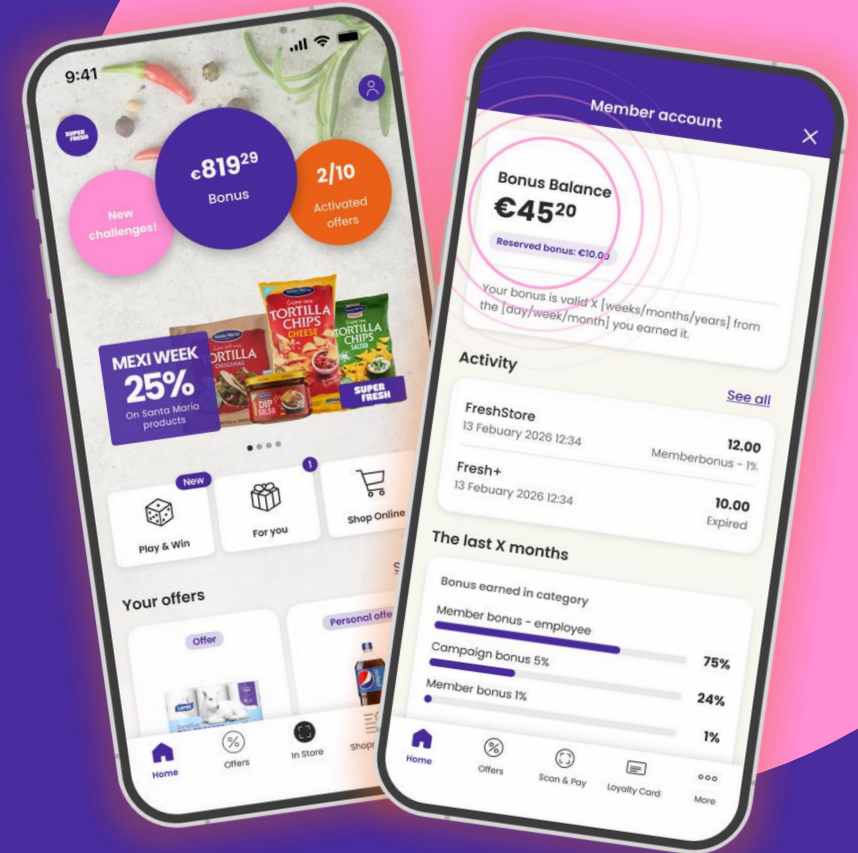


Welcome back!

Bonus Driven Loyalty

17th/18th June 2026



Product Community



 Lobyco



You'll be hearing from today



Susie Middlemiss
VP Customer Success



Asger Fallesen
Product Lead



Anders Pold
Head of Loyalty and Digital Customer
Experience, Coop Danmark

Bonus driven Loyalty

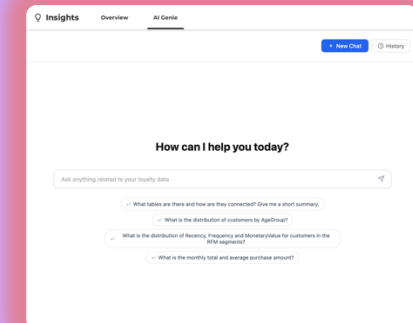
Around the world with Bonus



Hear from Coop Danmark on their new strategy



Preview into the upcoming Insights Dashboard and AI Genie





What is “Bonus” — and why does it drive loyalty?

A loyalty currency members earn, save and spend — creating a reason to return.

Same mechanic, different names

Bonus Cash

Club+ Dollars

Reward ££s

Points

Tamayaz Points

What it does

EARN → SAVE → SPEND

- Members earn value when they shop.
- It can be saved and used like money later.
- Future spend stays inside your retail ecosystem.

Why it works

Creates a goal

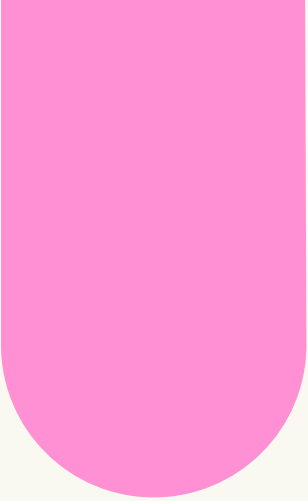
- 1** Builds momentum and gives shoppers a reason to come back.

Treated differently - Feels owned

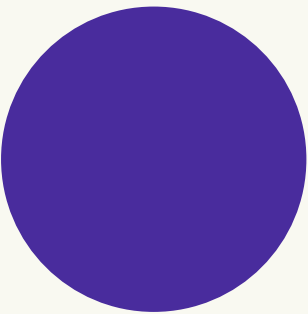
- 2** Earned value is protected more than a one-off discount.

Reinforces habit

- 3** Redeeming feels rewarding and encourages the next visit.



Around the World with Bonus





Remember this...?

