

Product Release

Q4 2024 & Q1 2025

Our bumper Product Release covering Q4 2024 and Q1 2025

Lobyco Portal Updates

An enhanced UI with updated calendar and activity templates
Pre-activated offers can now be selected



Games & Challenges Updates

Lottery capability now available in challenges, not just games!
Enhanced flexibility on counting visits, as well as product and spend, and increased options on stacking rules



Currency (Bonus) Updates

3 x updates to help you maximise currency campaigns efficiency and impact: Bulk uploads, Stacking, Temporary Multiplier functionality



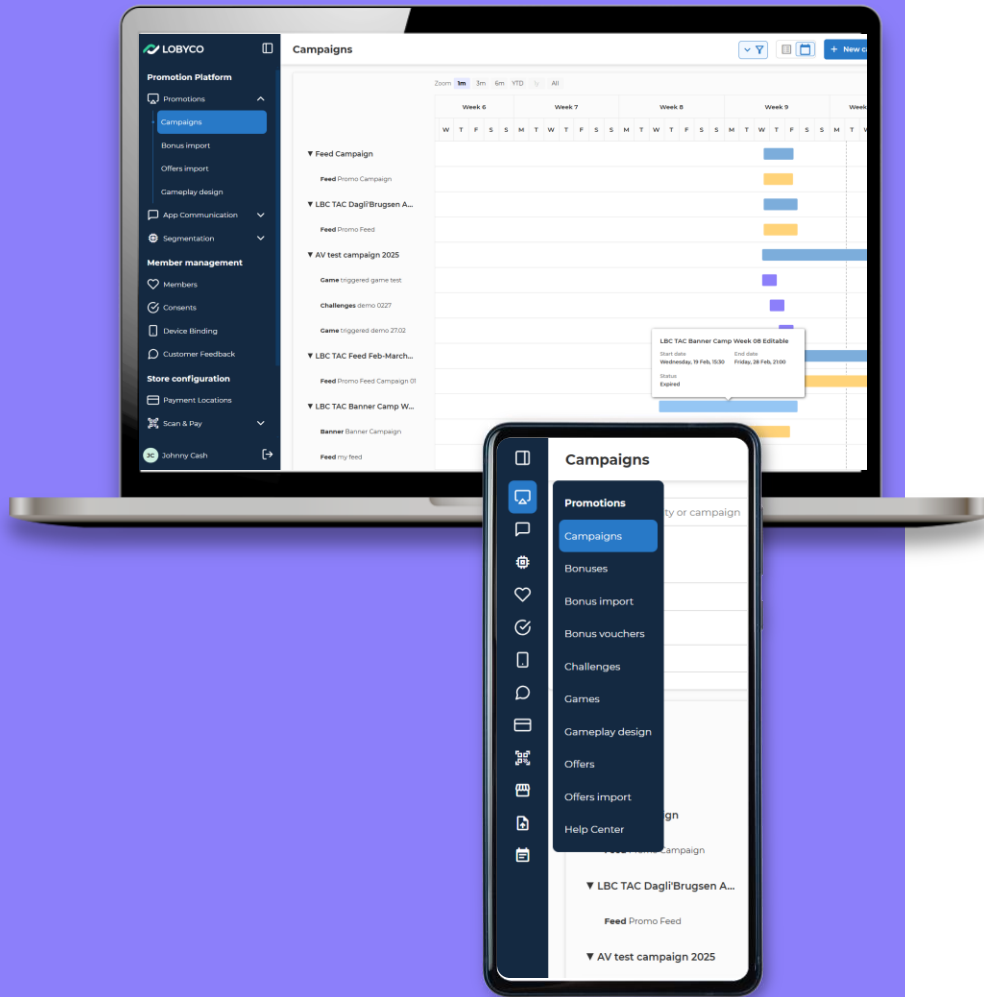
Checkout Updates

Enhancements on the Employee's app to increase efficiency with re-scan



1. Lobbyco Portal Updates

Admin Portal UI redesign



Why we built this feature:

- To enhance user experience (UX) by making navigation more intuitive, visually appealing, and streamlined.

What it solves:

- Updated the Admin Portal navigation with a new UI, refreshed color scheme, improved layout, and better grouping of products and features.
- Simplifies access to features, reduces clutter, and provides a more unified and efficient navigation experience for end users.

