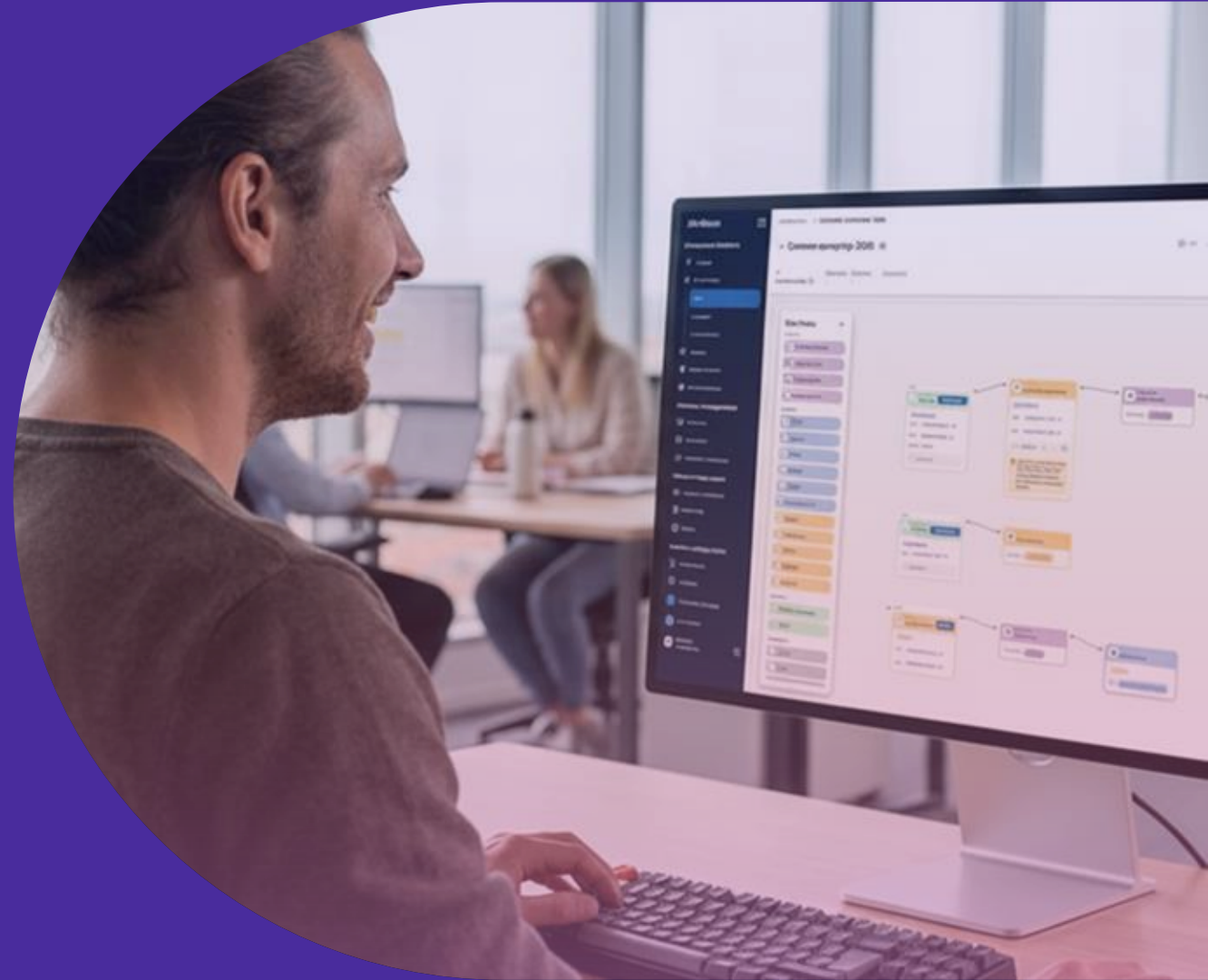




Product release

Q2 2026





Introduction

In Q2 2026 we have continued to expand what Lobyco Nexus can do for your team and your customers, with improvements across Orchestration, Promotions and Member Management.

