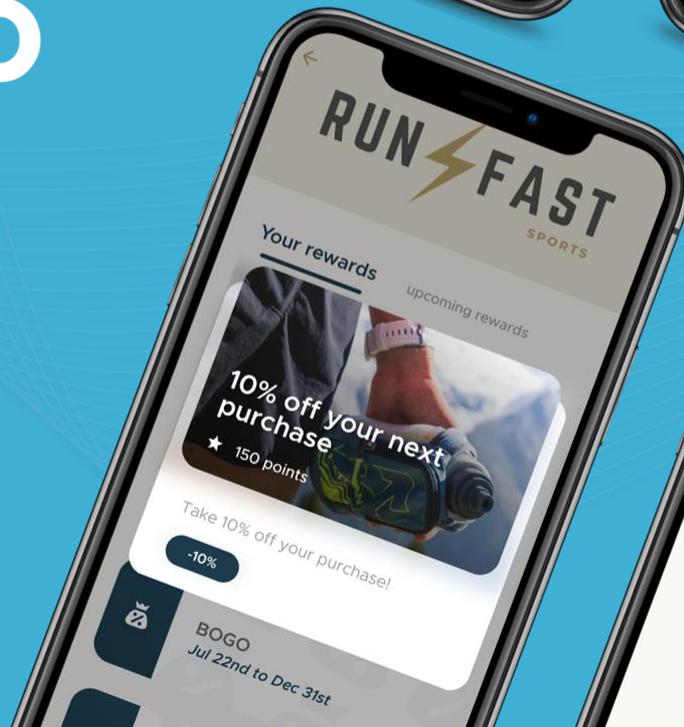
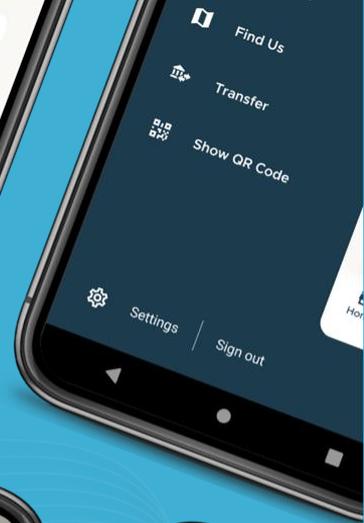




More Than Loyalty



# KANGAROO REWARDS

- Montreal based loyalty marketing software company.
- Established in 2012 and supports **thousands** of businesses **worldwide** including the MENA region.
- Empowers businesses worldwide with innovative loyalty marketing solutions that foster lasting customer relationships and drive sustainable growth.
- Provides brands with the tools and strategies they need to thrive in a customer-centric world, and we do so by continuously pushing the boundaries of loyalty marketing technology.



# KANGAROO REWARDS POWERS THOUSANDS OF BRANDS INCLUDING



I love how Kangaroo Rewards integrates with my POS system. It is very straightforward and easy to use. I can customize how my customers receive points/rewards/bonuses and more! It features automatic campaigns that reach out to my at-risk customers that reminds them that I still should be part of their shopping experience/reminders.

- Chris S. via Capterra

Boost your sales and revenues **effortlessly**  
with your automated loyalty & marketing solution  
while elevating your customer relationship for sustained success

✓ **Engage with your customers and motivate them to spend more**

*79% of consumers say loyalty programs make them more likely to continue doing business with brands. (Bond)*

✓ **Retain your customers and don't let them drift away**

*95% increase in profit could come from only 5% increase in customer retention. (Bain & Company)*

✓ **Acquire new customers from your existing customers' network**

*77% of consumers are likely to buy a new product when learning about it from friends. (Nielsen)*

✓ **Elevate customer experience and upsell**

*It takes up to 12 positive experiences to make up for 1 negative experience*

## Strategic Consulting

- Deep understanding of franchise enterprise level-business needs.
- Extensive knowledge and experience in the loyalty industry.
- Proven methodology used on hundreds of projects.
- No need for hiring resources.

## Cutting-Edge Solution

Consistently updated with the latest technologies and features.



## Instant Implementation

- A pre-built system ready for you to initiate your loyalty program instantly.
- Dedicated project manager during implementation.
- Design and configuration based on best practices.
- Full scale deployment and launch support.