+ coupon plus

FREE sweet bakery coupon

FREE product coupon

FREE product coupon

FREE product coupon

£10 £50 £100 £250

10% off your next shop

FREE sweet bakery treat

Get a Lidl something back

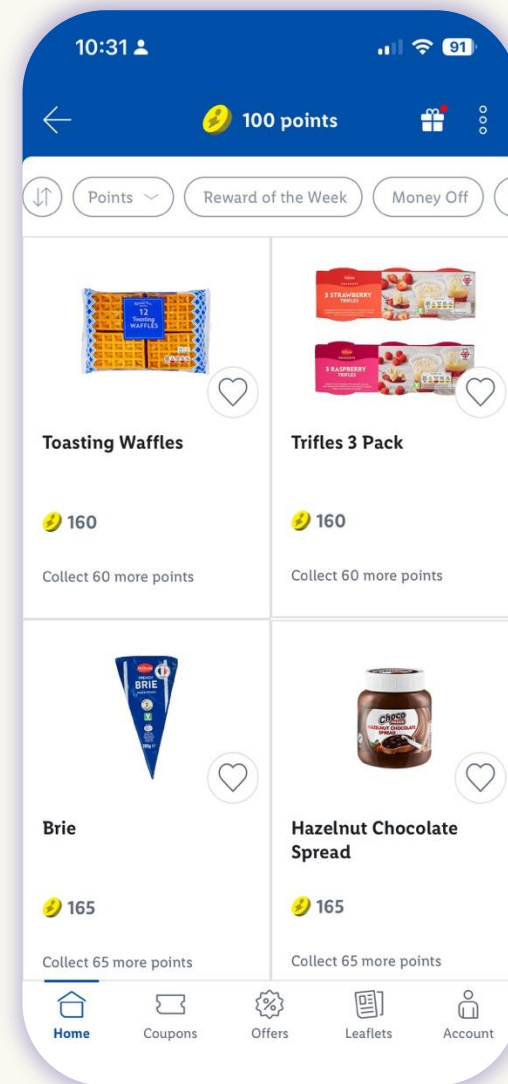
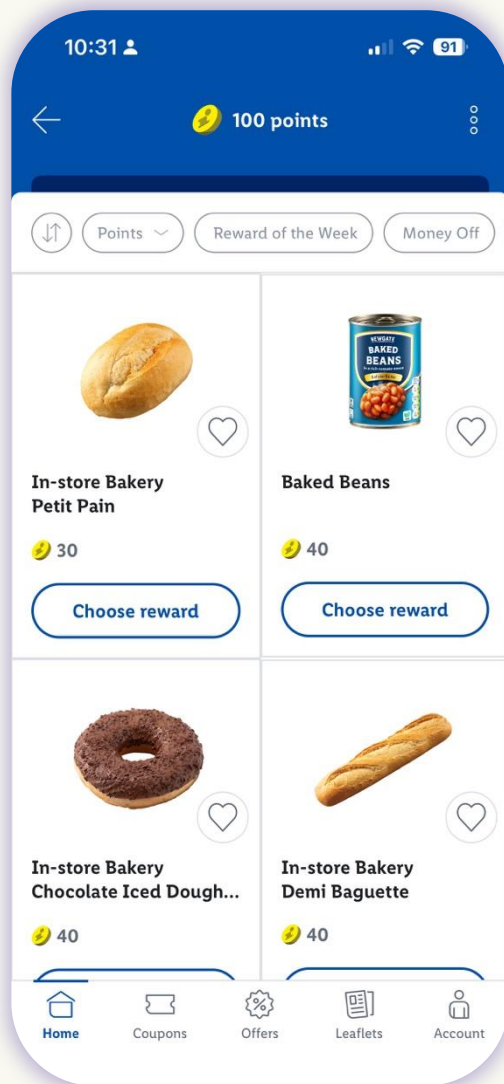
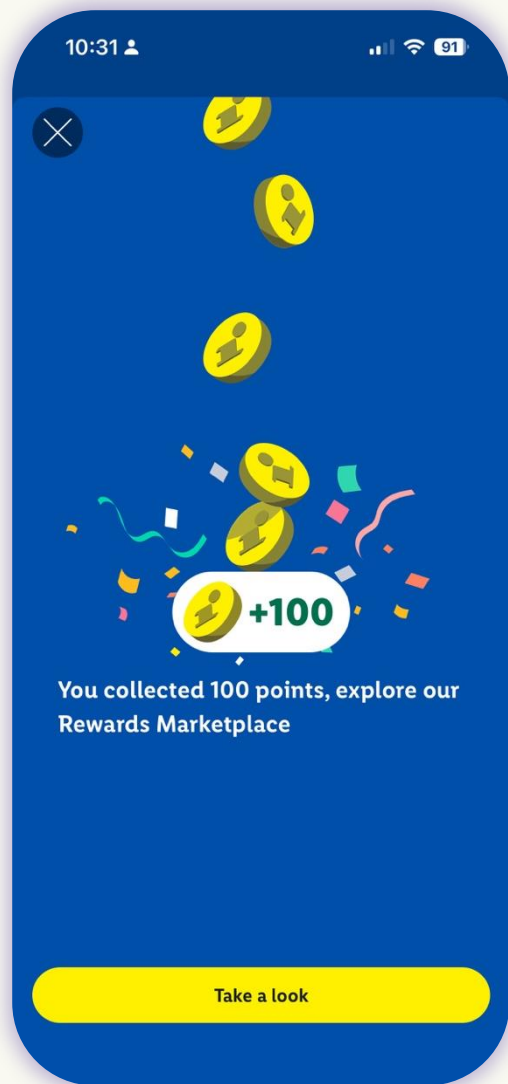
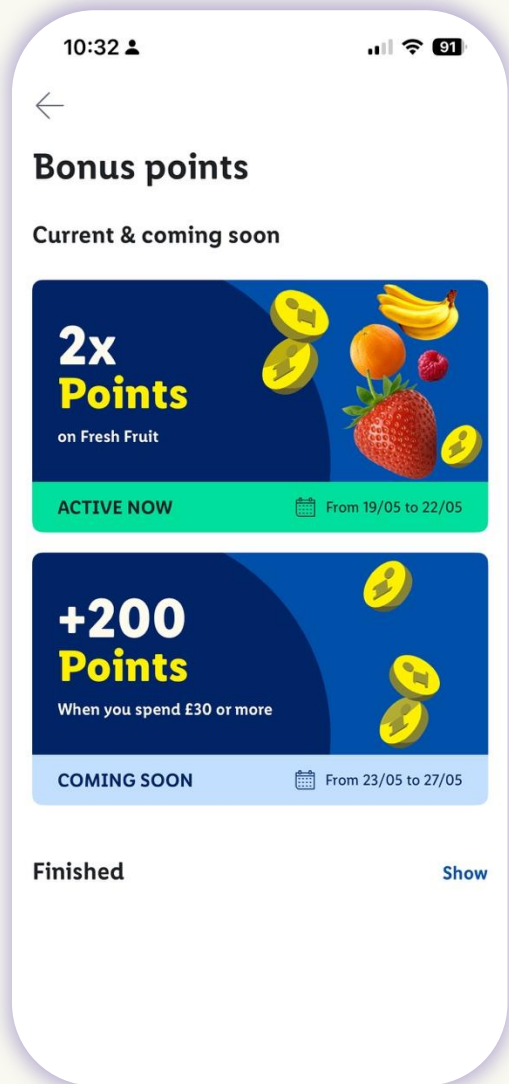
We've made it even easier for you to unlock rewards with Coupon Plus. From a free in-store bakery sweet treat when you spend just £10 in a month, to an incredible 10% off your next shop when you hit £250. The more you shop, the more you save.

STORE LOYALTY BOOSTER

Lidl Points!



2x
Points
on fresh fruit





Backlash from customers and media

Before

- Monthly tiered shopper mission with thresholds to receive rewards
- **Hero reward** at £250 cumulative spend: **10% off next shop**

“It’s honestly insulting for them to try and frame this as any sort of improvement.”

Now

- Shoppers earn 1 point for every £1 spent
- Points can be converted to rewards (free products or discounts) in a points marketplace

“I can’t imagine anyone asked for this over how it was before.”



250 worth of shopping used to get you 10% off your next shop. **"Now we get a loaf of bread and a cucumber,"** - member noting that a cucumber costs 100 points and a seeded bloomer costs 150.

A Lidl GB spokesperson said customers will **"consistently be earning more than one point per £1"** due to multiplier campaigns.

Members will do the math

When loyalty programs change, members will be quick to determine what's in it for them

BEFORE (ACCUMULATES)		NOW (RESETS)	
Spend	Reward	Spend	Reward
£10	Free bakery coupon		
		£30	Petit Pain <i>then resets</i>
£50	And Free fresh fruit or veg	£50	2l Cola <i>then resets</i>
£100	And Free chocolate bar	£100	Cucumber <i>then resets</i>
£150	And Free nuts or dried fruit		
		£165	Hazelnut Spread <i>then resets</i>
£250	And 10% off next shop ★		? ★



**The Discounter Duel:
Transactions vs. Relationships.
You choose.**





Why did Lidl change from static challenge to earn and burn points?

Short term

- **Tests in other markets** (Ireland, Switzerland) proved successful
- **Conversion rates** allow for higher control of reward value
- **Enables partner rewards**, protecting grocery margins from the Coupon Plus flat 10% on next shop reward

Long term

- **Collect data** on what rewards members care about
- **Personalization** of available rewards and point campaigns enable personal nudging of shopper behavior
- **Versus Tesco:** Enable what works for Tesco (in-market best practice), and make sure switchers will easily understand Lidl's mechanics
- **Versus Aldi:** Lidl can't out-EDLP Aldi forever, but points lets Lidl compete on *experience and personalisation* rather than only on shelf price

3 takeaways from Lidl's switch from treats to point

- When loyalty mechanics reach popularity, they become **emotional** rather than just **transactional**. When changing the mechanics expect that members will do the math.
- If you remove a loved hero reward, you must **replace it with similar or higher value**.
- **Your competitors will write your launch story for you** if you let them. Aldi got more brand value out of Lidl's launch than Lidl did.