In Orchestration, campaign flows can now be **scheduled individually on the canvas**, so each part of a campaign runs to its own timing, and a new **Inbound API block** lets your CDP or CRM start a Nexus flow in real time, the counterpart to last quarter's Outbound block.

In Promotions, **Challenges can now be set in units** such as litres and kilograms, reaching products sold by weight or volume. In Member Management, you can bring your own customer data into Nexus as **custom segmentation attributes**, building audiences on the data your programme actually runs on.

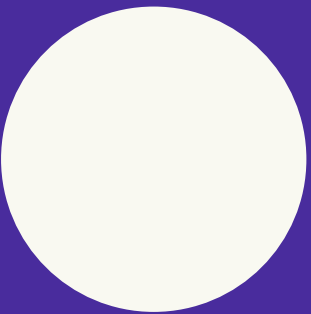
This quarter also brings two new skill-based games, boosted chances for standout prizes, bulk moving of activities between campaigns, and tags for games and challenges.

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



Orchestration



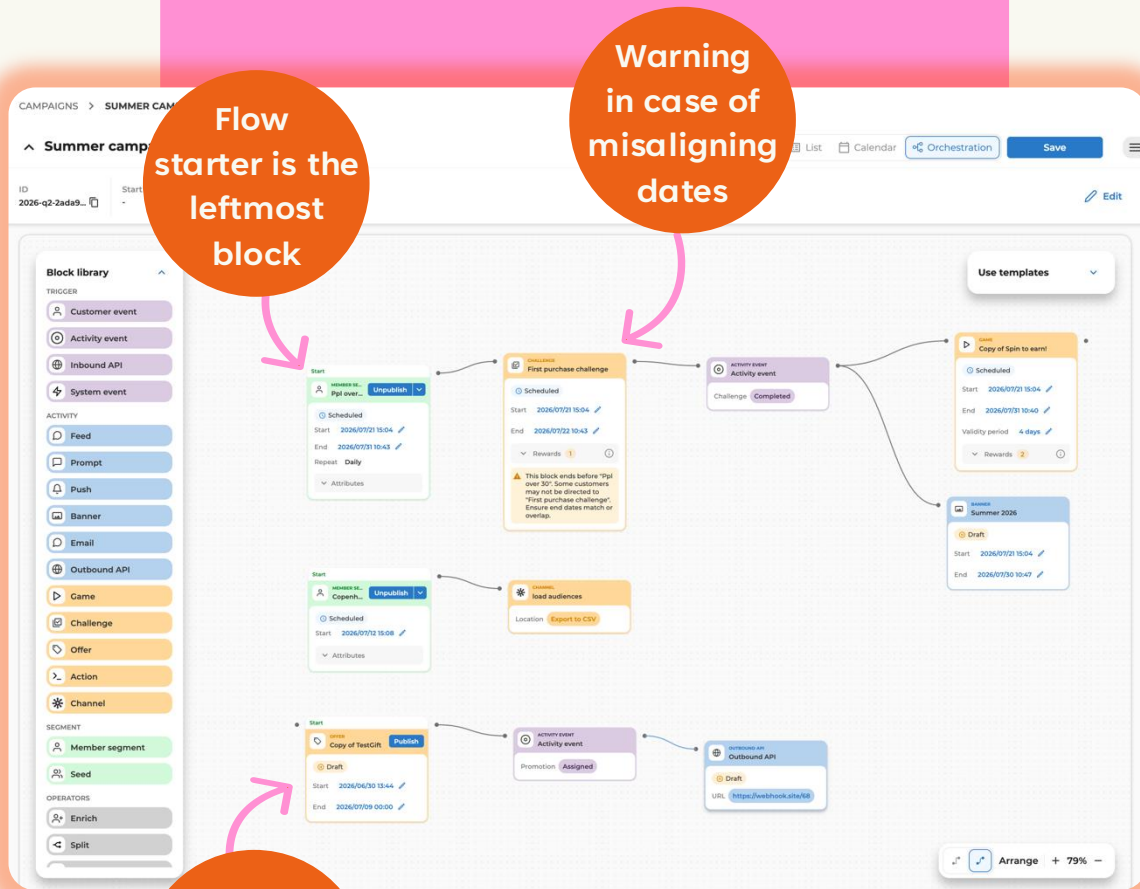


Scheduling on canvas

Individual flows can now be scheduled within a single campaign. Instead of running a whole campaign at once, flows let you start and end marketing initiatives separately. **A flow can start, repeat and stop independently**, so there is no need to split a campaign into smaller ones to control timing.

