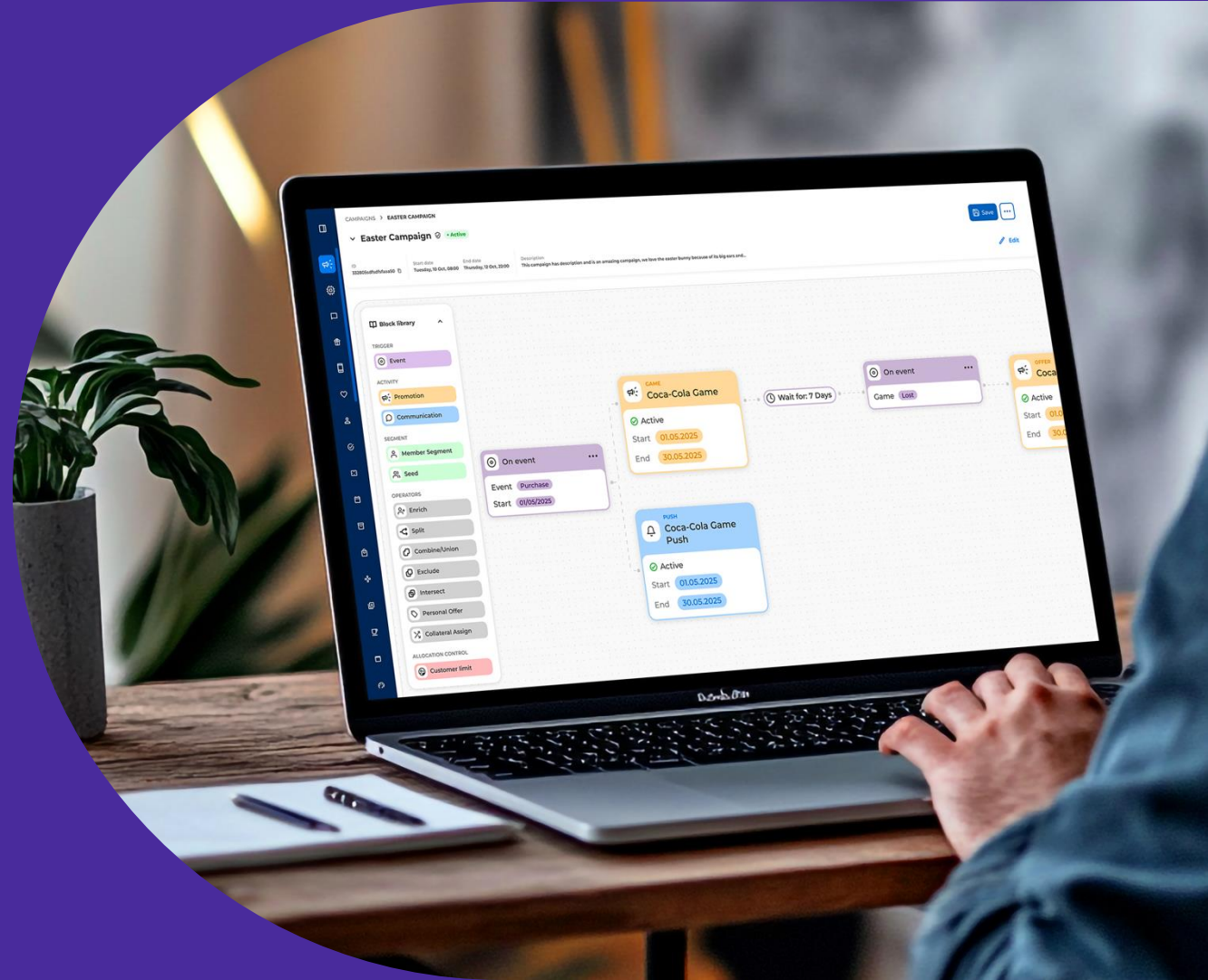




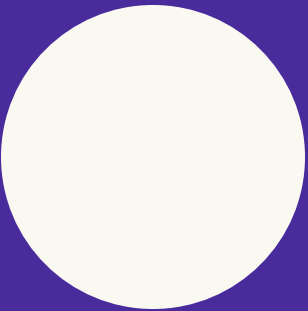
Product Release

Q3 2025



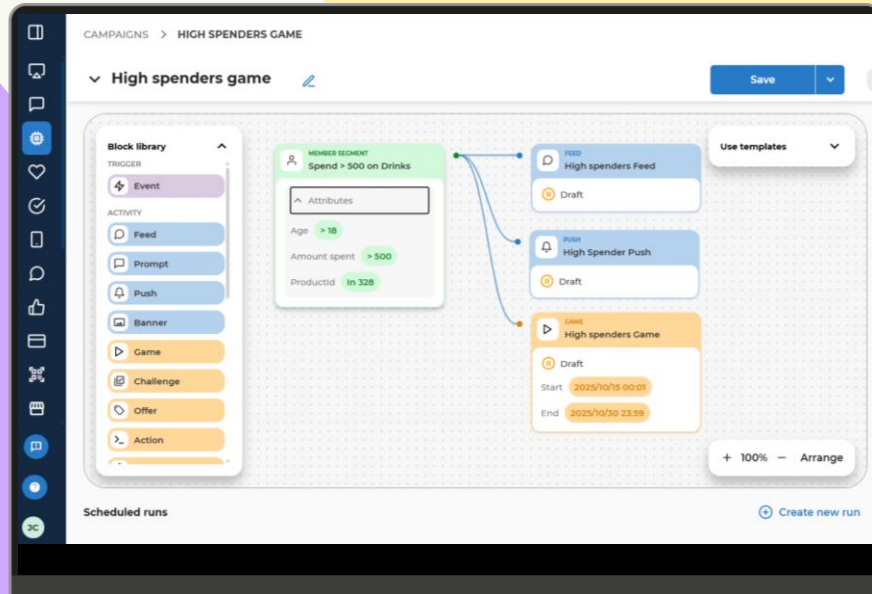


Orchestration





The Customer Segmentation Tool is evolving into Orchestration



We are transforming the **Customer Segmentation Tool (CST)** into **Orchestration** — a unified workspace where marketers can design and run scheduled customer journeys by connecting segmentation, communication, and promotions in one place. This evolution makes campaign execution **faster, simpler, and more effective**, reducing manual work and enabling marketing teams to focus on strategy and creativity.

What it solves:

- **All-in-one journeys:** Users can now orchestrate campaigns by linking **segmentation blocks** to **communication** (Push, Feed, Prompt, Banner) and **promotion** activities (Challenges, Games, Offers).