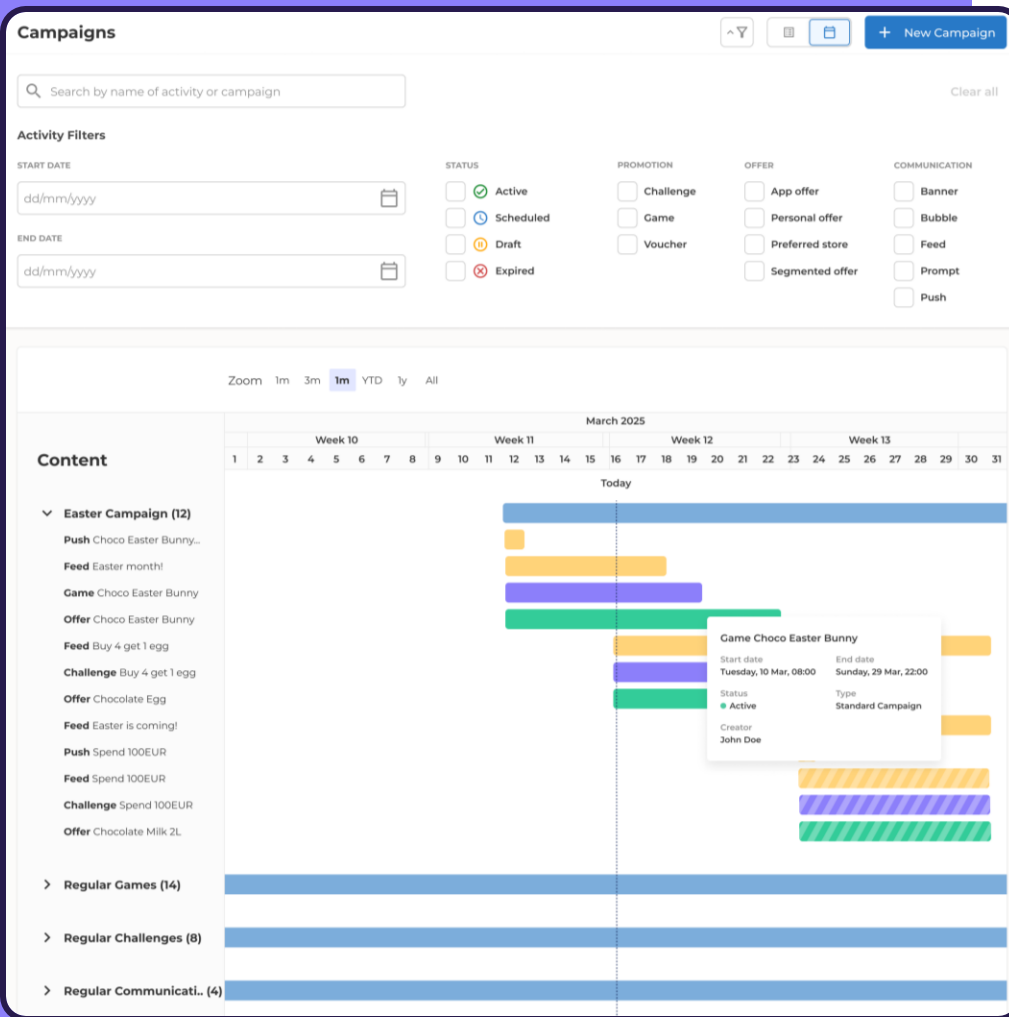
Enhanced calendar view

Why we built this feature:

- Provide a clear, visual representation of scheduled activities, making planning and monitoring more efficient.

What it solves:

- Enhancements of the Activity Calendar view improve visibility into ongoing and upcoming activities, help track publication status and allow quick filtering for better management.
- A unified calendar view for organizing offers, Currency (bonus) activities, challenges, and all communication activities, with tracking and filtering options.



* Will be available as part of the Campaign Management feature in Q1/Q2 2025.

Activity Templates

Add activity

Which type of activity best suits your promotional needs?



Communication

Banner

Engage users and share key messages with eye-catching banners.



Promotion

Bonus

Drive sales by giving extra bonuses to users on specific purchases or in general.



Promotion

Challenge

Drive repeat purchases and higher basket sizes with reward-driven challenges.



Communication

Feed

Create feeds to inspire users with recipes, how-tos, and engaging content.

Game

From template

From scratch



Offer

Offer

Set up offers or rewards to support your promotional activities.



Communication

Push

Keep your users in the loop with notifications about new app activities.

Why we built this feature:

- Streamline the creation of new activities and reduce repetitive manual input.

What it solves:

- Activities, like offers, games, challenges, and communications, can be tagged as templates and used as a starting point for new ones.
- Saves time and ensures consistency by enabling users to start new activities from predefined templates instead of setting them up from scratch.

Activity name	Activity type	Start date ↓	End date	Status	Edited by	
Spend \$20 on Cola products and get \$5 bonus Last modified: 02/02/2025 12:01	Challenges	03/02/2025 00:01	28/02/2025 23:59	Draft	ST	TEMPLATE ...
Spend \$40 on Cola products and get \$10 bonus Last modified: 02/02/2025 12:02	Challenges	03/02/2025 00:01	28/02/2025 23:59	Draft	ST	...
Spend \$50 on Cola products and get \$15 bonus Last modified: 02/02/2025 12:02	Challenges	03/02/2025 00:01	28/02/2025 23:59	Draft	ST	Refresh activity Save as template

* Will be available as part of the Campaign Management feature in Q1/Q2 2025.

