

REACH. Beyond Loyalty.

REACH is the first true Loyalty Marketplace.

A platform and mobile application where members and brands engage in a mutually beneficial partnership, driven by a reciprocal value exchange. Fair, transparent and simple, REACH fosters a trusting relationship in which brands get actionable member data that drives greater engagement, and members are recognized, respected and rewarded in uniquely meaningful ways.

**The consumer-
brand
relationship is
ripe for
re-invention.**



Why REACH? Why Now?

During the unprecedented twelve years of robust economic growth, brands invested in technologies that helped automate everything from customer service to personalization. But for many brands, those investments didn't translate into improved customer relationships. In fact, proliferating technologies and the rise of affiliate marketing, branded delivery apps and automated assistant ecosystems has actually jeopardized the customer-brand bond.

The result: risk to the resiliency of the relationship and erosion of brand trust. Consumer trust in brands has been in steady decline for over 20 years, exacerbated by highly publicized data breaches and the unsanctioned use of personal consumer data for profit.



As a result, brands find themselves facing a host of new issues, made all the more critical by the restrictions and uncertainties of the COVID-19 pandemic. Some of those issues include:



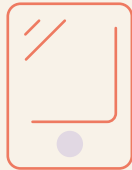
Data Quality & Availability

GDPR & CCPA affects 3rd party data requiring brands to rethink policies; data shelf-life problem.



Runaway Discounting

Affiliates, agencies and automated coupon bots drive down gross margins.



Tech Fatigue

Recent research suggests the proliferation of technology has consumers craving human contact.



Relevancy

Problem with audience targeting, timing, and personalization force consumers to block all messaging.

Loyalty program satisfaction <50%

Many of the go-to solutions that served marketers for years underperform in today's environment. Nowhere is that more apparent than with loyalty programs, which have remained largely unchanged since their introduction in the 1980's. Programs originally created to connect brands with their best customers are increasingly becoming a source of frustration.

For brands to re-engage with their customers and rebuild meaningful loyalty, they must rethink their strategy, starting with a single, simple question:

Why would any brand reward only purchases when there is so much more consumers can do to add value today?

REACH not only addresses the question, it answers the call with a value proposition that is as compelling for consumers as it is for brands.

REACH. for consumers.

REACH empowers consumers by letting them choose the brands they want to engage with and how much information they want to share. Members earn REACH Dollars for engaging with brands – sharing data, referring friends and family, sharing real-time location, writing reviews, sharing big events, aspirations and intentions. They can spend their REACH Dollars with any brand in the Marketplace.



Leo's Earnings on REACH
\$1,200/year

REACH. for brands.

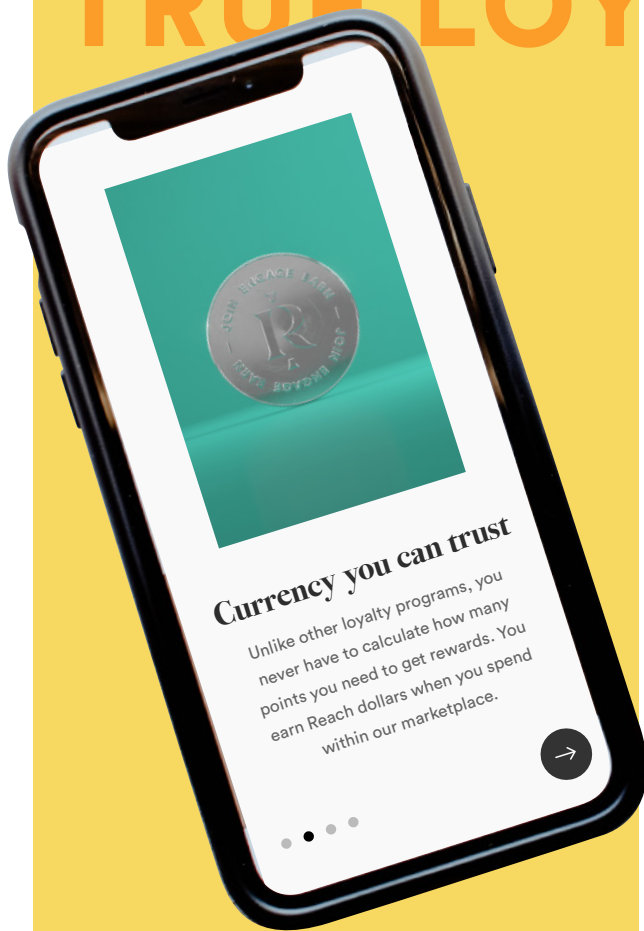
You know a lot about how your customer transacts with your brand. You may have insight into their behavior within your category. But you know almost nothing, on an individual basis, about their household, their lifestyle, their interests and values. REACH invites customers to share information – and rewards them with real, valuable currency. And REACH gives you the kind of actionable, holistic insight you need to increase and grow market share, while building customer relationships based on mutual trust and emotional – not just transactional – loyalty.



REACH empowers brands by giving you rich, fully compliant individual customer data – and unprecedented control and flexibility over how you collect and use that data, which actions you want to reward, and how you value each REACH interaction.

True insight = True Personalization = True loyalty

TRUE LOYALTY



The REACH Dollar

Consumers are frustrated with complex loyalty programs that make it hard to get real value. Brands see margins eroded by cash-back, affiliate and rebate programs. Conventional cash-back programs give customers money they can spend any way they like - and as much as people love cash, it lacks the “trophy value” of a unique, branded currency.

REACH has addressed the whole range of concerns with the REACH Dollar.



The REACH Dollar is a fully monetized currency members can spend just like cash with any brand in the Marketplace. The REACH card is as easy to use as a credit or debit card, giving customers instant access to the REACH Dollars they've earned. But REACH Dollars can never be converted to cash; they can only be used for goods and services from participating REACH brands. So your ROI can be measured and maximized.

Join the REACH revolution

The REACH Loyalty Marketplace is nothing less than a re-imagining of the consumer-brand relationship. Many leading brands are getting onboard with REACH - maybe even your competitors. Your brand should be part of the REACH revolution. Let's talk.

The REACH Marketplace

where brands are loyal to you.

Email us:

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www.joinreach.com