What it solves

- **Time each part of a campaign independently:** Each flow runs on its own schedule, whether once or recurring, so ongoing and one-off parts of a campaign can run side by side.
- **Dates edited on the canvas:** Adjust easily the start and end dates and validity periods directly on the canvas, where you can see how the whole flow fits together.
- **No silent gaps in a journey:** The canvas warns when dates don't line up between connected blocks, so you can make the adjustments to ensure members move forward through the flow as intended.





Inbound API connectivity

Inbound API now makes it possible for an external system to start a campaign flow in real time in Lobyco Nexus.

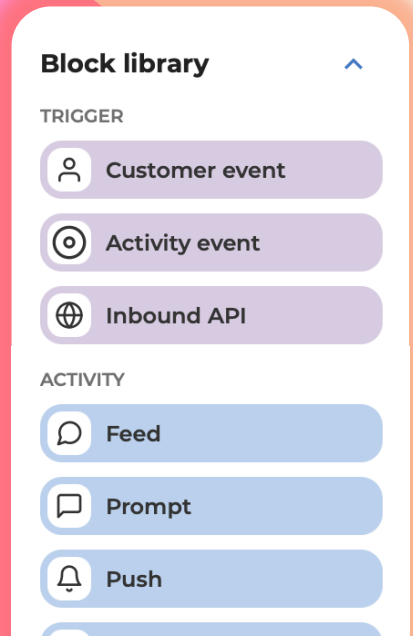
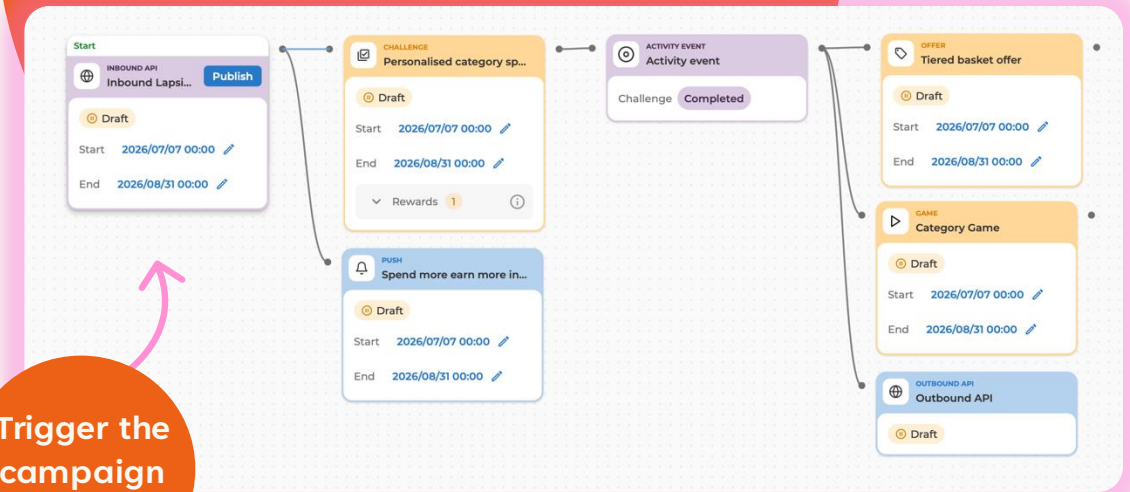
When a customer triggers an event in your CDP, CRM or ecommerce platform, that can continue the customer journey with a Nexus campaign flow.

