



# Product release

Q1 2026





# Introduction

Q1 2026 marks a significant step forward in what Lobyco Nexus can do for your team and your customers. This quarter, we are proud to share two major product launches alongside a range of improvements across the platform.

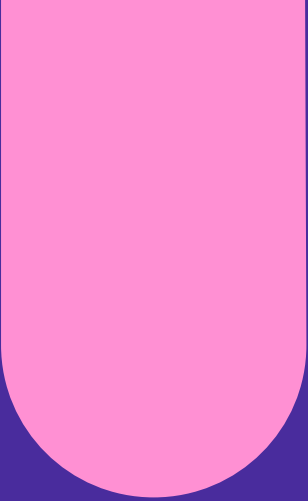
We are pleased to introduce the new **Insights module in Lobyco Nexus** giving you visibility into your loyalty programme's health and campaign activity through the Insights Overview, and the ability to explore your data by asking questions in plain language with **AI Genie**.

The second major launch is **Real-Time Orchestration**, enabling campaigns in Nexus to automatically react to customer behaviour as it happens through **customer and activity event blocks**. The new **Outbound API block** makes it possible to connect Nexus to your external systems, so customer journeys can continue across the other marketing tools you use.

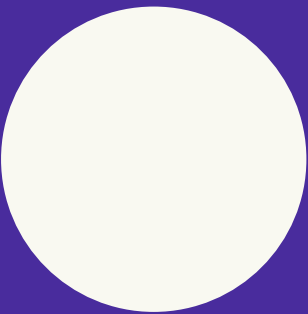
Beyond these two launches, we have continued to invest in the tools you use every day. This quarter also brings improvements to Challenges, Offers, and Member Management, along with a redesigned Bonus view in the app.

We hope you find these updates valuable, and as always, we welcome your feedback as you start exploring what is new.