- **Scheduling power:** Activities can be triggered and repeated automatically. For example, running a game or challenge every week or day.
- **Streamlined workflow:** No need to switch between tools; all campaign elements are created and managed in a single, cohesive flow.
- **Greater flexibility:** Mix and match blocks to personalize journeys, from targeting the right segment to delivering rewards or timely messages.



Design
uplift

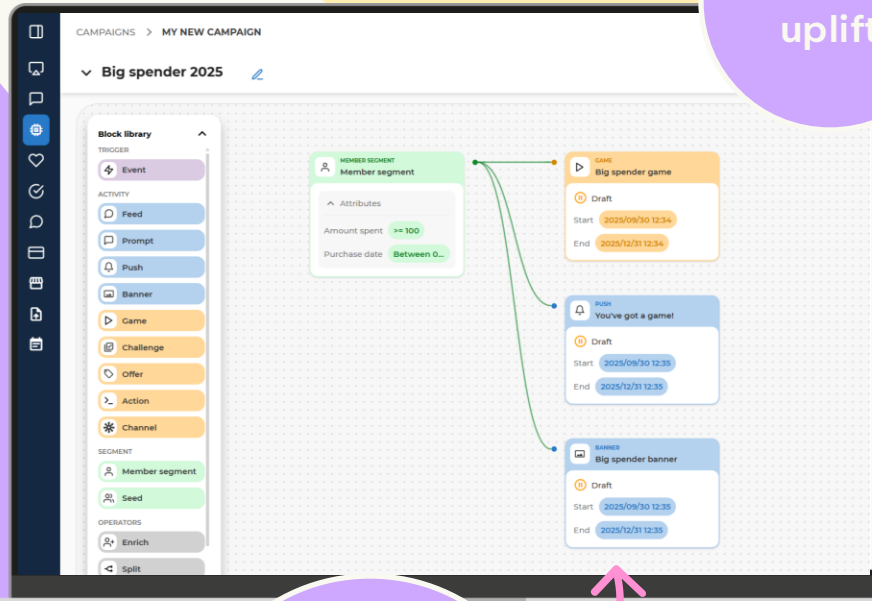
Major redesign of the Orchestration canvas

We redesigned the orchestration canvas to give marketers a cleaner, more intuitive workspace. The new design provides **more space**, **greater clarity**, and **improved visibility** of campaign blocks, helping users focus on building journeys instead of navigating a crowded interface.