## Multilingual

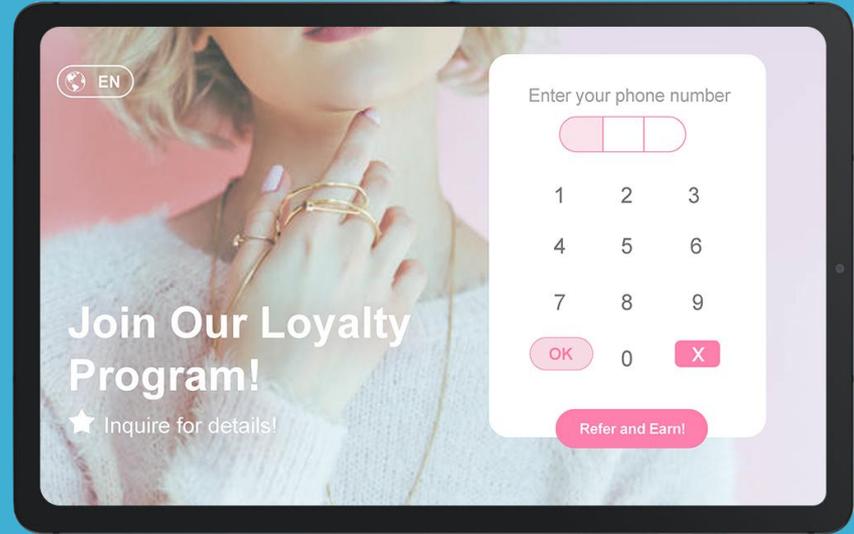
Multilingual experience for a diverse user base support.

## Dedicated Global Support

- No level 1, only Product Experts.
- Industry leading pre and post-launch support.
- Global support coverage across various time zones.



# PRODUCT HIGHLIGHTS



# YOUR BRAND, IN THEIR HANDS.

Kangaroo's White-Label App solution allows you to connect with customers straight from your own custom-branded app. Send push notifications, promotional alerts and important updates all in one place.



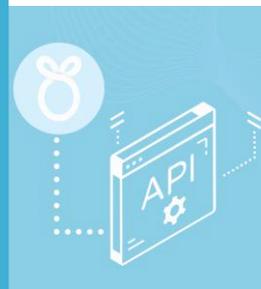
# Drive loyalty in-store and online with ease

The image illustrates the Run Fast Rewards loyalty program across multiple devices. On the left, a desktop monitor displays a sign-up form titled "Join Our Loyalty Program!" with a phone number input field and a "Refer and Earn" button. In the center, a hand holds a smartphone showing a QR code and the name "Emma Smith". On the right, a laptop displays the "Run Fast Rewards" dashboard, which includes a "Reward Yourself" section with various offers like "FREE Shipping" and "10% off your next purchase", and a "Run Fast Rewards" widget showing "530 pts".

- ✓ Earn points for leaving reviews.
- ✓ Share promotions on social media.
- ✓ Send digital referrals.
- ✓ View rewards progress and transaction history.
- ✓ E-commerce widget and webpage.

# SEAMLESS INTEGRATIONS

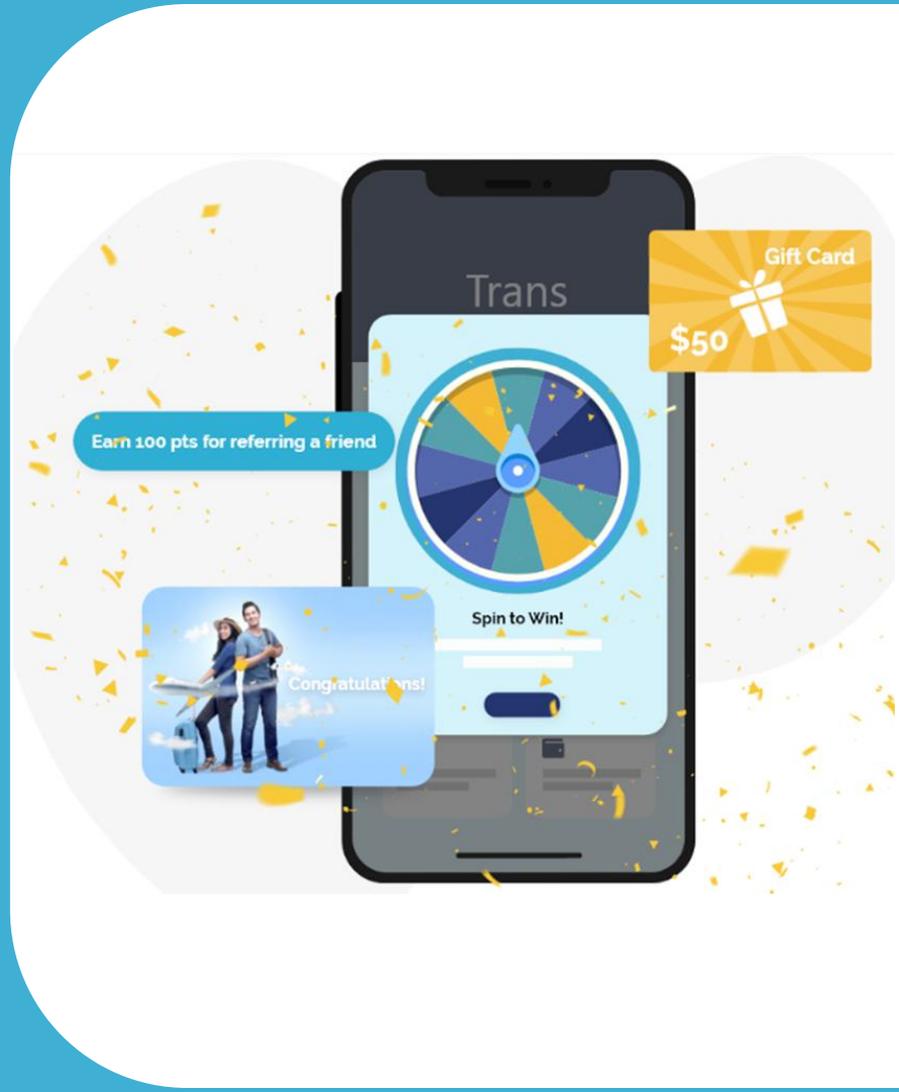
No matter which sales channel your business is on, Kangaroo provides the ultimate customer experience across all partner integration platforms. With Kangaroo, you can interconnect different POS and eCommerce platforms.