What it solves

- **Act on signals from across your stack:** When your CDP identifies a cart abandonment, scores a customer as high churn risk, or your support system closes a case, that signal can **start the right loyalty or engagement journey in Nexus**.
- **Continue journeys across systems:** A customer journey can begin beyond Nexus and continue into your loyalty and promotion activities. Paired with outbound, the two directions form a **closed loop where every campaign outcome sharpens the data that triggers the next**.
- **No logic to rebuild:** No need to recreate segmentation or scoring that already lives in your CDP or CRM. Those systems send the signal, and Lobyco runs the loyalty and promotional response the moment it's needed.

Trigger the campaign flow

New Inbound API block





Bulk move activities between campaigns

Activities can now be moved from one campaign to another in bulk. **Select several activities at once and move them** into another existing campaign in a single action, so your **campaigns stay organised as they grow.**

What it solves

- **Reorganise campaigns at scale:** Move a whole set of activities into another campaign in one step. This is **especially useful when a campaign holds a large batch of imported offers** that would otherwise stay locked in a default import campaign.
- **Keep dates aligned:** If the destination campaign's dates don't fully cover the activities you are moving, the portal flags it and offers to adjust the campaign dates or move only the activities that fit, so nothing ends up scheduled outside its campaign.

CAMPAIGNS > PROMOTIONS DEMO OFFERS S...

▼ Promotions Demo Offers set 25

Filter List Calendar Orchestration + Add activity

Activity name	Activity type	Start date	End date	Status	Edited by
☐ App coupon: Product Discount: Amount off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☒ App coupon: Product Discount: Fixed price	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☒ App coupon: Product Discount: Percentage off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☐ App coupon: Basket Discount: Amount off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☒ App coupon: Basket Discount: Percentage off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	OZ
☒ App coupon: Mix and Match: Amount off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☒ App coupon: Mix and Match: Percentage off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☐ App coupon: Mix and Match: Fixed price	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☐ App coupon: Mix and Match: Total Value: Amount off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB
☐ App coupon: Mix and Match: Total Value: Percentage off	Offer	2026/01/01 00:00	2026/12/31 00:00	Active	RB

Items per page: 10 1 — 10 of 25

5 Activities Selected X Move

Select activities and move

Select campaign to move activities

Choose the campaign where you'd like to move the selected activities.

Search by name of activity or campaign

☐ complex campaign	Standard	2026/06/24 11:12	2026/06/24 11:12
☒ Reactivation journey	Standard	2026/07/07 00:00	2026/07/07 00:00
Personalised category spend challenge	Challenges	2026/07/07 00:00	2026/08/31 00:00
Spend more earn more in your latest challenge	Push	2026/07/07 00:00	2026/08/31 00:00
Tiered basket offer	Offer	2026/07/07 00:00	2026/08/31 00:00
Category Game	Game	2026/07/07 00:00	2026/08/31 00:00
platform:pre 121124 2026-07-06T13:33:12.269	Standard	2026/07/05 02:00	2026/07/06 15:48
platform:pre 121126 2026-07-06T13:30:50.055	Standard	2026/07/05 02:00	2026/07/06 15:45

Cancel Move

Select campaign

Ensure date alignment

Some activities fall outside this campaign's date range

The selected campaign (Coca Cola 20% Winter Season Offers) runs from 12.04.2025 to 12.05.2025, while the selected activities range is from 15.04.2025 to 12.06.2025.