*The Lobyco Product Team*



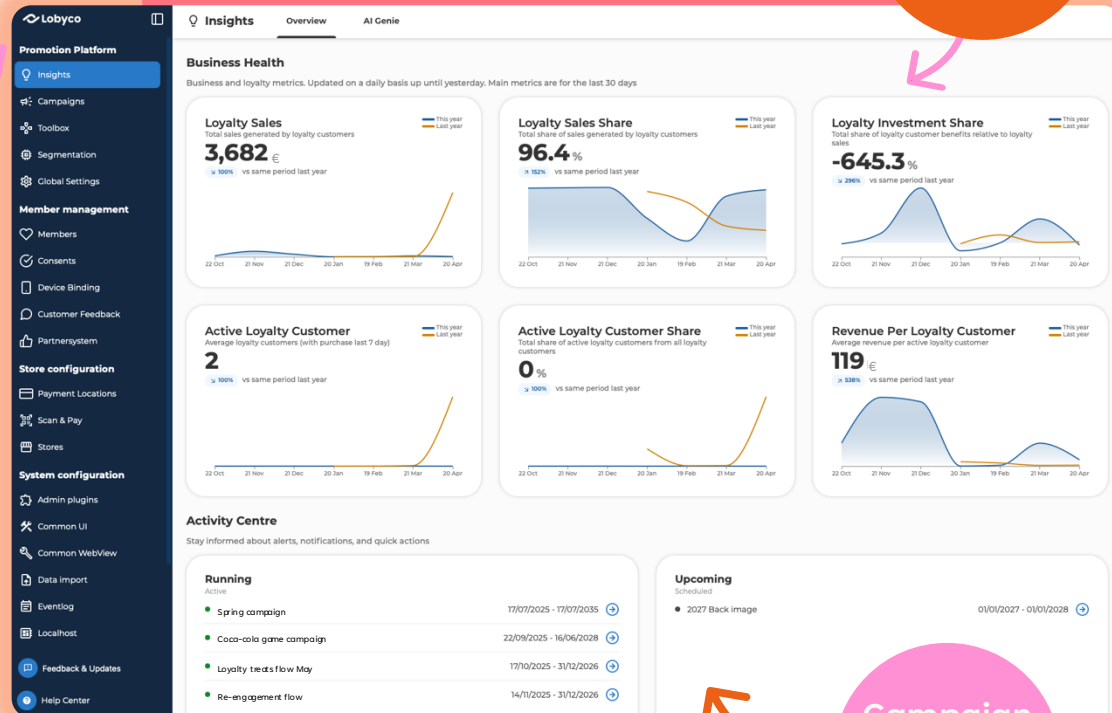
# Data Insights





New  
Insights  
tab

Business  
health



Campaign  
activity  
status

## Insights Overview

The Insights Overview gives you a daily-refreshed **snapshot of your loyalty programme's health** and campaign activity, in one place within Lobyco Nexus. It replaces the need to pull separate reports to answer the most common operational questions about how your programme is performing.

### What it solves

- **Loyalty programme health at a glance:** Six key business metrics including **Loyalty Sales, Active Loyalty Customer Share, and Revenue Per Loyalty Customer**, each displayed with a year-on-year comparison, so you can spot changes in performance without digging into raw data.
- **Campaign activity in one view:** Running and upcoming campaigns are listed alongside the business metrics, giving you the full picture of **what is live, what is scheduled, and how the programme is performing.**
- **A consistent baseline for decisions:** Because metrics refresh daily and follow consistent definitions, you have a reliable starting point for conversations about programme performance across teams.



# Insights AI Genie

Beta

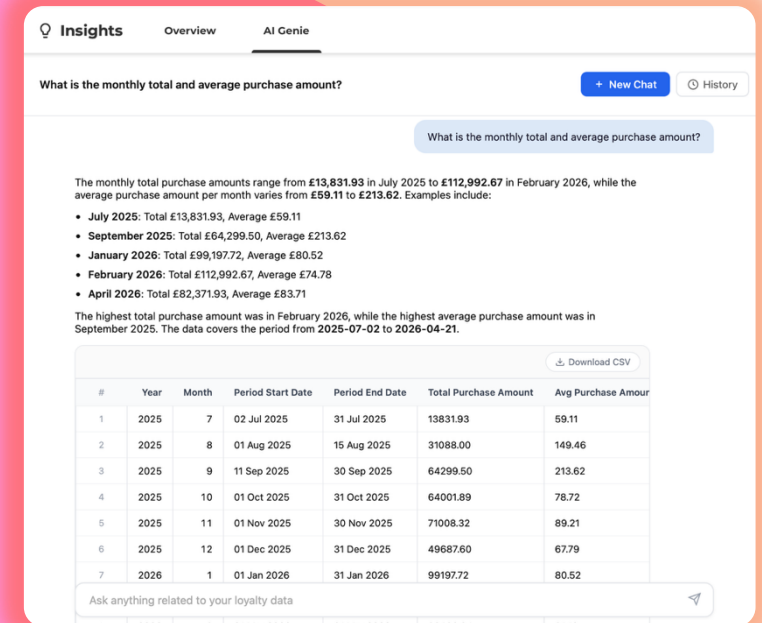
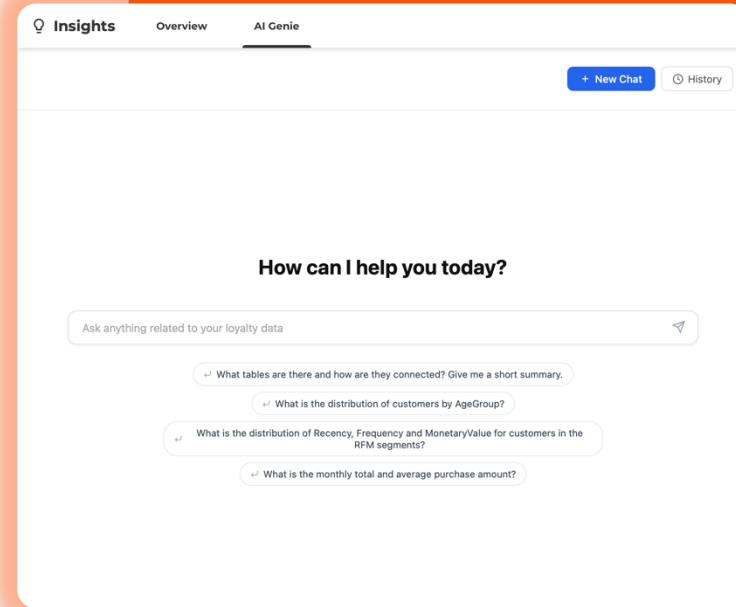
AI Genie lets you **explore your loyalty data by asking questions in plain language** — no SQL or technical knowledge required. It is available under the Insights tab in the admin tool and runs on a curated dataset from your Lobbyco setup, covering purchases, members, stores, and promotions.

