program in just minutes, without the need to print cards or buy expensive hardware. It also operates directly from most point-of-sale systems, avoiding any change or disruption for merchants and their staff. Loyalzoo’s service is available directly via the company’s website www.loyalzoo.com, resellers, agents, as well as via the digital marketplaces of Clover POS and Epos Now.

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