2. Currency (Bonus) Updates

Currency (Bonus) Priority

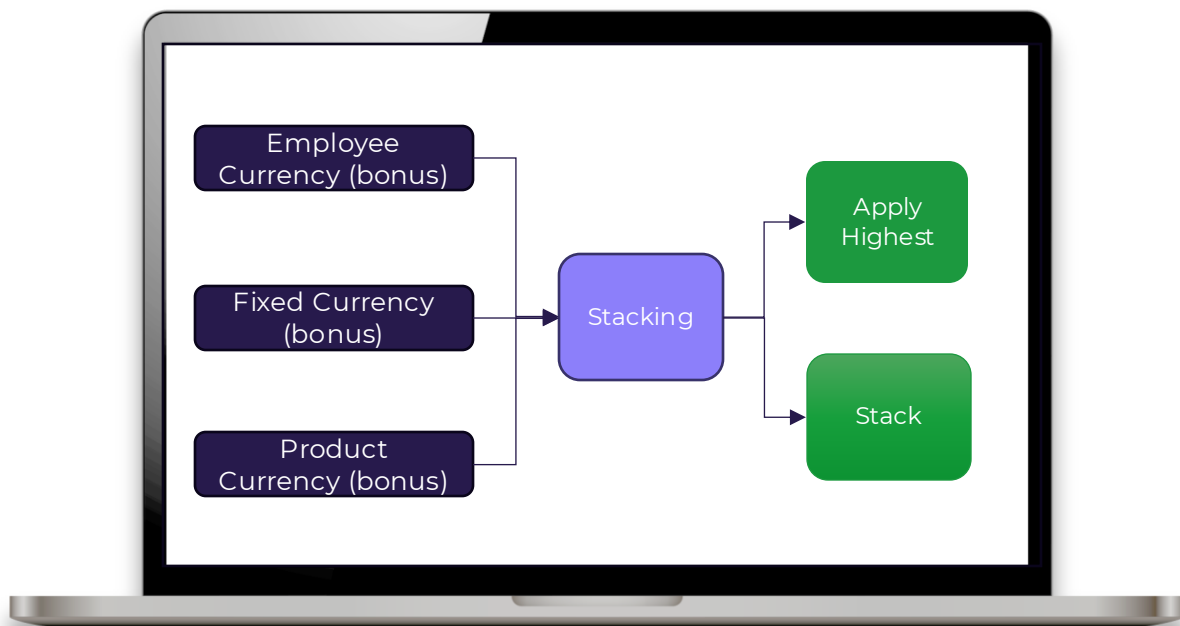
Limit Currency (Bonus) given to customers

Why we built this feature:

- Prevent excessive Currency (bonus) payouts when multiple Currency (bonus) campaigns or types overlap in a single purchase.

What it solves:

- Helps businesses control and optimize Currency (bonus) distribution by defining which Currency awards (bonuses) can be combined and which should be excluded from stacking.
- Currency (bonus) priority feature allows the Currency awards (bonuses) to be stacked by default, or to apply only to the highest Currency (bonus) value.
- Currently, it supports Fixed awards, employee awards and product awards types
- It's a system configuration that can be set as requested.



Currency (Bonus) Redemption Campaigns

Temporarily increase Currency (bonus) value

Purpose of This Feature:

- Enhance customer retention by encouraging users to visit stores and use their expiring Currency (bonus).
- Offer more flexibility in loyalty programs, enabling businesses to design structured reward campaigns with specific earning and spending timelines.

Solutions Provided:

- Temporarily grants an additional percentage of Currency (bonus) from a member's balance that is about to expire, motivating customers to utilize it.
- Marketing teams can establish Currency (bonus) campaigns where users earn Currency (bonus) during a designated period (*the "campaign period"*) and redeem it in a subsequent period (*the "redemption period"*).
- Any unspent Currency (bonus) will expire at the conclusion of the redemption period.

Bonus details

Bonus name *

Choose bonus name

Example: Bonus week 1

Select bonus type *

Redemption Bonus

Sponsor

Select sponsor

Bonus Redemption Period

Redemption credit date *

25/02/2025

Expiration date *

28/02/2025

Bonus will be available at the end of the selected date.

If not specified, the bonus never expires.

Redemption bonus details

Redemption bonus *

50%

This percentage of total bonus will be added to eligible members from Redemption credited date and expire on Expiration date.

Currency (Bonus) Batch Adjustment

Adjust Currency (Bonus) in bulk

Why we built this feature:

- Streamline the process of managing large-scale Currency (bonus) adjustments efficiently, reducing manual effort.

What it solves:

- Simplifies bulk Currency (bonus) modifications, ensuring accuracy and saving time for administrators handling large member groups.
- Allows the users to upload files with multiple members' Currency (bonus) adjustments or give Currency (bonus) rewards to multiple members in batches by uploading CSV or JSON files through Data Import.