Other interesting shifts around Bonus

MARKS &
SPENCER

Points to Pounds

UK · APR 2026



Challenge- and experience led points

US · APR 2026



STARBUCKS

Lower entry-tier

US · JAN 2026

Woolworths 

Points to Dollars or Quantas/Airpoints

NZ · JAN 2024



From Points to IGA Cash

AU · APRIL 2025

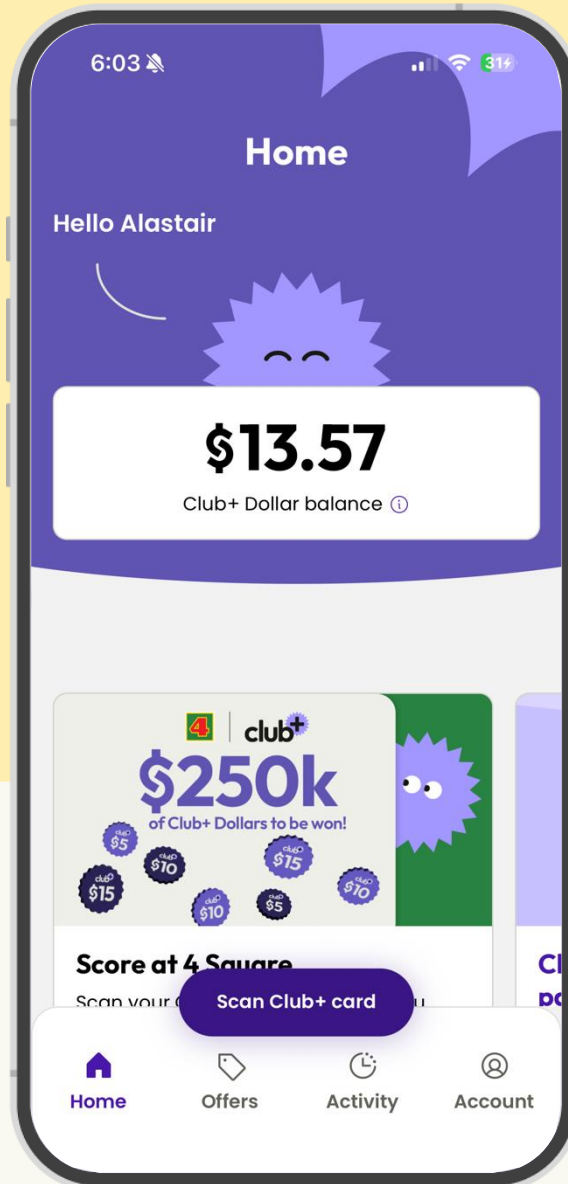
 **ZENERGY**

Airpoints/Flybuys to owned Loyalty

NZ · MID-2025



Congratulations to Foodstuffs NZ this week with the Club+ Launch: All 3 banners now served by one new programme: Club +



Relevant Base earn across 2/3 formats

Club+ Bonuses to “score” on special campaigns

Partner benefits inc Fuel Discounts available to all based on spend

New currency: Club+ dollars or transfer to Airpoints (Air New Zealand)



Foodstuffs  NZ

ANZ | The shift towards owned first party loyalty over coalitions

The Flybuys / Airpoints coalition model that defined the region is being unbundled – not removed, but demoted from primary mechanic to optional redemption partner.

1

Coalitions are still everywhere — just no longer the centre

Everyday Rewards, Club+, Z's new platform **all** offer Airpoints/Qantas conversion. The partnerships persist as **redemption options**, but is no longer the primary mechanic.

2

The goal and gold is first-party data

Partner reach used to be the goal; today it's **first-party data and the direct customer relationship**. It's the same evolution global loyalty has been working through for a decade, and ANZ is now in the middle of it.

3

Coalition leavers across categories

Fuel went first (Z Energy). Grocery is mid-move (IGA in AU, Woolworths NZ). DIY untouched — Bunnings dominates with a trade-account model. Categories where the **customer relationship was thinnest** pull it back in-house first.

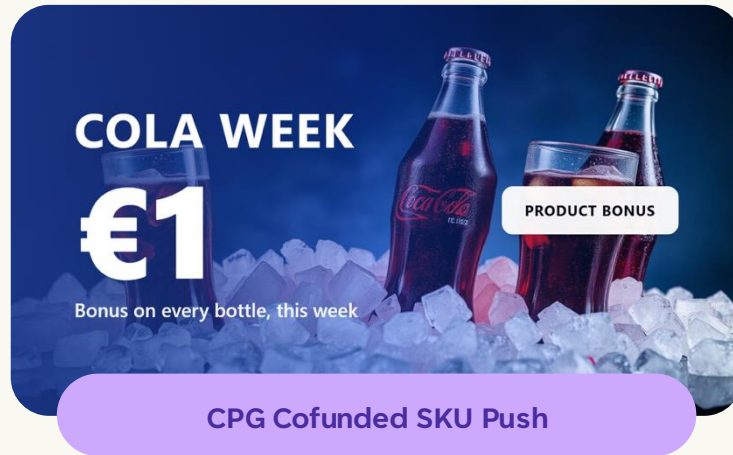
Z ENERGY

“We were hidden behind Flybuys and Airpoints. Customers needed those cards to access fuel discounts. We had no direct customer relationship.”



Inspired? Get into action...

Examples available on Nexus (1/2)



COLA WEEK
€1
Bonus on every bottle, this week

PRODUCT BONUS

CPG Cofunded SKU Push

Activity type: Bonus

Mechanic: €1 bonus on every Cola bottle purchased, for one campaign week.

Audience: Existing and lapsed Cola buyers; supplier-targeted segment for the brand running the campaign.

Strategic value: Supplier-funded category push (CPG cofunding model) with a simple, sharp member message – easy to replicate across SKUs and weeks.



**ALL
FRUIT & VEG**
5%
Earn bonus on every piece

PRODUCT BONUS

Values-Led Category Hook

Activity type: Bonus

Mechanic: Always-on 5% bonus on every piece of fresh fruit and vegetable bought (Coop's live mechanic).

Audience: All members – but disproportionately favours health-conscious and family households.

Strategic value: Permanent, values-led mechanic that doubles as a CSR and health story; creates a recurring earning hook without touching the headline rate.



**SHOP BIG
THIS EASTER**
€15
Spend €150, earn €15 bonus

BASKET BONUS

Seasonal Basket Capture

Activity type: Challenge

Mechanic: Spend €150 in a single transaction during the Easter window, earn €15 bonus to wallet.

Audience: Holiday big-shop households that consolidate their Easter spend into one trip.

Strategic value: Wins a competitive seasonal moment by rewarding basket consolidation; bonus payout locks the next visit into your ecosystem.

Examples available on Nexus (2/2)



WEDNESDAY BOOST
3x
Triple bonus every Wednesday

MULTIPLIER BONUS

Mid-Week Traffic Shift

Activity type: Bonus

Mechanic: Triple bonus earned on every purchase, every Wednesday.

Audience: Mid-week-flexible shoppers who can shift a routine grocery visit by a day or two.

Strategic value: Smooths weekly traffic away from the Fri/Sat peak; "Wednesday is bonus day" becomes a sticky habit anchor for the programme.

USE IT OR LOSE IT
+15%
Redeem before expiry, earn 15% on top

REDEMPTION BONUS

Redemption Urgency Trigger

Activity type: Bonus

Mechanic: Members get +15% on top of any bonus they redeem before its expiry window closes.

Audience: Members with about-to-expire bonus balances, especially those who have stopped redeeming.

Strategic value: Clears outstanding bonus liability and pulls lapsed members back into a redemption visit – without devaluing the bonus itself.