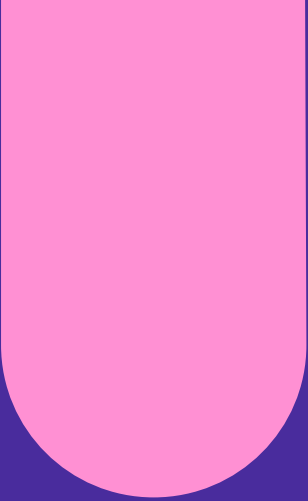
Rather than waiting on your data or analytics team, you can get answers in seconds, directly from the platform where you run your campaigns.

## What it solves:

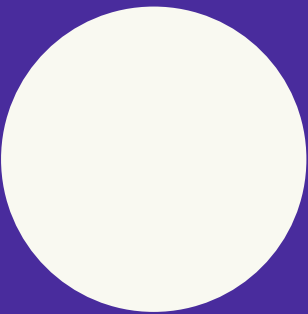
- **Faster analysis without dependencies:** Ask questions like "Which game had the most participants this year?" or "Which product categories sold the most last month?" and get an **instant answer with supporting data tables and visualisations** without raising a request elsewhere.
- **Insights that inform better decisions:** With data gathered in one place and presented in a clear, visual format, **analysis that previously took days can inform campaign decisions the same day.**

**Beta:** AI Genie is currently in beta. Results should be reviewed and validated before acting on them.





# Orchestration





# Real-Time Orchestration with Event blocks

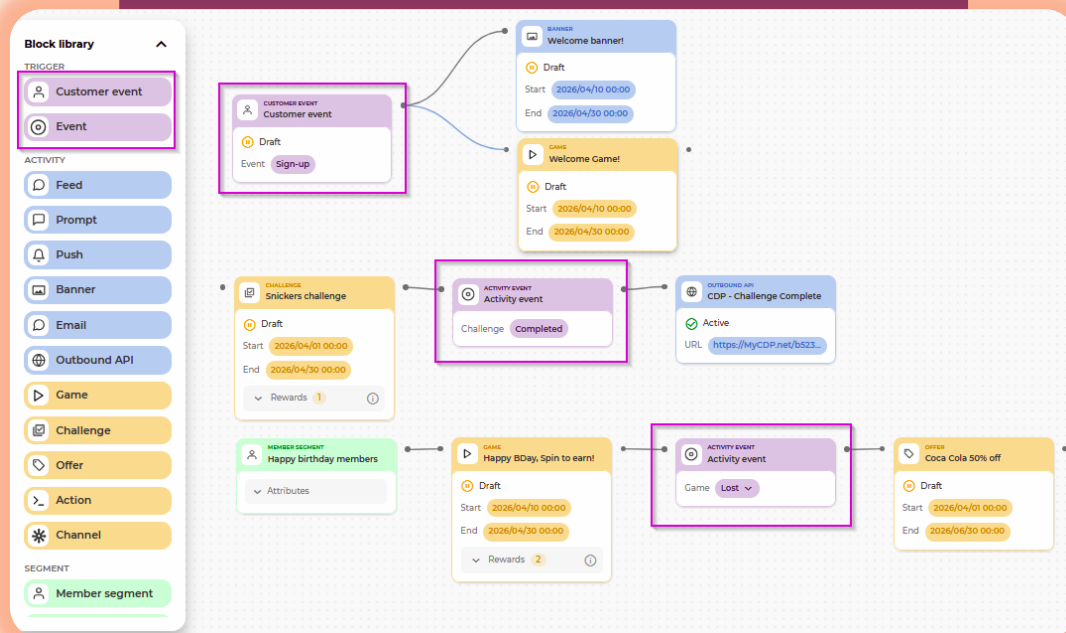
Lobycio Nexus campaigns can now start or continue based on **customer and activity events**. Instead of relying only on scheduled runs, you can **build flows that trigger the moment something relevant happens**, no manual intervention needed.