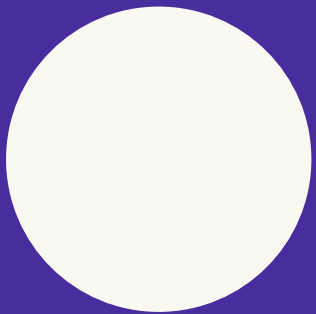
To fix this, you can:

- Adjust the campaign's start and end dates to include the activities range
- Select only activities that match the campaign's start and end dates, or
- Select the activities that fall outside the campaign dates and update them manually

Cancel Edit campaign



Promotions





Challenges with units of measurement

The Product quantity earn method in Challenges now supports units of measurement. Alongside a whole-item count or purchase amount, a challenge goal can be set in **items, litres, grams or kilograms**, so **challenges reach products sold by weight or volume**.

What it solves

- **Run challenges on products sold by weight or volume:** Set goals in litres or kilograms to cover loose and measured categories such as produce, meat, deli and fuel, which a whole-item count could not previously express.
- **Match the goal to how the product is sold:** Base progress on the actual quantity purchased, for example 2 kg of apples or 40 litres of fuel, so the **target reflects what the customer buys and how it is measured at the till**.
- **Focus on quantity, not price:** A goal counted in units directs attention to how much a customer buys rather than how much they spend, so the challenge **encourages larger quantities** of the product itself.

Create Challenge Details

1 Activity details 2 Reward settings 3 Activity behaviour 4 Challenge layout 5 Segmentation

Activity behaviour

☐ Pre-activated
Users start collecting progress automatically when the activity starts.

☐ Hide Challenge from App List
Turn this on to keep the challenge hidden from the list and home screen while it runs in the background, tracking progress and granting rewards as usual.

Accumulation

☐ One purchase
Reach the target in one purchase

☒ Multiple purchase
Reach the target in multiple purchases

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

☐ Payment method
Users need to make the purchase using a specific payment method.