- ✓ Use Kangaroo's API for your custom store and build powerful workflows.
- ✓ Kangaroo's API is easy to understand and use allowing for a quick development cycle.



# FEATURES HIGHLIGHTS



# MARKETING CAMPAIGNS

Precision Marketing for lasting customer connections. Bring back the ones who are slipping away.



## Integrated Marketing Excellence

Seamlessly connect with the right customers through advanced automation, segmentation, and integration.



## Behavioral Segmentation

Utilize behavioral and transactional data for precise segmentation and targeting of promotions.



## Data-Driven Insights

Leverage data-backed recommendations to optimize communication strategies and improve overall approach.



## Optimized Campaign Management

Identify customer interactions, measure campaign efficiency, and track revenue generated for continual improvement.



## Strategic Targeting

Target customers based on spending, behavioral triggers, and purchase history for more effective marketing.



## Personalized Messaging

Crush sales conversions by tailoring unique messages to segmented customer groups.



## Efficient Campaign Scheduling

Save time and resources with efficient scheduling of campaigns for specific dates and times.

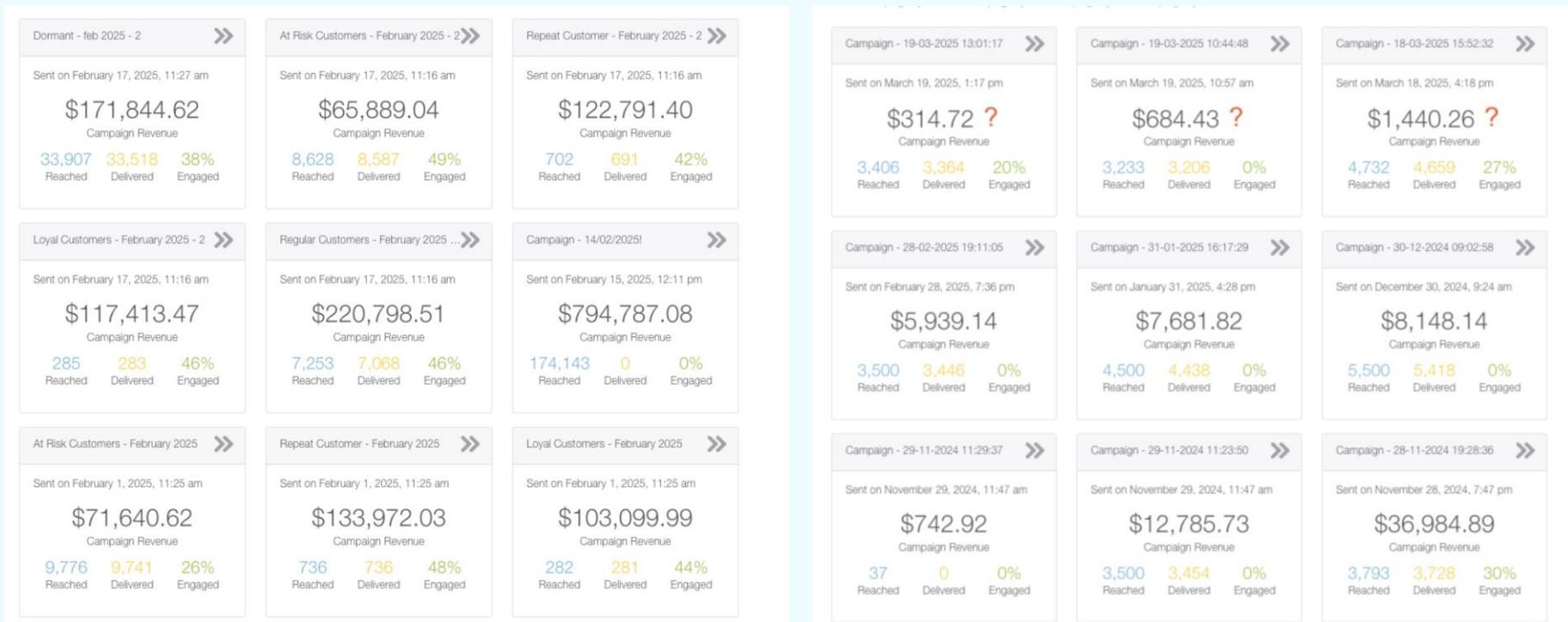


## Event and Geo-Targeting

Make customers feel valued with customized offers on events like birthdays and anniversaries, along with geo-targeting for a personalized on-the-move experience.