Import Log

Refresh

File name

Search

Date

Search

File type

BonusAdjustment

Status

All

Imported by

Search

mixed-validation-errors-1.csv

13/02/2025 13:40

BonusAdjustment

Verification needed (1/50)

AR

View

bonus_adj.csv

05/02/2025 15:04

BonusAdjustment

Verification needed (5/80)

IV

View

bonus_adj.csv

05/02/2025 15:03

BonusAdjustment

Verification needed (8/100)

IV

View

bonus_adj.csv

05/02/2025 15:02

BonusAdjustment

Successful (1500/1500)

IV

View

bonus_adj.csv

05/02/2025 15:01

BonusAdjustment

Successful (100/100)

IV

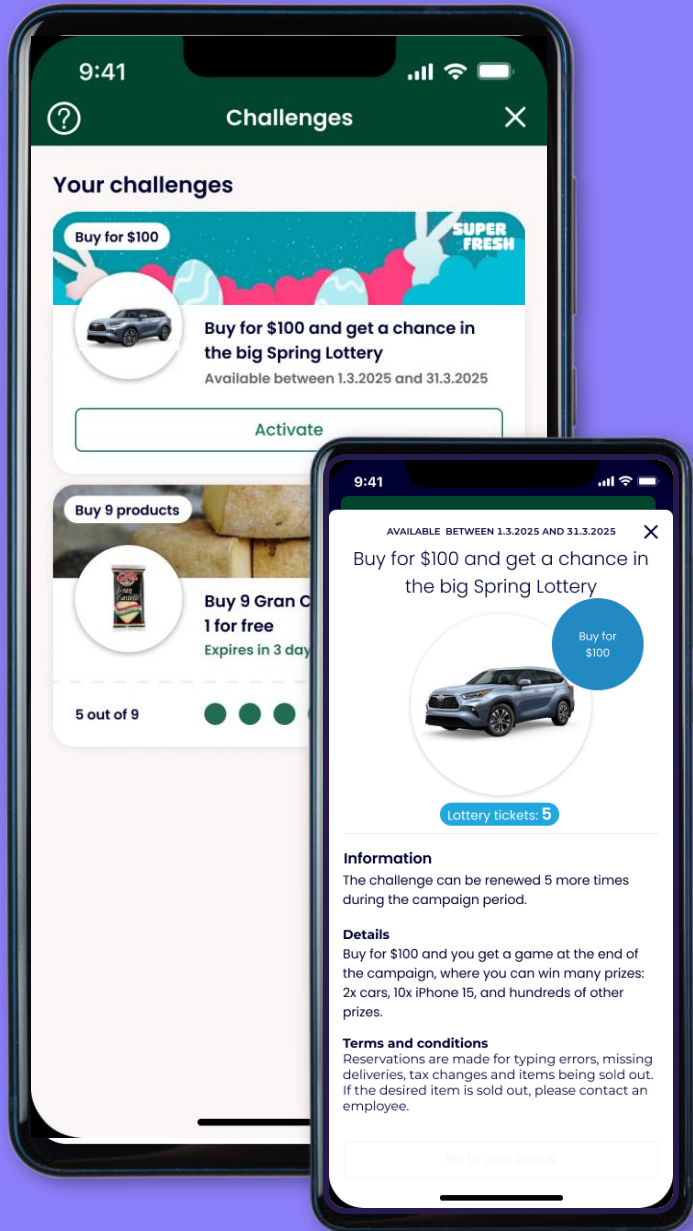
View

Items per page:

5

1 – 5 of 7

3. Games & Challenges



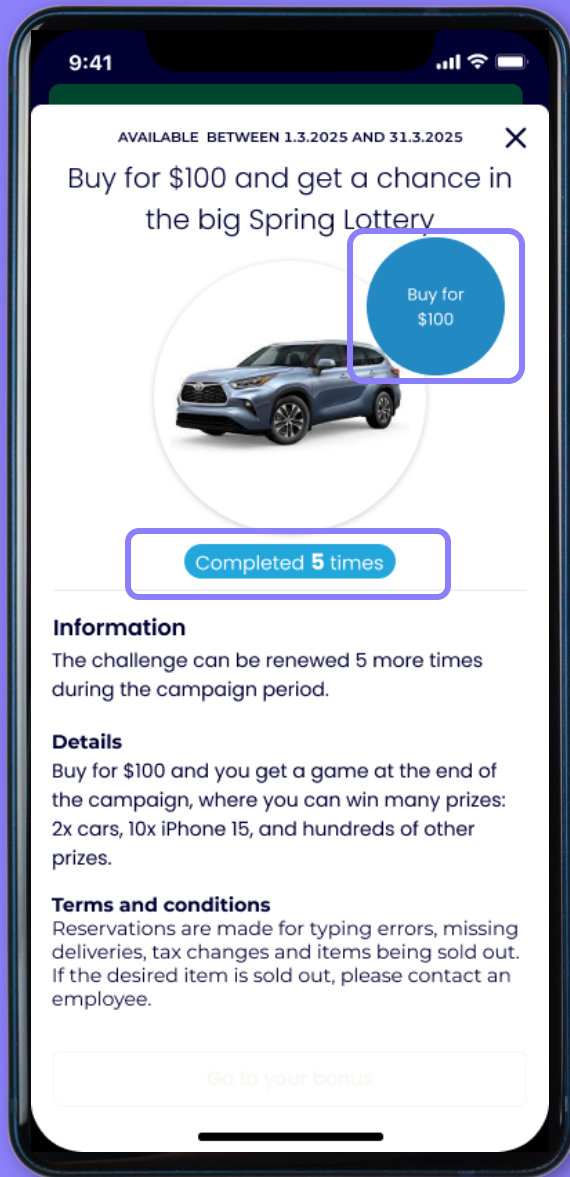
Challenges with Lotteries

Why we built this feature:

- To introduce a more engaging and flexible reward system that encourages participation in long-running promotions, with a potentially smaller pool of prizes.

What it solves:

- Challenges can now allocate lottery tickets instead of real-time rewards, with winners drawn at the end of the campaign. Prizes can include in-app coupons, Currency (bonus)es, points, or custom rewards.
- Provides an alternative to instant rewards, increasing excitement and incentivizing continued engagement.
- Lotteries can be drawn globally or per store to encourage multi-location purchases. The draw process includes backup winners and is managed within the Lobbyco Portal.



Configurable Challenge Labels

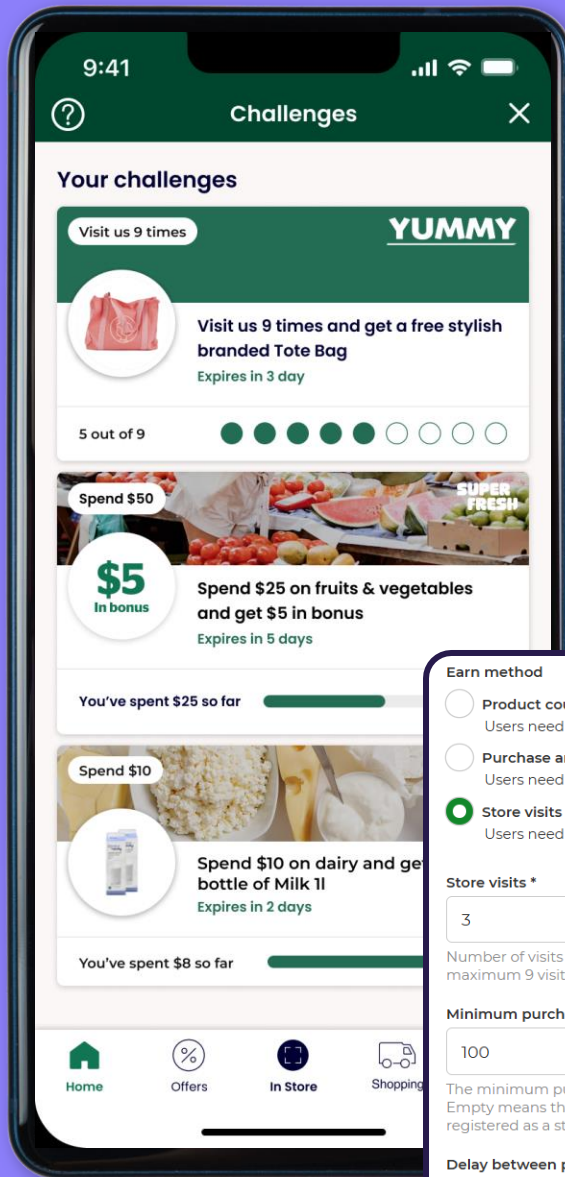
Challenges at a more granular level

Why we built this feature:

- Provide flexibility based on customer requests, enabling to tailor several challenge labels to their needs

What it solves:

- Allows customization of specific static challenge fields in the app, including the challenge progress method label and the newly added challenge completion counter.
- Enhances user understanding and engagement by allowing personalized challenge progress and personalized challenge completed counter.



Challenges track store visits

Why we built this feature:

- To encourage repeat store visits and increase customer engagement through simple but effective gamified incentives.

What it solves:

- Helps drive foot traffic to physical stores while allowing businesses to set conditions that ensure customers can easily participate.
- Challenges can now reward users for visiting stores (making a purchase) multiple times, with optional settings for minimum purchase amount and cooldown periods between visits.

Earn method

☐ Product count
Users need to purchase specific products

☐ Purchase amount
Users need to reach a total purchase amount

☒ Store visits
Users need to visit the store (make minimum purchase)

Store visits *

3

Number of visits to complete the challenge - maximum 9 visits

Minimum purchase amount (DKK)

100

The minimum purchase to count as a store visit. Empty means that any positive purchase is registered as a store visit.