PLAY TO WIN
€1K
Monthly spin: guaranteed €1 up to €1,000

GAME BONUS

Variable Reward Habit Loop

Activity type: Game

Mechanic: Once-a-month spin; every member wins between €1 and €1,000 in bonus, with the prize curve heavily weighted to the low end.

Audience: All active members – but especially gamification-driven shoppers and members at risk of going dormant.

Strategic value: Tight, controllable cost with high engagement; keeps the app a monthly habit and creates word-of-mouth from rare big winners.



Our Campaign Activity Playbook is now updated with a full overview on all Bonus campaigns supported through Lobycy

Types of Bonus campaigns available

Bonus type	Earn Method	Allocation conditions	Example	
Product bonus	% of product price	Geography (Configurable on store level, chain level, or across all)	Earn 5% bonus on all fruit and veg	
	Fixed amount per product		Earn €1 bonus on every bottle of Pepsi this week	
Basket bonus	% of basket value		Timing (Configurable on weekday and hour)	Thanksgiving weekend: 15% bonus on your baskets
	Fixed amount at threshold			Shop big at Easter: spend €150 and earn €15 bonus
Multiplier bonus	x multiplier on base earn rate	Redemption window (Start and expiration date)	Earn 3x bonus every Wednesday	
Redemption bonus	% of existing bonus balance		Sweet treat: We added 15% to your bonus balance – available this weekend only	

ALLOCATION

All members Mass engagement for traffic spike, app re-engagement, seasonal moment

Targeted segment Specific audience; new members, lapsed shoppers, high-value customers

Base earn Always-on earn rate applied to every purchase. The foundation of the bonus programme that all campaigns layer on top of

Promotion reward Allocated as a reward type in Challenges, Games, and Offers that extends cashback to the full campaign journey

TIMING

Everyday Runs throughout the full campaign period

Selected weekdays Monday through Sunday, in any combination

Happy hour Defined time window within the day, e.g. 12:00–14:00

PRODUCT SCOPE

All products Basket growth, visit frequency, or broad spend stretch

Category Drive category frequency or boost product range

Specific SKUs New product launch, private label push, or supplier-funded spotlight

Bonus Campaign Examples

Supplier-Funded SKU Activation

Product bonus | Fixed amount

All members | Everyday in 1 week

Supplier funded

Fruit & Veg Category Boost

Product bonus | % of product price

Category | All members

Everyday in a month

Weekend Big Shop

Basket bonus | % of basket value

All products | All members

Saturday and Sunday

Happy Hour Lunch Boost

Multiplier bonus | All products

All members | 12:00–14:00 Mon–Fri

Tiered Member Multiplier

Multiplier bonus | All products

Targeted segment: Gold tier

Everyday in a week

Reactivation bonus boost

Redemption bonus | Targeted segment

Time limited

New Member Welcome Bonus

Basket Bonus | Fixed amount

All product | Targeted segment

Promotion reward (voucher) | One time

Challenge Completion Bonus

Promotion reward | Fixed amount

Category | Multiple purchase

Fairtrade Fortnight

Product bonus | % of product price

Supplier funded | All members

2 weeks

Game prize draw

Promotion reward | Game

All members | Prize pool | Monthly

Bonus *NEW*

Challenges

Games

Offers



2

The Coop Danmark Experience



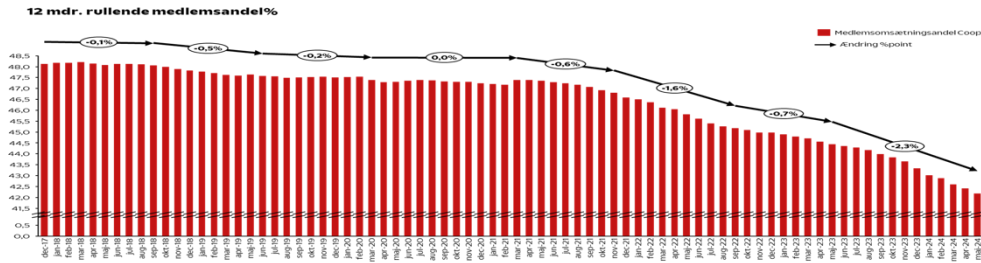
Revitalizing Coop's membership program

Anders Felbo Pold
Head of Loyalty and Digital Customer Experience
Lobyco Product Community, June 16 2026

coop

Strengthened membership programme: A more attractive bonus model, strong member offers and greater visibility

THE BACKGROUND



The member share of revenue has fallen over the past 4 years

While monthly member revenue has fallen over the past 2 years, other revenue has grown

VISION AND KPIs

You should be able to sense, feel and experience, that you are a member of Coop



INCREASE MEMBER REVENUE



NEW MEMBERS



MORE ACTIVE MEMBERS



INCREASE PERCEIVED VALUE

This year we have launched strong new membership initiatives

5% member bonus on fresh F&V



Strengthened member bonus
More attractive and simpler bonus model.
No
DKK 500 threshold.

Regular member offers and campaigns



Member Offer of the Month
Two strong offers every month across all chains

Joint member campaigns
Two annual member celebrations



Employee campaigns
Always-on track and three annual 15% bonuses

Banner-specific campaigns

Chain-specific member offers in KV/SB

1. New member discount/price every week
2. Gourmet Member Price of the Month every month



Christmas and Easter campaigns for members

Member offers in KV/SB with extra-good prices for members and good prices for all



Member involvement

Members' Cause

Member involvement through a vote. "Danish and Local" chosen as the cause.