# TANGIBLE RESULTS

Track each campaign and see how much it generates revenues



Large scale Business

2 Locations Business

# MULTI-TIERS PROGRAM

Some customers are more valuable than others and deserve an exclusive brand experience. Let them unlock special privileges and reward based on their value contribution to your business.



A tier reward program is a powerful motivator for customer spending and engagement that plays up to the feel-good factor of attaining special status and recognizing achievement.

*i.e. Early access to sales and promotions.*

# REFERRALS & GIFT CARDS

Grow your business and acquire new customers through a successful referral program. Generate more sales by making e-gift cards easily available in just a few click.

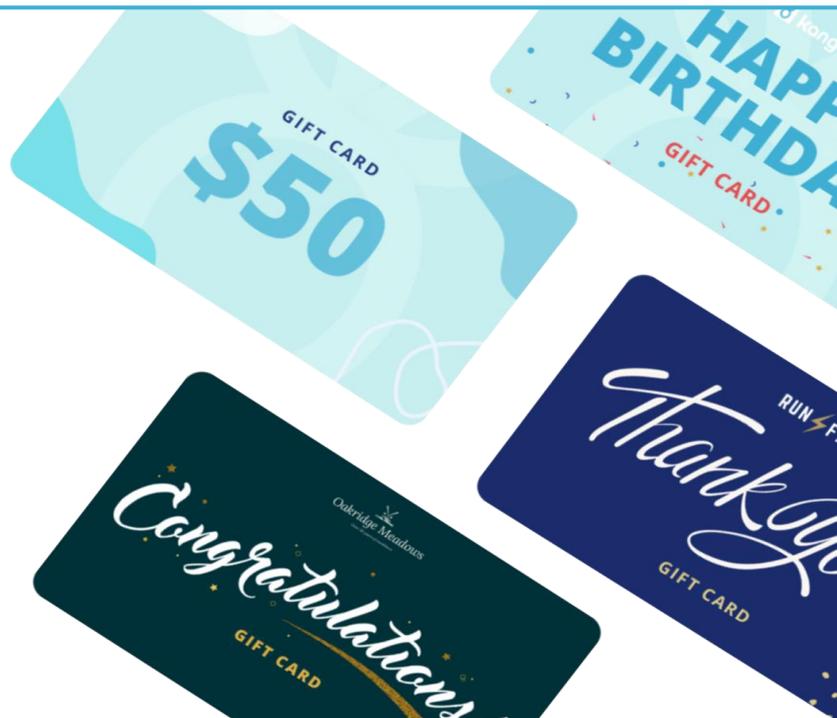
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## GIFT CARDS

Track, manage and resend unopened e-gift cards. Senders can choose the design, customize and schedule their message and send it by email or SMS.

## REFERRALS

Equip your current customers to become brand advocates and expand your customers' base.



# CONTESTS & DRAWS

Accelerate sales by differentiating your brand and giving customers one more reason to do business with you with exciting sweepstakes giveaways.

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## RAFFLES

Build brand excitement and increase sales by giving customers a chance to win a product or service!