What it solves:

- **Expanded workspace:** The redesigned canvas offers more room to plan and visualize complex journeys without feeling constrained.
- **Clearer visibility:** Block statuses are now easier to see at a glance, so users can quickly identify active, scheduled, or drafted activities.
- **Dynamic blocks:** Blocks now better reflect their configurations and adapt visually as settings change, making it easier to understand how each block behaves.
- **Improved readability:** The layout highlights connections between segmentation, communication, and promotion blocks for a more streamlined orchestration experience.

Info and
status now
visible on
blocks



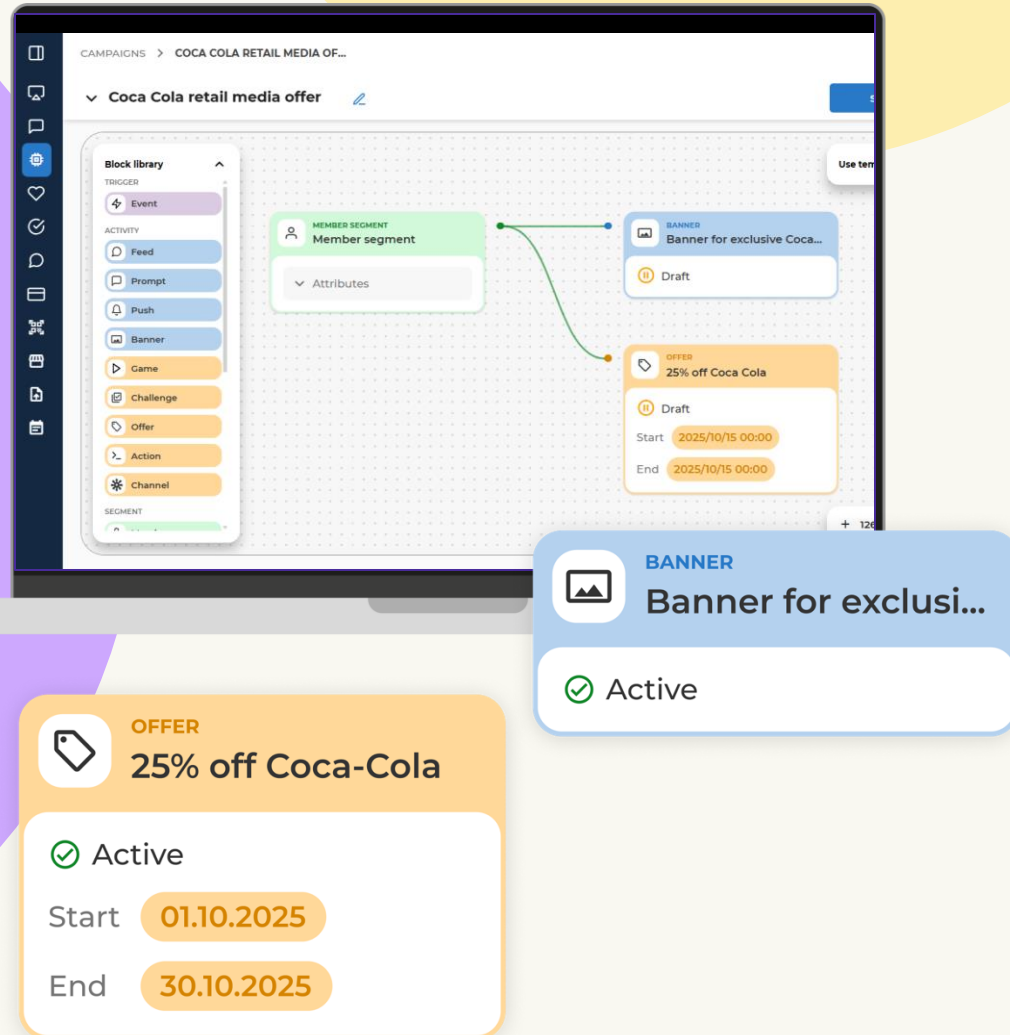


Two new building blocks on to the canvas: Banners and Offers

We're expanding the orchestration canvas with Banners and Offers as new building blocks. Marketers can now **connect segments directly to banners in the retail app or targeted offers** and schedule them as part of a journey all in one place.