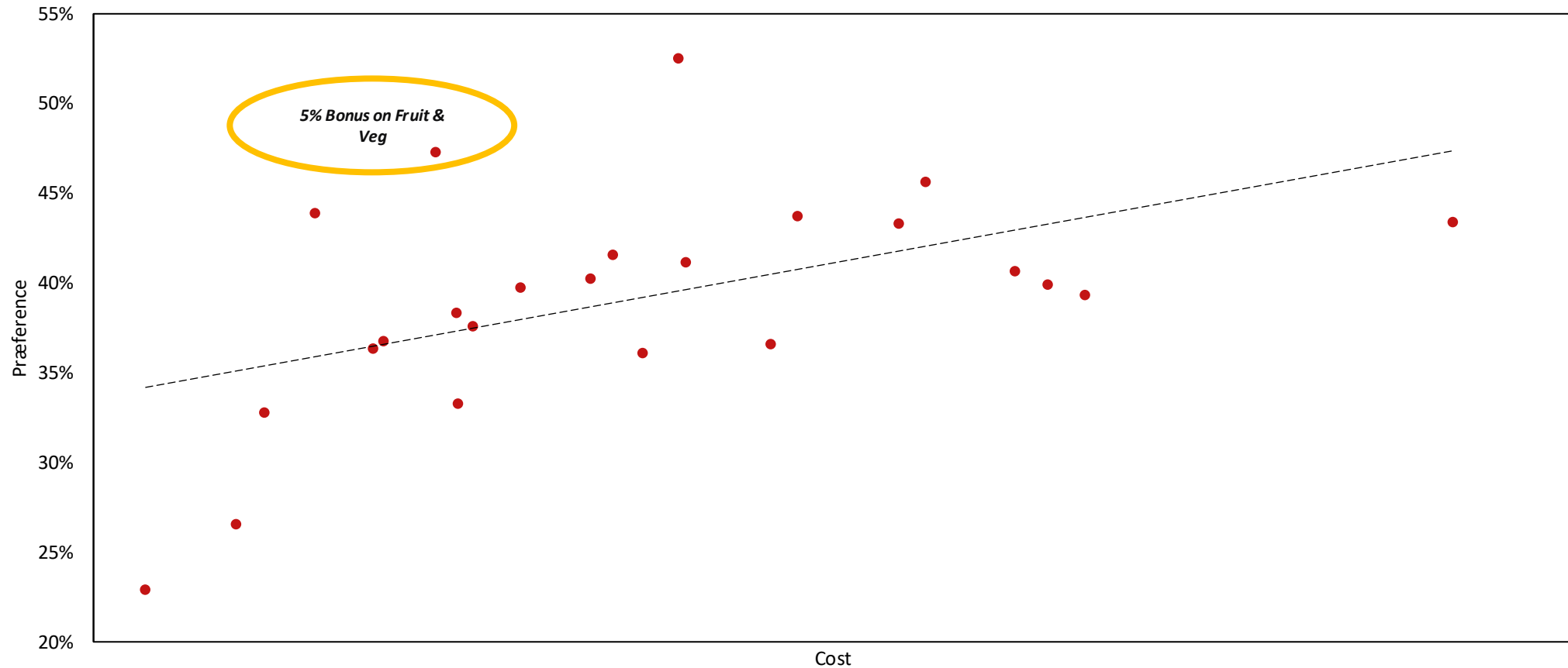


Tasting Panel

Member involvement through the "Tasting Panel". We give members influence over the products through testing and feedback on our own brands.

We started by asking ourselves of strategic positions and hypotheses – then tested with members and customers

Preference vs. Cost



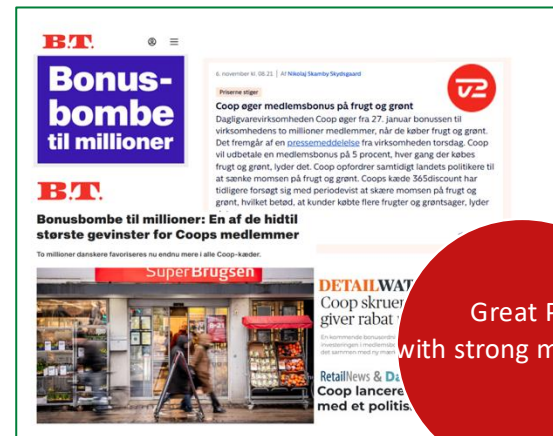
Massive exposure across all channels



Instore signage very visible in combination with electronic shelf tags



Huge exposure in launch as well as bursts and always-on in marketing channels



Great PR with strong messages

The change in Bonus strategy delivered results on a number of core KPIs, and is an extremely successful programme so far

- ↑ Increase in new members
- ↑ Increase in active members
- ↑ Attracting younger members
- ↑ Uplift in fruit and veg sales
- ↑ Higher perceived value in membership
- ↑ Increase in overall revenue, which is higher than the increase in bonus payout

Thank you



LAUNCHING NEW LOYALTY MECHANICS

What Coop Denmark got right versus Lidl

- **Coop led with the bigger number.** Headline went from "1% with a hurdle" to "5% from the first krone." Even though it's narrower, the rate is 5x.
- **Coop removed a complex rule.** The 500 kr/month qualifier was widely seen as fiddly. Killing it felt like a gift, not a takeaway. (The Danish press literally called it "en snørklet regel" — a contorted rule.) Lidl removed beloved hooks. Coop removed a complained-about hurdle.
- **Coop wrapped it in a narrative bigger than discount.** Health, supporting Danish growers, helping families afford fruit for their kids. The mechanic became a value-based stance, where Lidl led with "we listened — here's a marketplace," which sounds like a UX upgrade.
- **Coop primed the change.** Months of pre-announcement, article explainers ("7 questions answered about the new bonus"), survey-backed messaging ("we asked you - F&V is what you most want bonus on"). Members arrived at launch day already sold. Lidl launched cold, and members did the math in the wild without a controlled narrative.

Since 2022, alongside rising inflation, Coop has been an active voice in the political debate around cutting VAT on fruit and vegetables.

With this new bonus increase, Coop is now taking its own step to make the choice of fresh fruit and vegetables more attractive.