Earn rules

Earn method *

Unit of measure *

Count *

ID's action

Product IDs

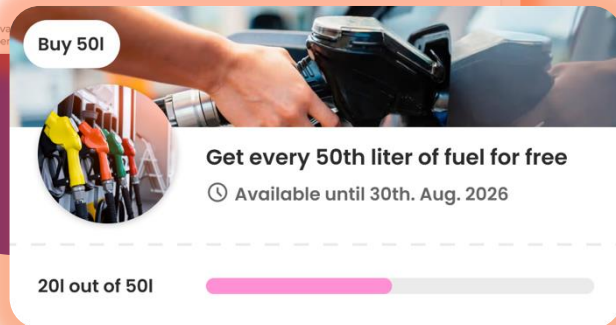
Category IDs *

Delay between purchases

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

Specify if the challenge should be ☐ Auto-renewable ☒ Unlimited

Select unit of measurement



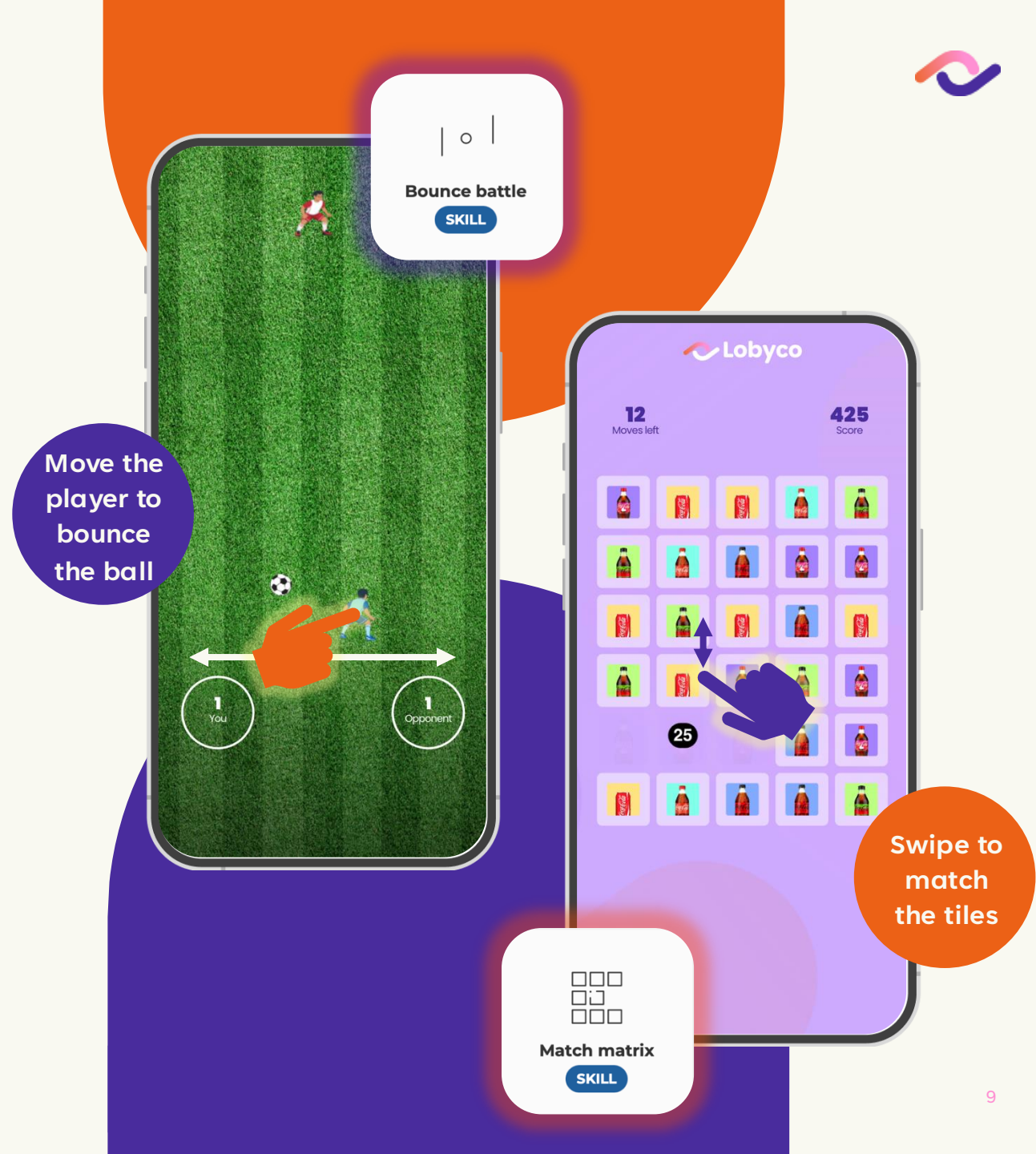


Two new game types

Two new skill-based games are now available in Lobbyco Nexus: Bounce Battle and Match Matrix. Both **reward focus and effort**, so they **hold attention longer** and suit campaigns built around repeat engagement. Both are ready to use from the Gameplay Designer.

Bounce Battle: Players keep a ball in play for as long as they can, each bounce scoring points and **increasing the speed, testing precision and reaction** time. The longer play and push for a high score drive repeat visits, and it works well for competitions and sports moments.

Match Matrix: A fast, mobile-first **puzzle game where players swap tiles** to match three or more, with chain reactions and combos building the score. It fits naturally into mobile campaigns, seasonal promotions, social activations, and product launches.





Boost reward chances for games

A new Boost chances option in the game reward settings switches a reward **from a fixed chance of being allocated to a dynamic one**. The longer a game runs without that prize being given, the more likely it becomes.