**Supported events:** Customer sign-up · Challenge completed  
· Game won · Game lost · Offer assigned

More activities to come in 2026

## What it solves

- **Timely, personalised follow-up:** Deliver the right next step the moment something happens: a sign-up, a game outcome, a completed challenge, rather than waiting for the next scheduled run.
- **Uninterrupted customer journeys:** **Every outcome becomes a starting point for what comes next.** A customer who doesn't win a game can automatically receive a consolation offer, keeping the experience continuous and the relationship intact.
- **Higher relevance at scale:** Because flows respond to what a customer actually did, the communication they receive is always **contextually appropriate, without any manual work on your end.**



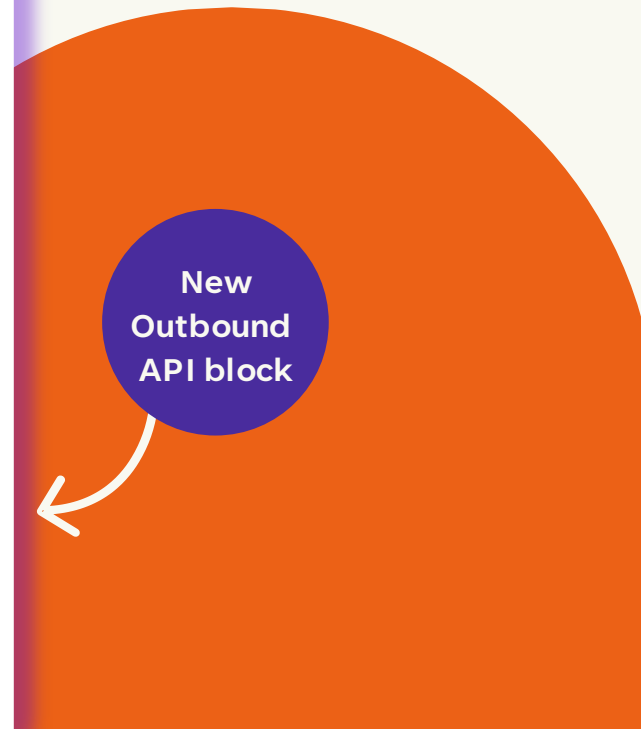
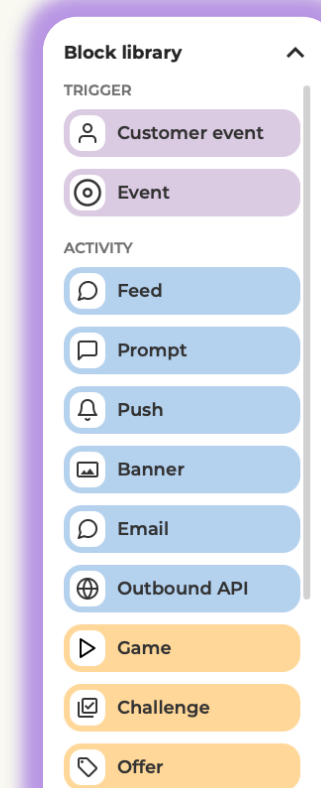
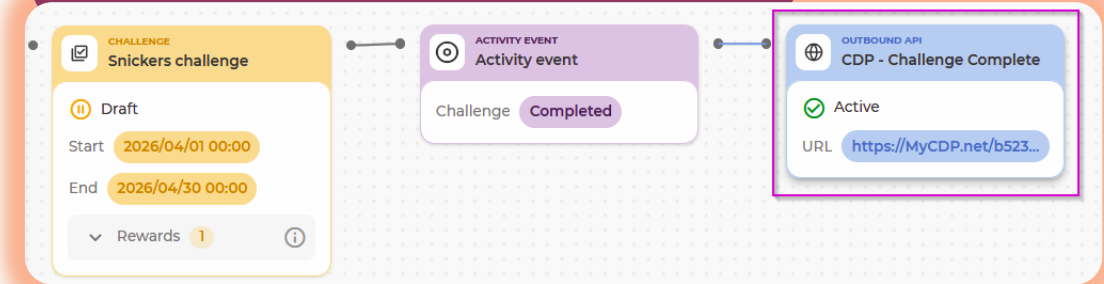