3

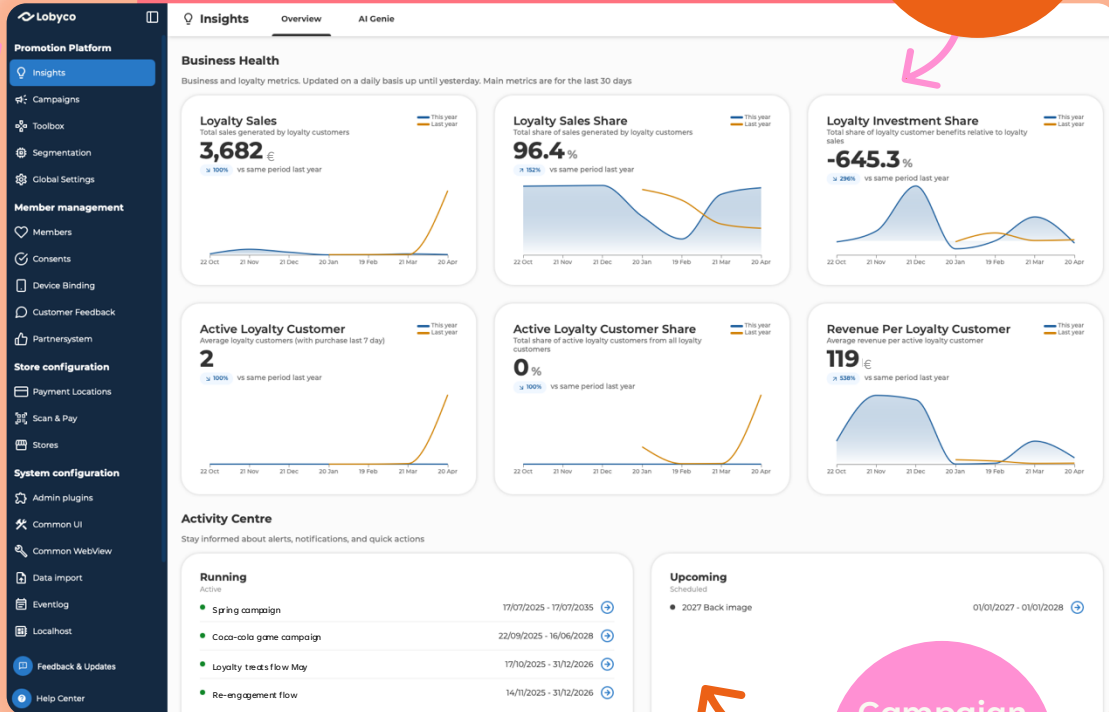
Demoing Insights Overview and AI Genie



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

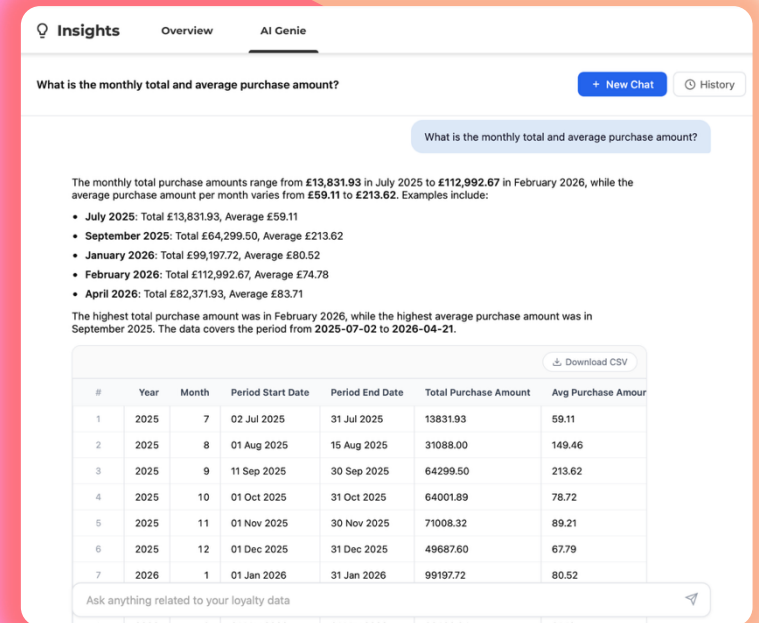
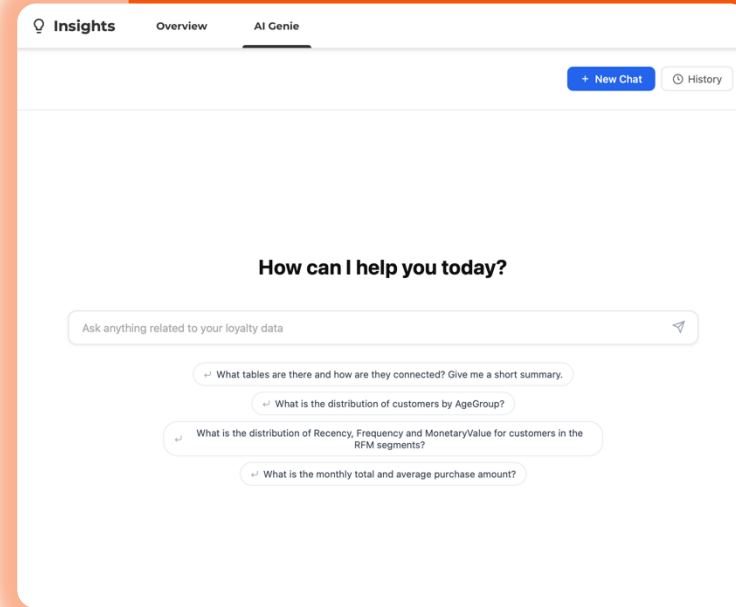
AI Genie lets you **explore your loyalty data by asking questions in plain language** — no SQL or technical knowledge required. It is available under the Insights tab in the admin tool and runs on a curated dataset from your Lobbyco setup, covering purchases, members, stores, and promotions.

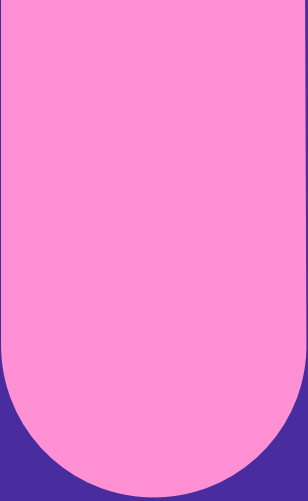
Rather than waiting on your data or analytics team, you can get answers in seconds, directly from the platform where you run your campaigns.

What it solves:

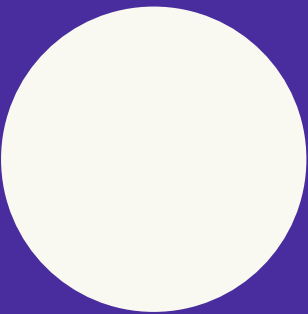
- **Faster analysis without dependencies:** Ask questions like "Which game had the most participants this year?" or "Which product categories sold the most last month?" and get an **instant answer with supporting data tables and visualisations** without raising a request elsewhere.
- **Insights that 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.





Demo



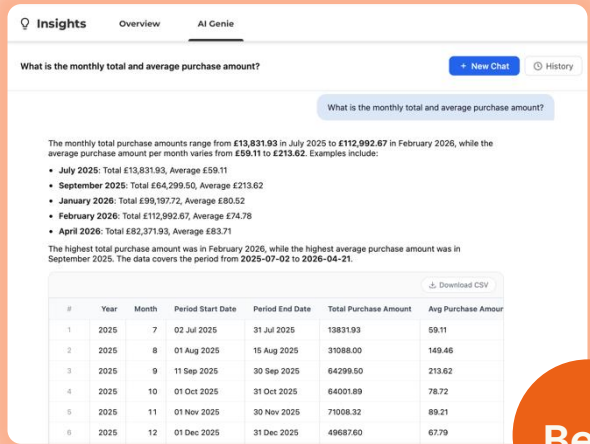
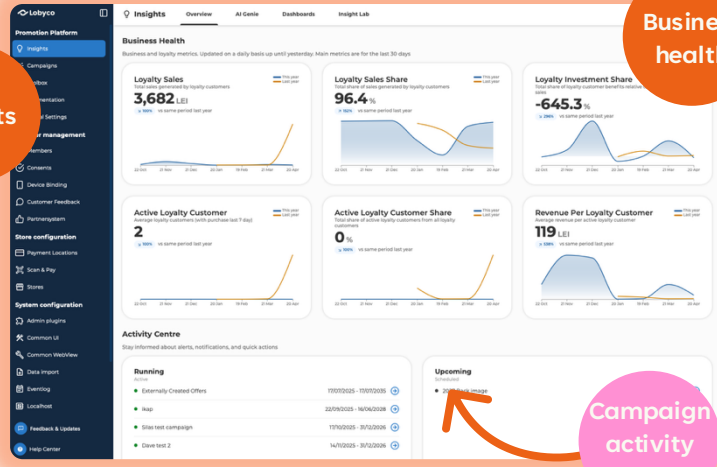


Insights: Business Health and AI Genie

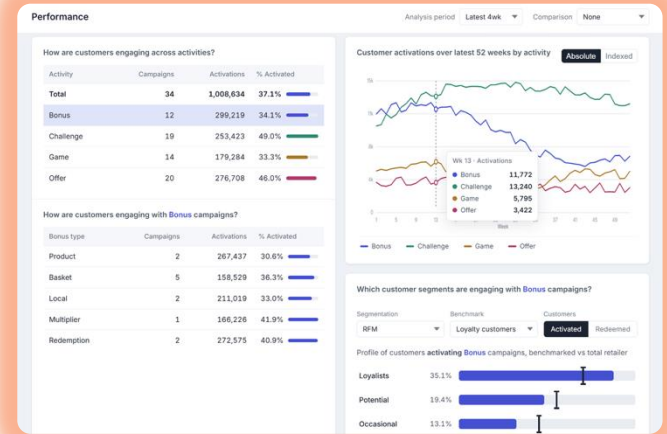
New Insights tab

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Beta



Insights Overview

A daily-refreshed snapshot of the loyalty programme's health and campaign activity, in one place within Lobycy Nexus.

- 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.
- 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**.



AI Genie

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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.



