


3radical

THE CREDIT CARD LOYALTY “POWER UP”



A woman with glasses is smiling and looking down at a payment terminal. The terminal is a handheld device with a keypad and a card slot. The background is blurred, showing what appears to be a retail or service environment. There are decorative teal and orange circular shapes in the upper left corner of the page.

How do you differentiate when consumers have so many payment options, credit card choices and places to spend? Consumer choice is exploding. Traditional cash, check, credit, and debit card payments have been joined by new mobile and digital wallet services, and they're all vying for market share. The likes of Google Pay, PayPal, Venmo, and Apple Pay, right along with Visa and Mastercard, all want to be the 'go-to' for payment technologies for consumers.

Being in the right place, at the right time, with the right payment solution is more important than ever before. So too is adhering to important privacy and security requirements that are increasingly being mandated through legislative regulation.

3radical's consumer data acquisition and audience engagement solutions enable credit card Networks, Issuers, and Merchants to increase loyalty and encourage specific behaviors, including leveraging preferred payment options, all while encouraging the willing provision of 'earned data' - through fun, highly rewarding, and immersive engagement experiences.

3radical is the proven 'Power Up' used by leading organizations to increase loyalty and spend. At a time when touchless payments are increasingly necessary, 3radical is helping ensure credit card networks are accommodating even the most committed cash hold-outs and check writers. An audience engagement solution provides choices and rewards for payment utilization, while encouraging the sharing of consented data through value exchanges that create significant benefits for consumers and networks alike.

Networks process payments between Issuers (those providing credit lines to consumers) and Merchants (those accepting those payments). Organizations at each stage offer value-added products and services such as analytic insights, consulting services, and loyalty programs.

Although a lot of time and effort is put into reward and loyalty programs, engagement often remains disappointingly low. Rather than being a result of lackluster incentives, the lack of engagement is frequently due to fundamental flaws in engagement mechanics, a lack of choice, and a lack of clarity, i.e. "Why do I want to use this payment option, at this merchant, and how does my financial institution reward me accordingly?"

Whereas card incentives have moved far beyond traditional travel incentives and become far more all-encompassing, many offerings rely on similar, outdated approaches. They therefore not only suffer similar frustrations, but also, ironically, fail in the primary objective of distinguishing their provider's offering. However, having an innovative and proven way to better engage with customers helps establish new partnerships and forms a self-perpetuating cycle: better, and demonstrable, engagement opens up more incentive opportunities as organizations want to partner, which only then further fuels outstanding customer engagements.

Rather than focusing purely on transactional data, a more diverse range of engagement experiences that capture permissioned data from the consumer, deliver true competitive advantage.

THE 3RADICAL 'POWER UP'

3radical audience engagement solutions use behavioral sciences and gamification to form deeper connections with consumers, thus empowering robust data acquisition programs that embrace consumer interaction.

3radical can be launched as part of a standalone initiative or boost an existing loyalty stack by complementing and enhancing existing reward programs.

3RADICAL HELPS CREDIT CARD NETWORKS, MERCHANTS, AND ISSUERS:

- ★ Support mobile applications with highly rewarding and immersive gamified engagement experiences
- ★ Earn user consent to connect channels, products, platforms, and data-streams by educating consumers on the value of doing so
- ★ Earned permissioned data, which can be used to improve customer experience, push relevant offers, and effectively cross-sell complimentary products and services
- ★ Deliver various interactive experiences and targeted offers at the right place and time, using permissioned metadata, such as weather and location to contextualize offers

BENEFITS OF UTILIZING 3RADICAL AUDIENCE ENGAGEMENT SOLUTIONS INCLUDE:

- ★ Increased usage of the preferred card
- ★ Increased cross-sell of additional services
- ★ Increased spend on the preferred card
- ★ Increased engagement and retention
- ★ Capture earned, fully permissioned, insightful and actionable data
- ★ Increased customer satisfaction levels



WHY 3RADICAL BRINGS VALUE TO NETWORKS, ISSUERS, AND MERCHANTS

FOR NETWORKS

Along with providing the network and technology powering payment processes, Networks provide a wide variety of integrated products and services that support Issuers, Merchants, and consumers directly. By integrating 3radical digital experiences, they're providing a unique and innovative approach to audience engagement and data collection to meet both regulatory requirements and consumers expectations.

Key Benefits for Networks:

- Empower Issuers of all sizes with innovative, highly rewarding, and immersive gamified engagement experiences
- Work directly with Merchants to provide incentives for customers to provide their personal and preference data
- 3radical provides associated implementation and consultancy services
- Educate consumers on the benefits of their network and encourage usage
- Form direct conversations with consumers and collect valuable data

FOR ISSUERS

Issuers can incentivize the use of their card and encourage spend by giving consumers the best possible loyalty experiences. They can make customers fully aware of the benefits of an offer, while capturing valuable data that can be used to drive consumers to participating Merchants. Gamification can be used to obtain consent for such mechanics as app location tracking and push notifications, ensuring consumers receive the most relevant offers.