# Outbound CDP connectivity

Lobycy Nexus can now send data to external systems in real time as part of a campaign flow. When a customer triggers an event, the **Outbound API block sends data directly to your CRM, CDP, or any other connected tool**, allowing the customer journey to continue beyond Nexus into the broader set of tools you use.

## What it solves

- **Coordinated journeys across your marketing stack:** A customer event in Nexus can immediately activate a follow-up in your ecommerce platform, ad targeting system, or CRM, so you can engage at the right moment using the tools and channels you already have in place.
- **A complete and current customer profile:** Campaign outcomes like a completed challenge, an activated offer, or a lost game, are sent back to your CDP the moment they happen, so your customer data stays **accurate and up to date across all systems**.





Expand to filter

## List view filter improvements

The campaign list view now supports **filtering by author and specific campaign elements**, making it faster to find and manage the activities and campaigns you are looking for across what can be long and growing lists.

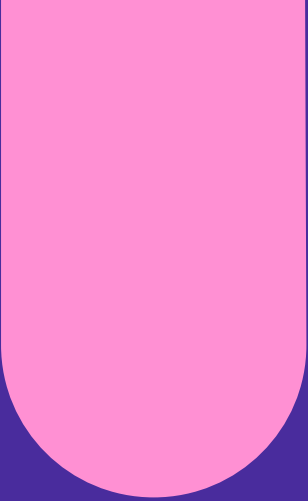
### What it solves

- **Faster navigation:** Filter campaigns by author or specific elements to **quickly narrow down** to the activities that are relevant to you, without scrolling through the full list.
- **Filters that persist:** Selected **filters are remembered** when you return to the platform, so you pick up where you left off rather than reapplying the same filters each time.
- **Works across campaigns and list view:** Filtering is available in list view across campaigns and within individual campaigns, giving you consistent control at every level.