Delay between purchases (hours)

1

Time in hours that needs to pass between transactions so they are counted towards progress

Member game attempts tracking

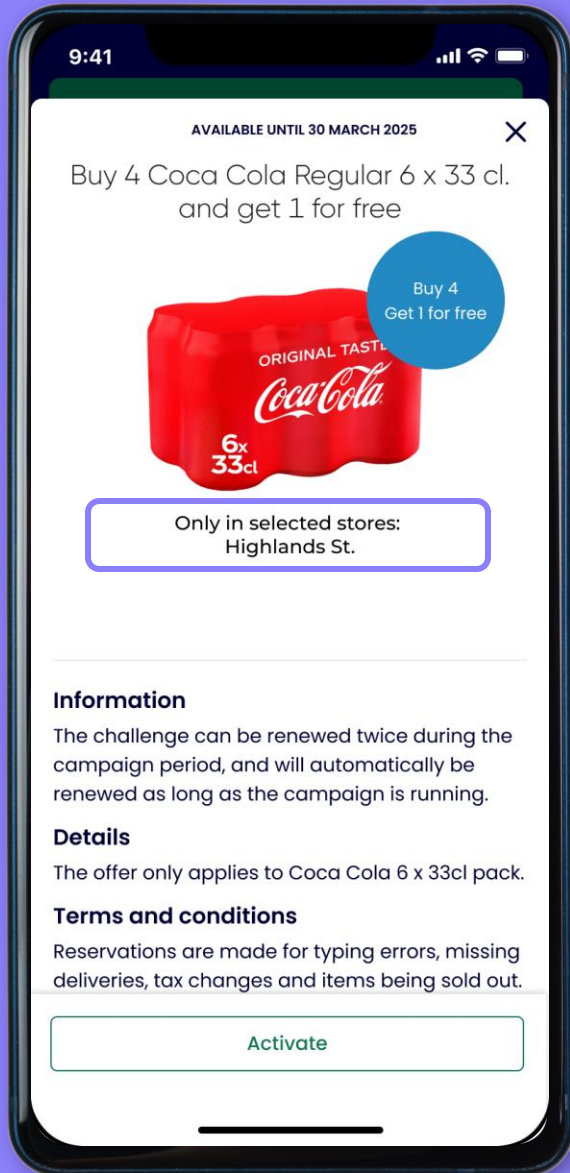
Why we built this feature:

- Provide the user service team with visibility into members' game activity, improving support and insights.

What it solves:

- Enhances the Lobbyco Admin Portal by displaying a member's game attempts within the Membership section.
- When a member ID is selected in the Membership section, a new Games tab will be shown that will display the game attempts. For now, it shows only the played attempts.

3018785 Johnny Cash		Membership section					
Overview	Credit statements	Receipts	Coupons	Games	App payments		
Game name	Start date	End date	Started at	Finished at	Win status	Reward	Reward selected date
			01/10/2024	31/10/2024	v		
Coca Cola game W48	30/10/2024 12:45	30/11/2024 12:41	30/10/2024 17:05	30/10/2024 17:06	Won	\$4 bonus	30/10/2024 17:06
Coca Cola game W48	30/10/2024 12:45	30/11/2024 12:41	30/10/2024 12:45	30/10/2024 12:45	Won	\$4 bonus	30/10/2024 12:45
Holidays are coming Game	30/10/2024 11:45	22/11/2024 11:44	30/10/2024 12:39		Not finished		
Holidays are coming Game	30/10/2024 11:45	21/11/2024 11:43	30/10/2024 12:28	30/10/2024 12:29	Lost		
Holidays are coming Game	30/10/2024 11:45	23/11/2024 11:42	30/10/2024 12:27	30/10/2024 12:27	Won	\$2 bonus	
Holidays are coming Game	30/10/2024 11:33	30/11/2024 11:31	30/10/2024 12:25	30/10/2024 12:26	Won	\$2 bonus	30/10/2024 12:26
Sprite game W44	30/10/2024 11:30	30/11/2024 11:28	30/10/2024 12:24	30/10/2024 12:25	Won	Tshirt Sprite	30/10/2024 12:25
Sprite game W44	30/10/2024 11:28	30/11/2024 11:26	30/10/2024 11:47	30/10/2024 11:48	Won	Sprite Zero 0.5l upd	30/10/2024 11:48



Store Challenges

Challenges at a more granular level

Why we built this feature:

- To provide more granular control over challenge-based promotions, allowing businesses to target specific stores or regions.

What it solves:

- Enables marketers to configure challenge promotions that track progress at specific store locations, in addition to the existing chain-level configuration.
- Helps create localized engagement strategies, driving customer participation at selected store locations while maintaining flexibility in promotion management.