Performance dashboards

Q3

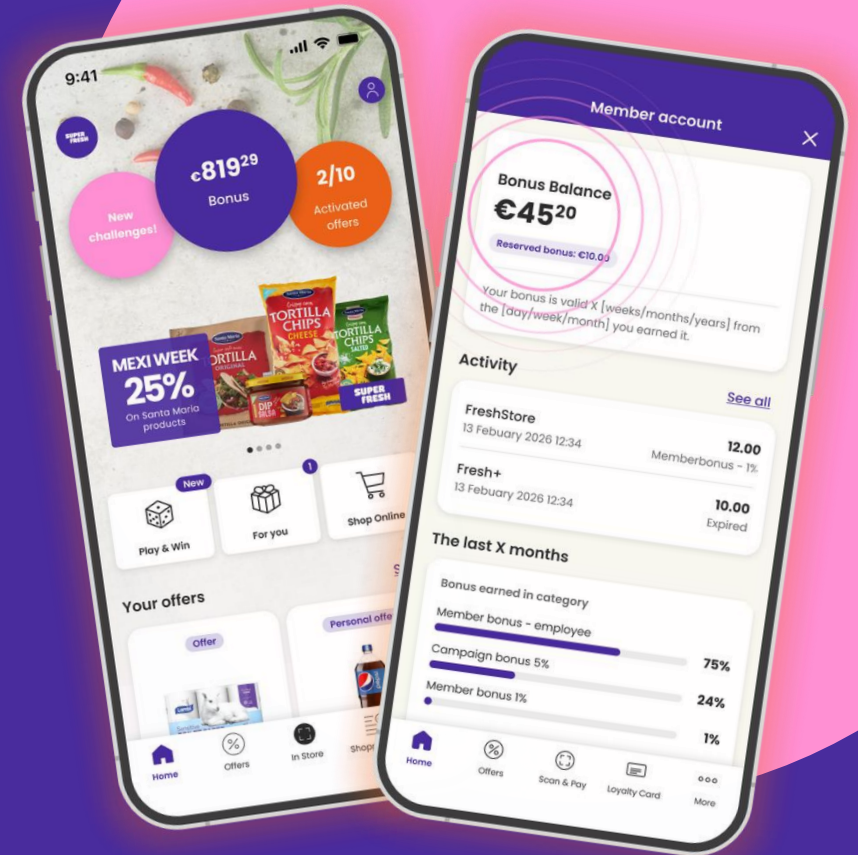
Built-in performance dashboard gives marketers a **clear, aggregated view of how their loyalty campaigns are performing** across all activity types, all in one place. No need to export data or switch to a separate analytics tool.

A single view across all your campaigns: total activations, engagement rates, and campaign counts broken down by activity type.

Next Product Community will be 16/17th September

Next Product Release coming in July

Thank you for being part of the Lobyco Community



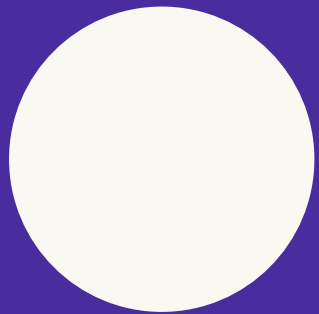
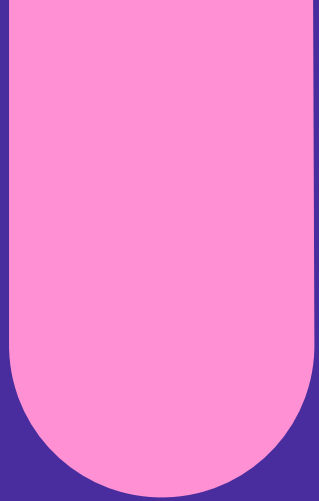
Product Community





4

Appendix



Around the World – more detail



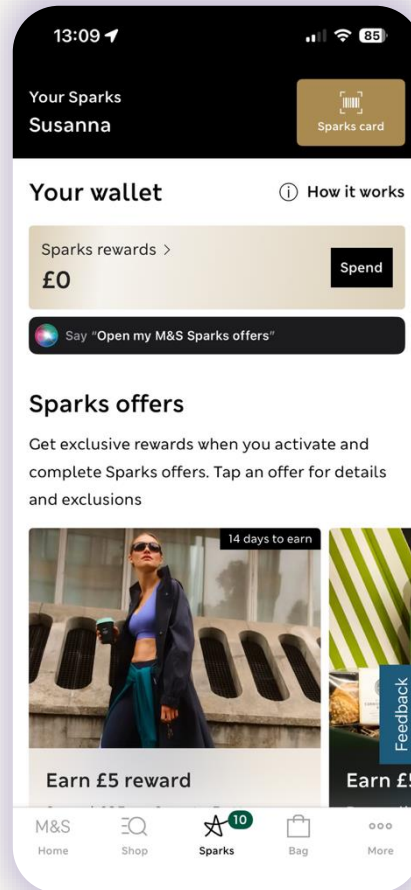
MARKS & SPENCER

UK · APR 2026

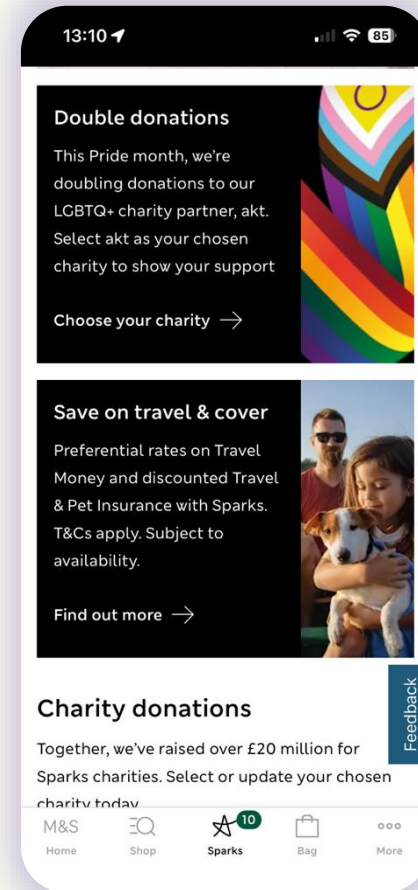
From Points to Pounds

- Opposite from Lidl, M&S went **from points to pounds**
- Utilizes **Challenge approach**
"Spend £35 on food, earn £5"
"Spend £50 on fashion earn £10"
- **Always activate** before shop – no passive earning
- M&S led with **what members would gain** (cash, transparency, personalised offers) rather than *what mechanic was changing*
- Press coverage was **uniformly positive**
- "Customers asked for Sparks to be simpler, more rewarding and more personalised. The new program is M&S's answer."
- CEO Stuart Machin

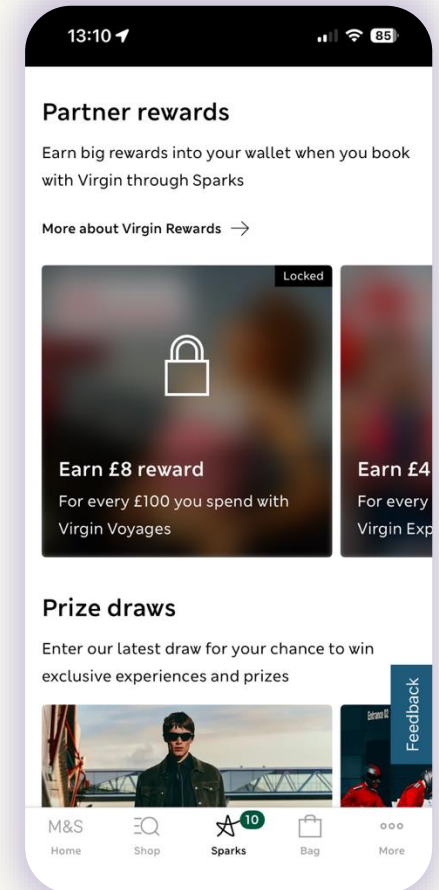
1. <https://beleverwithyourcash.com/marks-spencer-sparks-review/>
2. <https://www.cityam.com/ms-sparks-rewards-overhauled-as-retailer-offers-cash-perks/>
3. <https://loyaltyrewards.co.com/ms-transforms-sparks-pounds-not-points-personalisation-everywhere/>