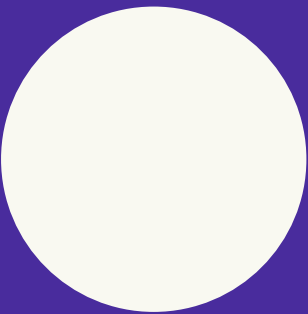
Filter by author

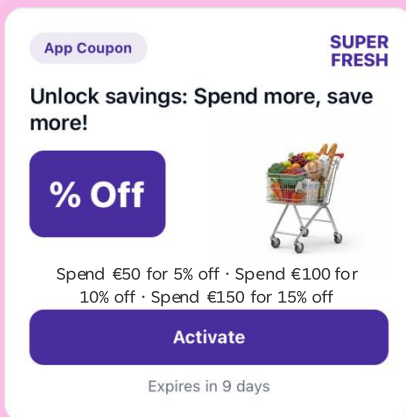
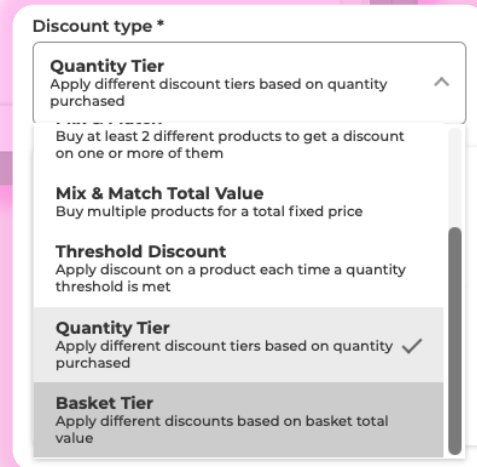
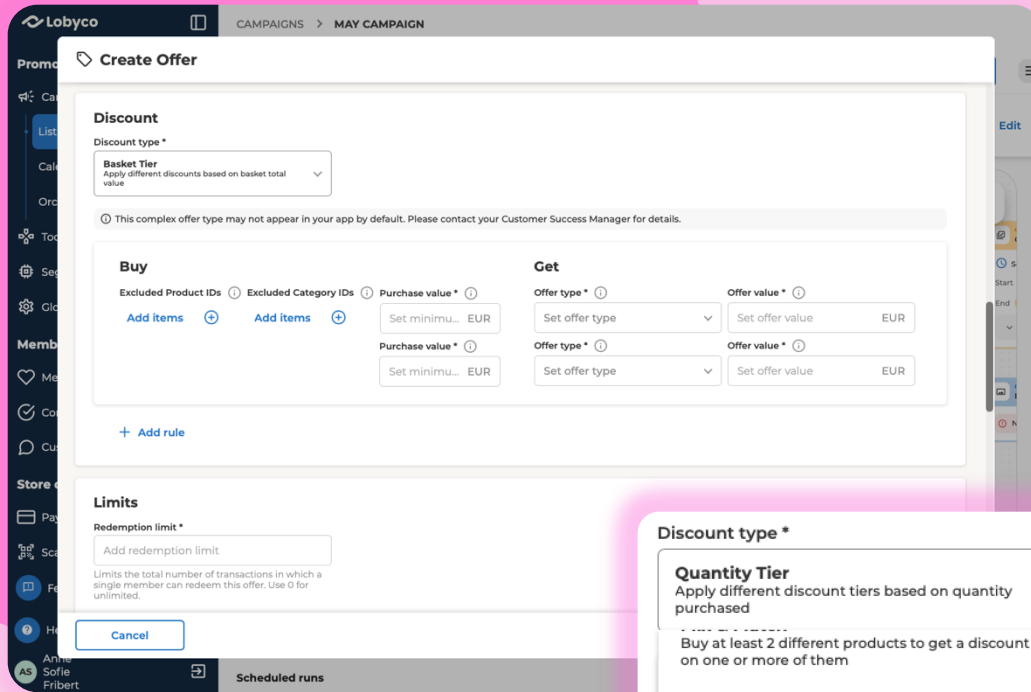
Filter by activity type

The screenshot shows the 'Campaigns' list view in the Lobbyco Promotion Platform. The interface includes a search bar, 'Show templates only' checkbox, and 'Clear all' button. Below these are filter sections for 'Activity filters', 'STATUS', 'PROMOTION', 'COMMUNICATION', and 'OFFER'. The 'Activity filters' section has 'START DATE' and 'END DATE' dropdowns. The 'STATUS' section has checkboxes for Active, Scheduled, Draft, and Expired. The 'PROMOTION' section has checkboxes for Bonus, Challenge, and Game. The 'COMMUNICATION' section has checkboxes for Email, Banner, Feed, Prompt, and Push. The 'OFFER' section has an 'Offer' checkbox. A 'CAMPAIGN AUTHOR' dropdown is also present. The main table lists campaigns with columns for Title, Type, Start date, End date, Status, and Edited by. The table contains several rows of campaign data, including 'MS Retail Media Campaign', 'SM Easter campaign', and 'C26'.