What it solves

- **Make sure standout prizes get given away:** With a large pool of everyday rewards and only a few big prizes, a headline prize can go unclaimed before a game ends. Boosting **lifts its chance the longer it goes ungiven**, reaching certainty in the closing window of the game, so the prize you are promoting reaches a winner.
- **Control it per reward:** Boost chances is a simple toggle on any reward, **whether a coupon, bonus or custom prize**, so you can prioritise the rewards that matter without changing how the game plays.

Toggle to
boost
chances



Tags for games & challenges

Games and challenges can now be labelled with tags. **Assign one or more tags to an activity**, and both the app and your own systems can act on them, so the same tag can drive how content behaves for different customers.

What it solves

- **Tailor what customers see:** The app receives each activity's tags and can **apply your own logic** on top, for example showing seasonal content higher in the list or hiding content that does not suit a customer's preferences, so the same activity can behave differently for different members.
- **Target beyond the activity's own settings:** Use a tag as an **indirect targeting signal** your systems interpret, such as mapping a regional tag to specific stores, so you can reach the right audience even where the activity type does not offer that control directly.

← **Create Challenge** Details

1 Activity details 2 Reward settings 3 Activity behaviour 4 Challenge layout

Activity details

Activity name *
Summer Ice cream Challenge
Max. 64 characters

Start date *
2026/06/24 23:00

End date *
2026/07/30 23:00

Chain(s) *
Superfresh ID: 5 OR Store(s)
Choose either chains or stores where you can receive challenges, but not both simultaneously

Assign a tag
Today's only Vegan

Tags help you categorize and group the content in the app. They can be used in different ways depending on your setup.

Add tags
under
activity
details

Assign a tag

Choose tag(s)

Christmas Campaign

Vegan

BBQ season

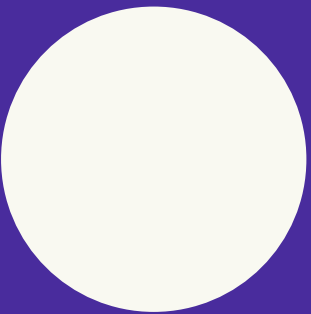
16+

Fuel

Today's only



Member Management





Lobyco 343325 Misha

Overview Credit statements Receipts Coupons Games App payments

Custom Properties

Date Registered	2024-06-15T10:30:00Z	Is Verified	true
Loyalty Points	555	Nickname	Misha
Loyalty Tier	best		

SEGMENT ATTRIBUTES

Segment builder Created by: Anonymous

Member segment name * Description

Member segment

Permissions * Public

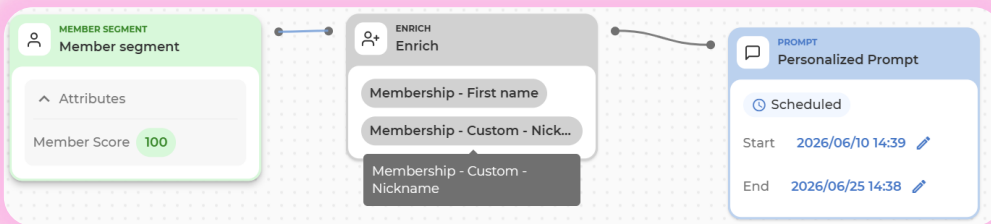
The segment includes customers who ...

Member Score Equal

Show limitation config

Show SQL query

Search for attributes Use predefined segment Save as predefined segment Cancel Save



Custom segmentation attributes

It is now possible to bring your own customer data into Lobyco Nexus and segment on it directly. **Create custom attributes**, such as subscription status, membership type or any other retailer-specific property. Each is imported per member and then works exactly like a standard attribute when building audiences and personalising journeys.

What it solves

- **Segment on the data that is unique to your programme:** Import your own customer properties and use them in the Segment Builder alongside standard attributes, with full operator support for text, number, date and true or false values, so **audiences reflect the data your business actually runs on**.
- **Personalise communications with your own data:** Custom attributes are available in the Enrich block too, so the same properties can be used to **tailor push, feed and other messages**, not just to define who receives them.