Spend to earn



Charity & Donations



Partnerships



US · APR 2026

From simple "Points for dollars" to advanced points-based loyalty mechanics

- Points still earned on eligible purchases.
- **Challenges and bonus opportunities** for accelerated earn (mission-based, like Tesco Clubcard Challenges).
- **Expanded reward catalogue** — not just discount coupons.
- **Member-only experiences:** limited-edition merch drops (Space Jam x Pizza Hut, sold out during the March Madness launch trial), interactive digital games inside the app, exclusive access.
- “[The updated Hut Rewards] is created to evolve over time, giving members **more ways to earn points on eligible purchases, reach rewards faster through challenges and bonus opportunities, explore an expanded catalog, and unlock exclusive experiences perks designed to feel distinctly member-only**”
– Pizzahut statement
- Trade press reaction was **positive**

1. <https://www.thestreet.com/restaurants/pizza-hut-launches-generous-new-effort-to-win-back-customers>
2. <https://www.prnewswire.com/news-releases/pizza-hut-introduces-new-hut-rewards-evolving-loyalty-into-a-membership-that-delivers-more-value-and-access-302747901.html>



US · JAN 2026

New lower entry tier, introducing a three-tier hierarchy

- **Lower entry gate.** A new 60-Star tier that gives \$2 off any purchase. Previously the cheapest redemption was 100 Stars for a freebie of fixed dollar value. The 60-Star \$2-off option is now the single most-used redemption in the programme — more than a quarter of all redemptions.
- A new **three-tier membership structure** — Green, Gold, Reserve — based on prior-year Star accumulation, with escalating perks (e.g. Free Mod Mondays lets members add a free customisation up to \$2 once a month).
- A scheme that only pays out for heavy users is a heavy-user scheme. By creating a cheap-and-frequent redemption (\$2 off for 60 Stars), Starbucks pulled the **median customer into active redemption.**
- **Tiering is a personalisation shortcut.** It's a way to meet high- and low value members with thresholds and rewards befitting their spend.

1. <https://www.cnbc.com/2026/01/29/starbucks-to-reintroduce-loyalty-program-tiers.html>
2. <https://www.cnbc.com/2026/04/23/starbucks-loyalty-changes-are-drawing-value-conscious-customers.html>

TEASER
Tiered
Challenges

Recent re-architecture in ANZ loyalty

The 20-year incumbents are being retired or reshaped – four landmark moves in 24 months.

NZ · JAN 2024



Onecard → Everyday Rewards

Coalition kept, but reframed

Woolworths NZ retired the 20-year-old Onecard, launched Everyday Rewards – same mechanic as the AU sibling.

HOW IT WORKS

- ER Dollars pay down basket – faster than old voucher cycle
- Dec 2024: added Airpoints AND Qantas as redemption options
- Two competing airline currencies in one retailer programme

WATCH-OUT

Launch loophole – fake accounts harvested bonus points. Patched in days.

AU · APRIL 2025



IGA Rewards

Grocery answers the regulator with cash back

Metcash relaunched IGA Rewards as a cash-back programme – a direct answer to the ACCC's 2024-25 finding that supermarket points systems are "complex and opaque".

HOW IT WORKS

- Real IGA Cash earned on selected items – not points
- \$20 IGA Cash unlocks Digital Visa redemption card
- AI-powered weekly personalised offers

RECEPTION

200k+ downloads, 1.55m sessions, +29% members in 7 months. ALA 2026 award winner.

NZ · MID-2025



Z Energy exits Flybuys

Fuel walks away from coalition

Ampol-owned Z Energy abandoned the Flybuys + Airpoints stack and built its own loyalty platform in 9 months. Scan rates up ~10x three months post-launch.

HOW IT WORKS

- Own app – no Flybuys or Airpoints card needed to earn
- Per-litre fuel discounts, stackable for bigger fills
- Real-time personalised offers across fuel and convenience F&B
- First-party data orchestrates the next offer

WHY

"We were hidden behind Flybuys and Airpoints. We had no direct customer relationship."

NZ · JUNE 2026



Foodstuffs Club+

Three banners, one currency

New World Clubcard (20 years old) retired. Club+ launched across New World, Pak'nSave and Four Square.

HOW IT WORKS

- Club+ Dollars (NZD-denominated, cashback-style)
- Earn 0.75% at New World, 0.38% at Four Square
- Pak'nSave members redeem only – EDLP preserved
- Every 5 Club+ Dollars = 5 Airpoints (opt-in)

DESIGN

Airpoints kept as opt-in not default, EDLP preserved at Pak'nSave – three banners and three value propositions on one currency.



Campaign Activity Playbook – Bonus



Types of Bonus campaigns available

Bonus type	Earn Method	Allocation conditions			Example
Product bonus	% of product price	Geography (Configurable on store level, chain level, or across all)	Timing (Configurable on weekday and hour)	Redemption window (Start and expiration date)	Earn 5% bonus on all fruit and veg
	Fixed amount per product				Earn €1 bonus on every bottle of Pepsi this week
Basket bonus	% of basket value				Thanksgiving weekend: 15% bonus on your baskets
	Fixed amount at threshold				Shop big at Easter: spend €150 and earn €15 bonus
Multiplier bonus	x multiplier on base earn rate				Earn 3x bonus every Wednesday
Redemption bonus	% of existing bonus balance	Sweet treat: We added 15% to your bonus balance – available this weekend only			



ALLOCATION

All members Mass engagement for traffic spike, app re-engagement, seasonal moment

Targeted segment Specific audience; new members, lapsed shoppers, high-value customers

Base earn Always-on earn rate applied to every purchase. The foundation of the bonus programme that all campaigns layer on top of

Promotion reward Allocated as a reward type in Challenges, Games, and Offers that extends cashback to the full campaign journey

TIMING

- Everyday** Runs throughout the full campaign period
- Selected weekdays** Monday through Sunday, in any combination
- Happy hour** Defined time window within the day, e.g. 12:00–14:00

PRODUCT SCOPE

- All products** Basket growth, visit frequency, or broad spend stretch
- Category** Drive category frequency or boost product range
- Specific SKUs** New product launch, private label push, or supplier-funded spotlight



Bonus Campaign Examples

Supplier-Funded SKU Activation

- Product bonus
- Fixed amount
- All members
- Everyday in 1 week
- Supplier funded



Fruit & Veg Category Boost

- Product bonus
- % of product price
- Category
- All members
- Everyday in a month



Weekend Big Shop

- Basket bonus
- % of basket value
- All products
- All members
- Saturday and Sunday



Happy Hour Lunch Boost

- Multiplier bonus
- All products
- All members
- 12:00–14:00 Mon–Fri



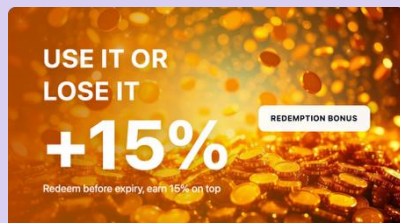
Tiered Member Multiplier

- Multiplier bonus
- All products
- Targeted segment: Gold tier
- Everyday in a week



Reactivation bonus boost

- Redemption bonus
- Targeted segment
- Time limited



New Member Welcome Bonus

- Basket Bonus
- Fixed amount
- All product
- Targeted segment
- Promotion reward (voucher)
- One time



Challenge Completion Bonus

- Promotion reward
- Fixed amount
- Category
- Multiple purchase



Fairtrade Fortnight

- Product bonus
- % of product price
- Supplier funded
- All members
- 2 weeks



Game prize draw

- Promotion reward
- Game
- All members
- Prize pool
- Monthly