# Promotions





# Tiered Offers

Two new offer mechanics are now available in Nexus, allowing you to reward customers with **increasing discounts as they spend or buy more**, applied either at basket level or at product and category level.

## What it solves

- **Incentivise higher spend per visit:** Basket Tier rewards members with a **greater discount as their total basket value increases** through offers like: 5% off when spending €50, 10% off at €100, and 15% off at €150, creating a clear incentive to add more to the basket.
- **Drive volume on specific products:** Quantity Tier applies stepwise **discounts based on how many units of a product or category** a member buys. With offers like: buy 3+ and get \$0.50 off each, buy 10+ and get \$2 off each, this type of discount mechanic is well suited for supplier-funded promotions and category growth campaigns.



## Offer statistics

Offer activity performance is now **available directly on the activity**. A statistics tooltip has been added to each Offer activity, showing key metrics including assigned, activated, and redeemed counts alongside basket metrics; average, minimum, and maximum basket value, and total value.

### What it solves

- **Immediate performance read:** Assigned, activated, and redeemed counts give you a **clear picture of how members are engaging with the offer** at any point during the campaign.
- **Basket impact at a glance:** Average, minimum, and maximum basket value alongside total value show whether the offer is driving the spending behaviour you intended.

The screenshot shows a 'Campaigns' table with columns: Title, Type, Start date, End date, Status, and Edited by. A tooltip titled 'Offer statistics' is overlaid on the table, displaying the following metrics:

Metric	Value
Assigned	0
Activated	0
Redeemed	0
Average basket	0
Minimum basket	0
Maximum basket	0
Total value	0

The background table lists various campaigns such as 'May Campaign', 'Spend Stretch Challenges', 'MS Retail Media Campaign', and 'SM Easter campaign', each with its own status and edit history.



# Assign & Delete member coupons

**Assign coupon**

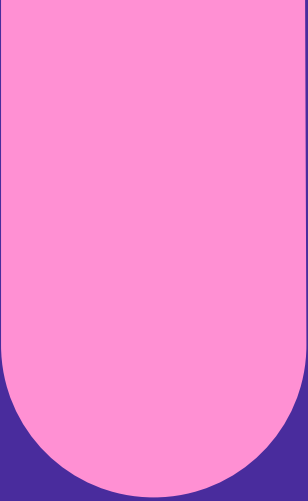
1 Choose Offer      2 Settings

ID	Name	Type	Start date	End date	Edited By
<input type="text" value="Search"/>	<input type="text" value="Search"/>	Choose	<input type="text"/>	<input type="text"/>	
<input type="radio"/> 16ef0e15-ea77-4171-8191-d11c05538d79	a	Challenge	01/07/2024 11:34	31/12/2026 11:34	MG
<input type="radio"/> 5740d350-51df-4f07-9e99-07ea2d5bbc2a	Long challenge reward	Challenge	01/01/2026 12:44	01/01/2027 12:44	AV
<input type="radio"/> a7008981-982b-4ba4-88e8-5abcb6b664cb	Game reward 2026	Game	01/01/2026 12:44	01/01/2027 12:44	I
<input type="radio"/> e0673f9b-d344-4022-b7c1-25d915de8c57	Challenge offer	Challenge	01/03/2026 01:00	30/04/2026 01:00	RB
<input type="radio"/> 59eda040-76b1-4dbc-b86a-75392a91b3f4	Offer name (G)	Game	14/04/2026 17:27	30/04/2026 01:00	RB

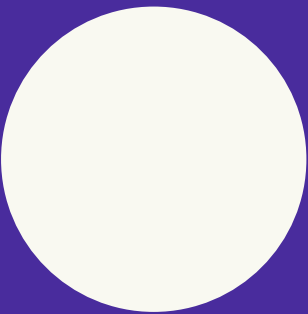
It is now possible to **manually assign or delete coupons for individual members** directly in the Lobyco Member Management tool.