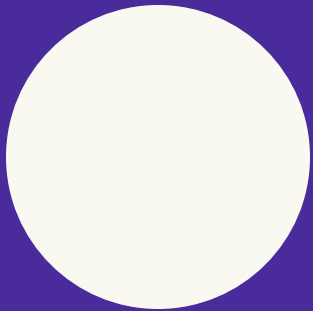
What it solves:

- **Segment-to-banner targeting:** Connect a member segment to a specific banner and schedule it to display. For example, every Monday or all days in January.
- **Dynamic offer delivery:** Select specific offers in the offer block and assign them to segments with precise schedules, ensuring members get the right offer at the right time.
- **Integrated orchestration:** No need for separate tools; all communication and promotion activities (banners, offers, games, challenges, and more) can now be scheduled and triggered together in a single flow.





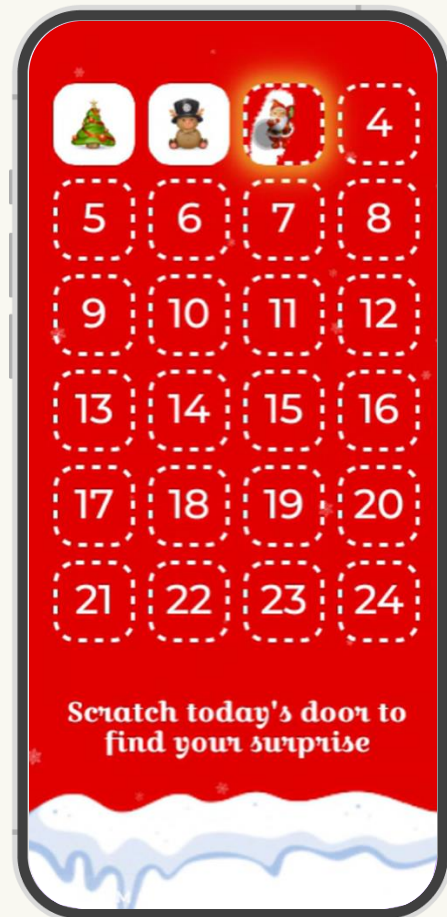
Promotions





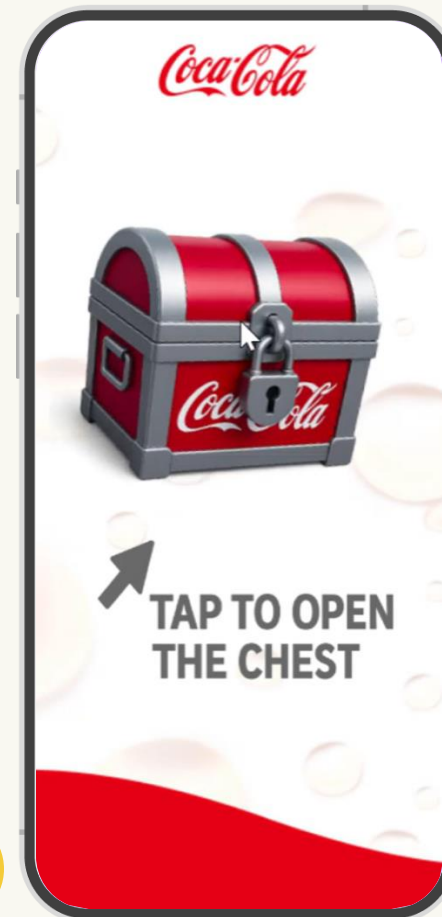
Two new game types: **Calendar** and **Tap To Reveal**

We're expanding the Games lineup **with two exciting formats** designed to boost engagement and repeat interaction.



Calendar games bring ongoing excitement to your campaigns.

- Players return each day to scratch or click a new field, revealing daily surprises.
- Perfect for Christmas Advent campaigns, seasonal activations, or any multi-day promotion, Calendar games drive consistent engagement and strengthen customer loyalty over time.



Tap to Reveal is a new luck game that delivers instant thrill.

- Players tap to uncover what's hidden beneath — winning a prize or discovering a playful “try again” message.
- Ideal for mystery-prize, teaser, or product-launch campaigns, this format creates an emotional and tactile connection.
- Easy to set up, fully customizable, and highly replayable, it's the perfect mix of simplicity and surprise.