Chain(s)

OR

Store(s)

X Highlands St.

X v  

Choose either chains or stores where you can receive challenges, but not both simultaneously

Challenges progression on discounted items

Why we built this feature:

- To provide flexibility in challenge mechanics, ensuring that you can configure if and how discounted items are counted towards the progress of the challenge.

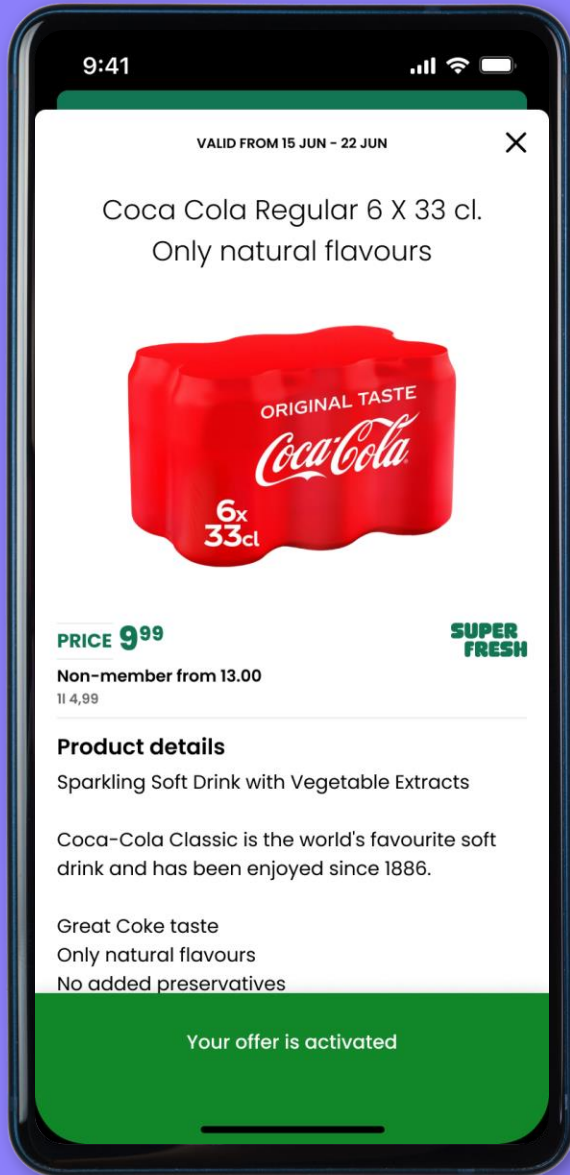
What it solves:

- Gives marketers control over whether discounted items contribute to challenge progress, preventing unintended reward allocations, and aligning challenge rules with business goals.
- For product count or purchase amount tracking, the challenges could exclude or partially or fully include discounted items.

Discounted Items behaviour during challenge progress

- ☒ **Include Discounted Items**
Discounted items count at full quantity
- ☐ **Include Proportional Discounted Items**
Discounted items count proportionally (e.g. 4 items at 25% off = progress of 3)
- ☐ **Exclude Discounted Items**
Only full-priced items count towards challenge progress

* This can be made available provided that in the POS purchase transaction, the discounted items are received and marked as such.



Preactivated Offers

Why we built this feature:

- Streamline the redemption process and improve accessibility for members who may not engage with the app.

What it solves:

- Reduces friction in the customer journey, ensuring that offers are automatically available for redemption, increasing participation and convenience.
- Allows offers to be configured as preactivated, enabling members to redeem them without needing to interact with the mobile app.