## What it solves

- **Handling missing rewards quickly:** If a member did not receive a coupon they were entitled to, due to a technical issue or any other reason, support teams can assign it directly, resolving the issue without delays or workarounds.
- **Correcting mistakes and managing exceptions:** If a coupon was assigned incorrectly, or in cases of suspected fraud, it can be revoked immediately, giving support teams the control they need to handle exceptions as they arise.

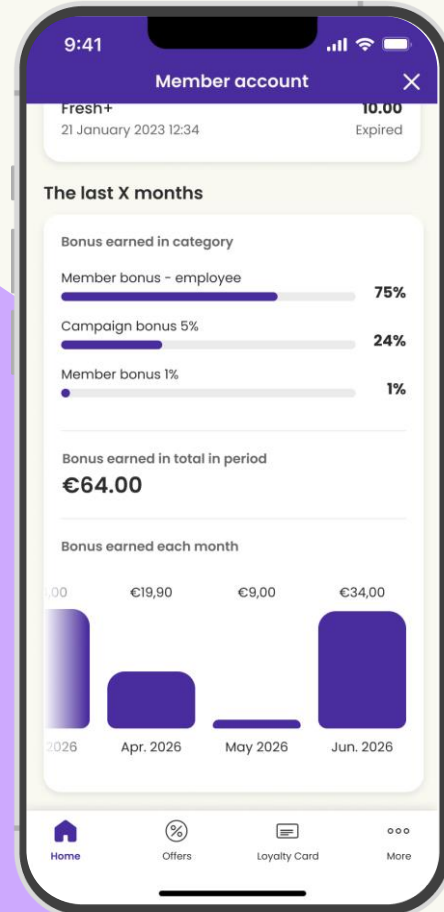
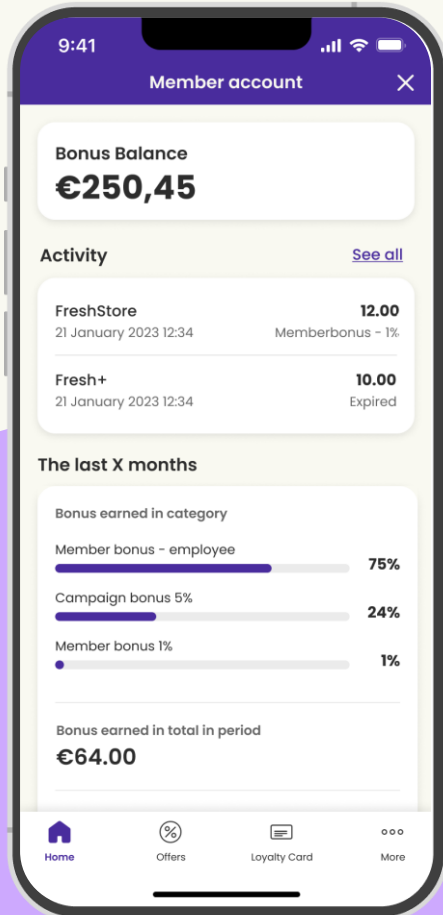


# Mobile App





Cleaner  
and more  
engaging  
look



## Redesigned Bonus view

The Bonus Page has received a visual update, giving members **a cleaner and more engaging view of their bonus balance** and earnings history. What was previously a simple list of figures has been redesigned into visual breakdowns.

The update also introduces Reserved Bonus, allowing bonus earned in one period to become redeemable in a later one, turning high-spend periods into a driver of future footfall.

### What it solves

- **A cleaner, more readable bonus overview:** Bonus balance, recent activity, and earnings breakdowns are now presented in distinct cards, making the page easier to scan and navigate.
- **Clearer visibility into earnings:** The bonus category breakdown is shown as a visual bar chart, and monthly earnings can be seen above each bar, making it immediately **clear how much bonus has been earned and when**, without having to interpret raw figures.