



## Delight Customers and Reward Your Business with Smart Gifts



Gifts—special offers and perks that you send to your members to redeem at your business—are a major way to bring customers back to purchase more. Como Sense’s smart gifts have the flexibility and advanced capabilities to make it easy for you to send the exact gift you want to whom you want, when you want.



### CREATE THE EXACT GIFTS YOU WANT

Your loyalty program is there to serve your business, and that’s why you have the flexibility to set up smart gifts exactly the way you want them. For example, you can offer dynamic discounts based on the customer’s shopping cart (such as 20% off two items, 40% off three items, etc.), or based on days or times, such as 30% off on your slow days, but 10% off for the rest of the week.



### KEEP ON LEVERAGING YOUR VIPS

Your VIPs are your best spenders, so it’s a key business goal to keep increasing their spend. By using smart automations, you can easily decide which segments will receive well-defined gifts that grow sales. For example, send VIPs 10% off for spending more than \$100 at a certain location, or a discount voucher for a third high-end item after they have bought at least two.



### CONTROL THE DISCOUNTS YOU OFFER

Discounts and freebies are great ways to bring in customers, but you may want to set limits according to your business needs. For example, place a dollar limit on a discount, such as 30% off your new collection up to \$50. Or limit the number of times a discount can be applied, such as free fries with burgers in the evening hours, up to three times.