Manage Bonus Vouchers together with Offers

\$10 bonus for purchases over \$100

Details

Name *
\$10 bonus for purchases over \$100

Type *
Voucher - Standard
Segmented Bonus voucher

Pre-activated ☐

Some offer types may be disabled if they are managed externally.

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

Segmented
Bonus Voucher
Campaign
Type

Discount type

Offer type *
Basket Discount
Apply discount on basket total level

Buy

Purchase value * 100

Excluded Product IDs 100-001 100...

Excluded Category IDs

Get

Offer type * Bonus Amount

Offer value * 10

Bonus
Amount
offer type

We're making it easier to manage your campaigns by bringing Bonus Voucher functionality into the Offers product. Now, you can **create both bonus and discount campaigns from a single, streamlined journey**.

What it solves:

- Set up bonus voucher activities directly from the Offers section—simply choose the type and follow the familiar creation flow.
- All existing Bonus Voucher capabilities are preserved, now within a **unified experience**.

This update increases flexibility for your discount and bonus activities. It's part of our ongoing commitment to expand configuration options and enhance how your customers engage with offers and promotions.

** Available to retailers with activated Offers and Bonus Vouchers.*



Threshold Discount in Offers

Buy 2 get the 3rd for 50% off

Discount type

Offer type *

Threshold Discount

Buy

Product ID* 1000-001 121... Category ID* Add items Threshold value * 3

Get

Offer type * Percentage off Offer value * 50 %

Maximum quantity per receipt (UoM) *

2

Maximum quantity in unit of measure (UoM) that the offer discounts in a single transaction.

☐ ignore offer on POS

When the offer is ignored on POS the offer will still show in the app, but the discount will not be applied.

Limits

Transaction redemption limit *

5

Total number of transactions that the offer can be used.

Content

Offer type *

Threshold Discount
Apply discount on a product each time a quantity threshold is met
Apply discount on product level

Basket Discount
Apply discount on basket total level

Mix & Match
Buy at least 2 different products to get a discount on one or more of them

Mix & Match Total Value
Buy multiple products for a total fixed price

Threshold Discount
Apply discount on a product each time a quantity threshold is met

Offers now support a new threshold discount type, designed to help you **boost sales on specific products or categories.**

What it solves:

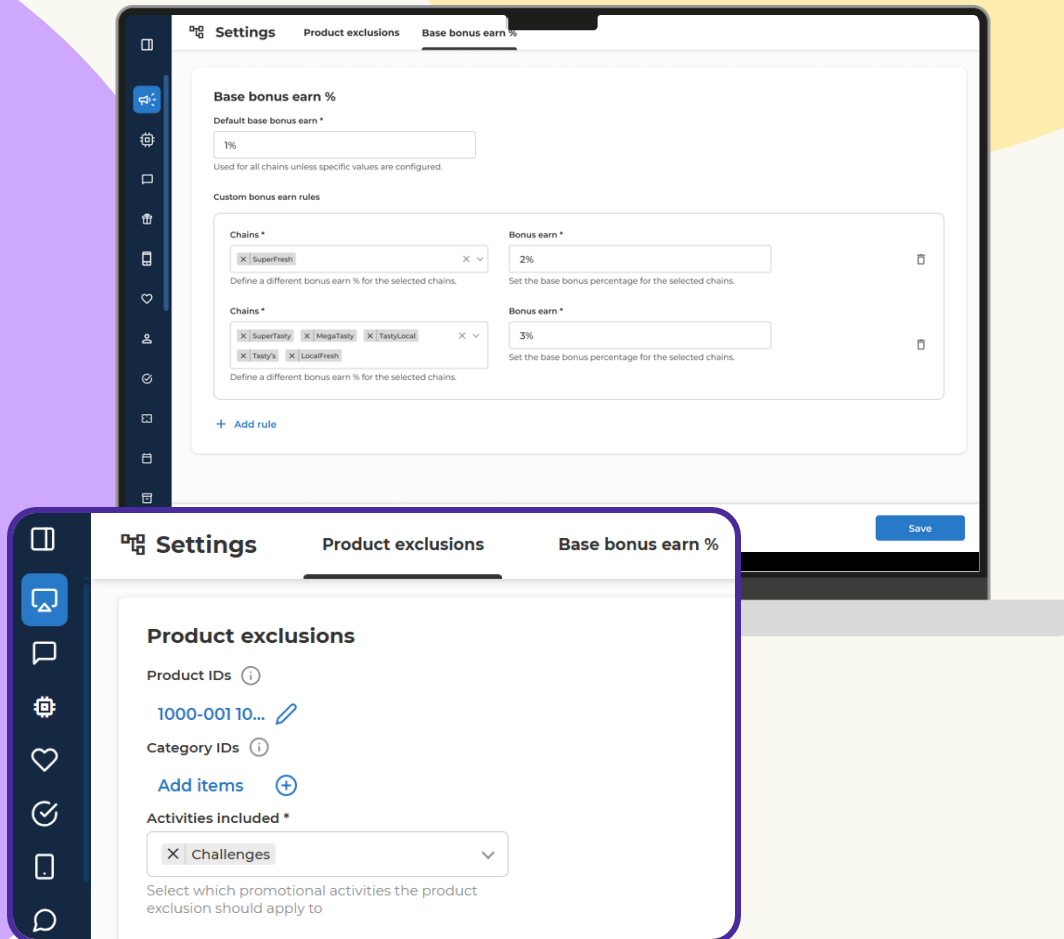
- Run offers that reward customers with a discount on every Nth item once a set quantity is reached. For example: “**Buy 2, get the 3rd at 50% off.**”
- As with all Offers, you can limit the discounted quantity per transaction and control how many times the coupon can be used.