Type *

App Coupon

General offer available to all users

✕ ▼

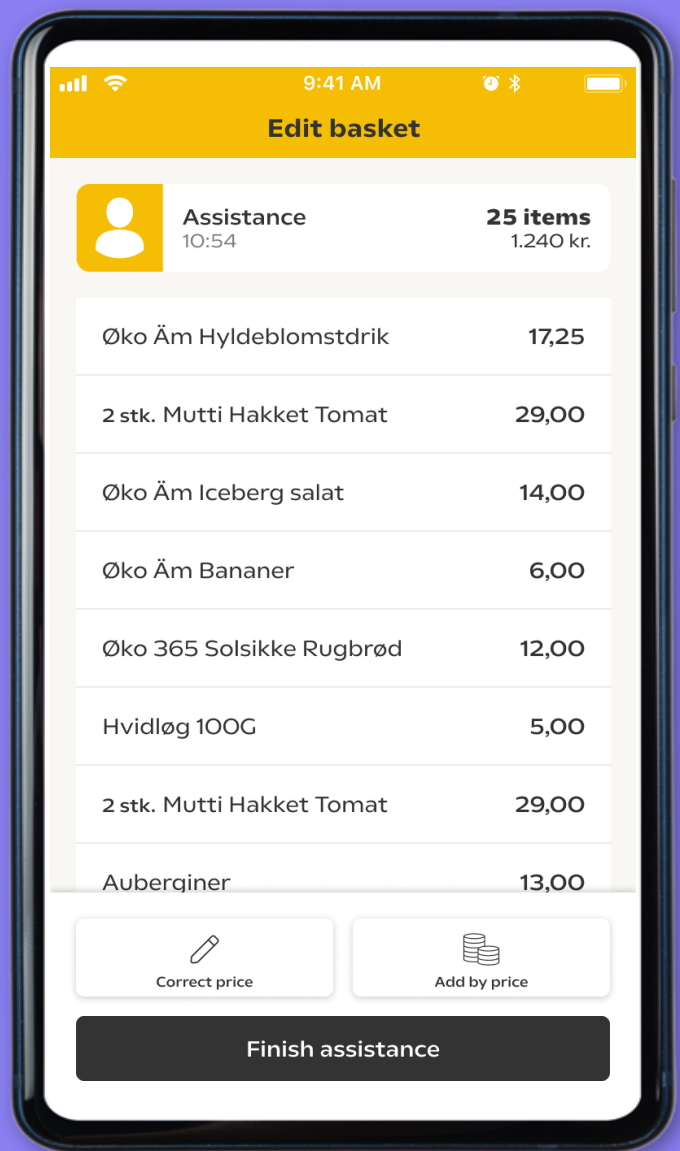
☒

Pre-activated

Offer is activated by default and applies automatically without the user having to activate it

* Works out of the box when using Lobbyco Discount Calculation. May require additional configurations and to be supported by the customer's Promotion Engine, Coupon System, and/or Checkout System.

4. Checkout



Scan & Pay/SCO | Supervisor features in the employee app

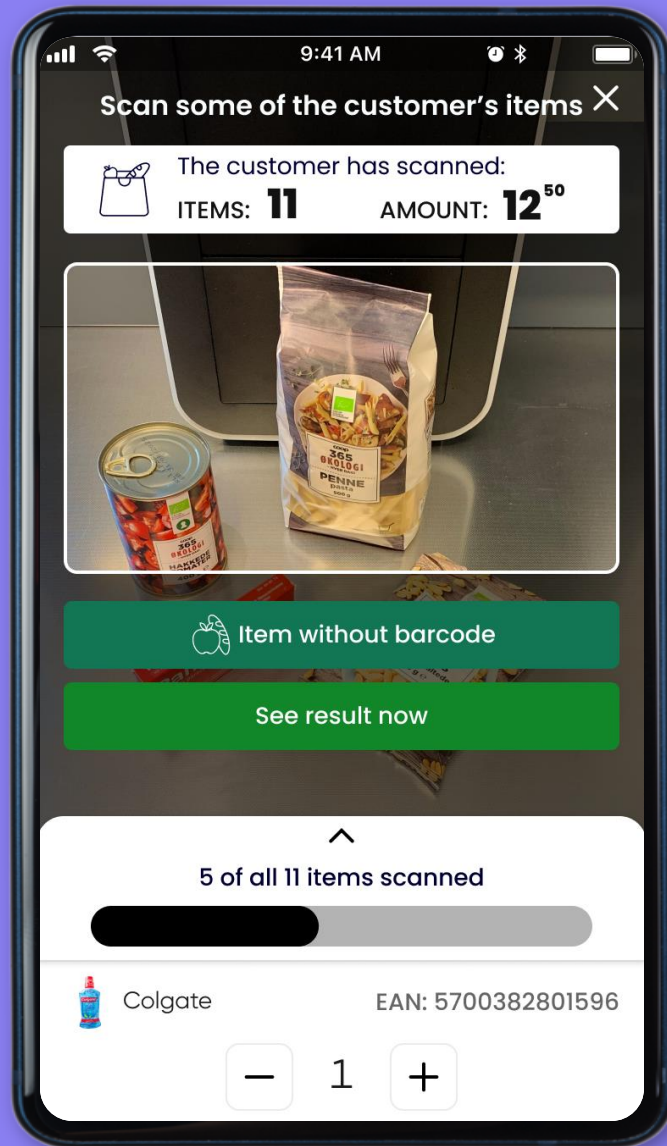
Via assistance call in check outs the employee can now edit prices and products in the basket

Why we built this feature:

- To further empower the employee to support the shoppers
- To let employees fix wrong prices or missing products on the spot for the shoppers in need

What it solves:

- Fix the shopper's painful experience of seeing wrong prices in their digital baskets in SCOs or Scan & Pay journeys



Scan & Pay/SCO | Extended rescan feature

Employees can now edit their own errors in the rescan basket

Why we built this feature:

- To further empower the employees in rescan journeys
- To avoid unintentional mistakes in the rescan done by the employee so the shoppers is not failed unmistakenly

What it solves:

- Fix the shoppers painful experience of going to a full scan in the regular till when they didn't do anything wrong