Key Benefits for Networks:

- Provides highly rewarding and immersive engagement gamified experiences for users of their cards
- Clearly demonstrate the activity being generated on the behalf of Merchants
- Ensure card users are aware of - and make use of - the benefits available to them
- Implement an earned, progressive approach to data capture
- Use gamification to educate consumers on the value unlocked to them by volunteering information
- Utilize earned data to cross-sell highly relevant products and services
- Present the right offers to the right people, at the right time
- Run incentives to use certain cards and encourage spend

FOR MERCHANT

Merchants can incentivize card users across Networks and Issuers, increasing customer engagement, while forming deeper customer relationships. They can also work directly with Networks and Issuers to sponsor promotions for specific cards.

Fully permissioned data that goes beyond purely transactional (and which provides important insight that meets regulatory requirements) gives Merchants the ability to better understand purchase motivation and intent, helping Merchants better target and better serve their consumers.

Key Benefits for Networks:

- Provide customers with highly rewarding and immersive engagement gamified experiences
- Increase customer loyalty
- Uncover deep, contextual consumer data that meets regulatory requirements
- Use that earned data to cross-sell highly relevant products and services
- Establish direct, mutually beneficial relationships with consumers
- Better serve their customers



3RADICAL'S 'POWER UP' IN ACTION:

DBS Bank uses 3radical's audience engagement solutions to increase consumer card spending through the DBS PayLah! app.

DBS, the largest bank in Southeast Asia, wanted to stay at the forefront of card loyalty engagement and so teamed up with 3radical to launch a new version of its DBS PayLah! app (previously named DBS Lifestyle).

The DBS PayLah! app provides cardholders with access to privileges, rewards, and offers from thousands of Merchants across Singapore. Whereas it's common for consumers to engage with incentives promoted by Merchants, generating loyalty to a card brand itself has traditionally been more challenging. 3radical integrated various game plugins and deployed innovative, out-of-home activations to improve and increase engagement.

Engagement Examples Include:



Proximity-based "Spin to Win"

As consumers pass participating merchants, they're notified of opportunities to 'Spin and Win' coupons in the app, which are instantly redeemable. The 'Scarcity Effect', a fear of missing opportunities and desire for things that are limited or exclusive, increases value perception and, combined with the timely and relevant targeting, increases app usage and the amount of rewards redeemed in-store.



"Scan for a Surprise"

App users scan 'Gift Boxes' placed in Singapore malls and win gifts and offers from the Merchants within. The inherently enjoyable experience means consumers benefit from the "Win State", as enjoyment is increased through participation and achievement. The result is greater card usage and higher brand engagement.



Fresh Daily Content

Specific DBS card deals and mobile coupons are created and updated on a daily basis and include up to 800+ deals and offers island-wide at any one time. Each individual cardholder has a personalized view of deals ranked in relevance and interest, while also retaining access to the full view of all deals at the same time, motivating customers to keep checking back and to regularly engage with the bank.

The result was a highly engaging loyal and incentive program that clearly stood above the competition. The integration of gamification techniques and location-based push notifications achieved increased app usage and engagement, including:

31%

increase in year-on-year DBS PayLah! user base

20%

of users engaged at least once in 30 days (a 12% increase year-on-year)

67%

year-on-year increase in coupon downloads through the app

53%

of active app user base engaged with games



The DBS PayLah! app was recognized at both the Loyalty and Engagement Awards and the Mobile Excellence Awards, winning eight awards in total.



Utilizing 3radical's Audience Engagement Solutions...

- ✓ Invites engagement; helping brands get noticed, attract attention and acquire new customers and first-party EARNED data.
- ✓ Makes engagements memorable, encourages two-way conversations and emotional responses, and delivers highly relevant, distinctive engagements.
- ✓ Motivates both occasional and frequent customers through contextually relevant engagements that generate up-sell and cross-sell opportunities.
- ✓ Empowers advocacy through social sharing and friend and family referrals!

ABOUT 3radical

3radical is a consumer data acquisition and audience engagement solutions provider. We help organizations listen to their consumers and adapt experiences accordingly by giving them the ability to earn consented data directly from their audience. Critically, this fosters humanized interactions through choice-driven journeys provided by 3radical's gamification software.

We use game science and comprehensive strategic services to shape and support the customer experience by creating a fair value exchange delivered directly to each recipient and optimized by data and real-time decisioning. Every progressive exchange results in consented, Earned Data provided by the consumer in a transparent, motivating, and mutually beneficial environment, enticing consumers to share and engage more. 3radical operates globally through North America, the U.K., and Asia Pac and services major brands across various industries.

Contact us to learn more, or book an informal chat about supporting your engagement strategy with targeted experiences to identified your best audience segments

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