This enhancement gives you greater flexibility to shape campaigns that match your strategy, while making it easy for customers to unlock extra value as they shop.



BETA

Product Settings Self Service



The Product Settings section empowers retailer admins to manage global product configurations directly in the Admin Portal.

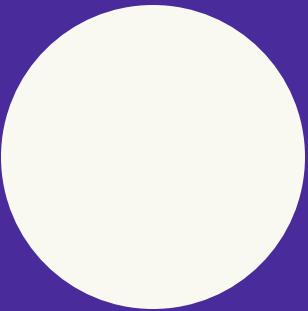
What it solves:

- Retailers can directly **change and apply global configuration changes**, without any requests done to the Lobyco Team. We're now rolling out the first configurations, with more to follow.
- **Global product exclusion list for challenges** allows to maintain in only one place the products or categories to exclude from all challenges.
- **Base bonus earn** can now be configured directly from the admin portal and can be defined globally or at chain level.

** Bespoke base bonus earn rules might not be yet configurable from the Product Configuration configurations*



Communications





What's new on Lobyco Portal

IMPROVEMENT October 12, 2025

Manage Bonus Vouchers together with Offers

We are bringing the Bonus Voucher functionalities in the Offers product, allowing users to create either bonus or discount campaigns from the same user journey.

We're keeping all the capabilities of the bonus vouchers and bringing them into a streamlined flow.

Create bonus voucher activities directly from the Offers section by selecting the *Voucher - Standard* or *Voucher - Triggered* type and using the same flow as for offer creation.

Bonus Voucher 10% over [Read More](#)

NEW FEATURE October 12, 2025

Offers with Threshold Discount

Offers now support a new threshold discount type that can be applied to drive sales on specific products or categories.

You can run offers that give a discount to every Nth item once the configured quantity threshold is reached. For example "Buy 2, the 3rd is 50% off".

[Changelog](#) [Feedback](#)

Feedback & Updates

Find the new module in the Admin Portal's the sidebar

Lobyco Portal Feedback

Add your feedback

Please share your suggestions or issues to help us enhance the portal.

TITLE
Great updates this quarter

CONTACT EMAIL
E-mail (optional)

HOW CAN WE IMPROVE?
Nice updates this quarter. Keep them coming! :)

CATEGORY
Improvement

UPLOAD IMAGE SUBMIT

[Changelog](#) [Feedback](#)

New Feedback Form and Changelog in the Admin Portal

We're making it easier for you to **share feedback and stay informed about product updates** in the Lobyco Admin Portal.

A new Feedback Form lets you provide product-related suggestions and recommendations, while the Changelog keeps you updated on major changes.

What it solves:

- The **Feedback Form** allows you to send us your thoughts, ideas, and suggestions about the Lobyco Products. While our change management and ticketing processes remain unchanged, we're committed to following up on your recommendations.
- The Changelog is your go-to place for **information about major upcoming changes** to our products and services. As this is a global update feed, some features may not be immediately relevant or accessible in your environment, but you'll always be kept informed about new capabilities and enhancements.