*i.e. enter to win 25% off purchases!*



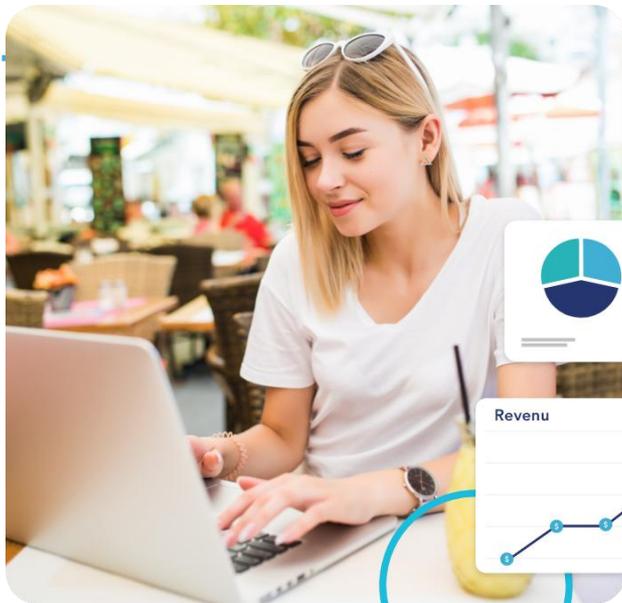
## SPIN-TO-WIN

Surprise and delight your customer base with your own custom spin-to-win game.

# BEST-IN-CLASS REPORTING

Compare your loyalty program efforts over time and sell more.

Make smarter decisions, and adjust your loyalty program to reach your goals faster.



Instantly change the visual output of your information using a variety of built-in reporting charts, styles and data ranges.

View all your key performance indicators at a glance on your main dashboard.

**Retain your customers by gathering their feedback with surveys.**

Keep your competitive edge and influence brand loyalty by gaining insights into customer preferences.





# Example of a customer Journey

Meet Tom, a new customer who joined the loyalty program



## Tom is a new customer...

- ✓ Tom got **referred** by his friend and **registered** his credentials.
- ✓ Tom was reminded 15 days after registration to **make a purchase** to earn his referral bonus points.
- ✓ 5 days **after 1<sup>st</sup> purchase**, Tom was reminded about the brand with a loyalty program overview to **come again**.
- ✓ Tom was informed about his points balance and about his **first reward** that he is about to unlock with his points.
- ✓ As a frequent buyer, Tom has just unlocked the **Gold tier**, which comes with **new perks**.
- ✓ Tom, as a loyal customer, shared his **referral link with friends** to earn points and discounts.
- ✓ If he makes **5 successful referrals**, he will enter an end of year draw.

## Tom is slipping away...

- ✔ Tom, a loyal customer who used to **visit weekly**, received a “We miss you” message after **20 days of inactivity**.
- ✔ Tom has been **away** for three months and just received a 15% discount as an **incentive to return**.
- ✔ Tom was reminded that his **points** are about to **expire**. He will **come back and redeem his points**.
- ✔ After 4 months of inactivity, he was reminded that his **coupon** could **expire** within a couple of weeks.
- ✔ Now that **Tom is back**, he was reminded about his **points balance** and his **tier status and perks**.
- ✔ If Tom had not returned, he would have been classified as part of the **dormant** segment after **several attempts to re-engage him**.

## Tom is happy and spending more

- ✓ Tom got rewarded with 50 bonus points on his **birthday** along with a 10% coupon that expires within 7 days.
- ✓ Tom's basket total was \$40, and he **spent an additional \$20** to reach the required amount to double his points.
- ✓ Tom **placed an order** on a Sunday morning, **a slow time**, to double his points.
- ✓ Tom has **better experience** when he orders on Monday afternoon because the **peak hour** traffic is optimized.
- ✓ Tom **purchased a product intended for clearance** by the business because he could earn **extra points** on it.
- ✓ Tom earned 20 points for **responding** to the **survey about his experience** at branch xyz / about product xyz.
- ✓ Tom is a **valued customer** because his negative experience was **resolved on the spot**.



# Customer Reviews

Shopify & Captera

<https://apps.shopify.com/kangaroo-rewards>

<https://www.captera.com/p/149363/Kangaroo-Rewards>

2024-2025



### Overall rating

5 ★★★★★

5 ★

4 ★

3 ★

2 ★

1 ★

Write a review

### Overall Rating

★★★★★ 5.0

### "Exceptional Support and Service"

**Overall:** My overall experience has been excellent. The program itself is easy to use, and the support team goes above and beyond to make sure everything runs smoothly. It's clear they care about their customers, which makes a huge difference. Highly recommended!

**Pros:** The best part about Kangaroo Rewards is the incredible support they provide. [sensitive content hidden], in particular, is amazing, he's always there to help, no matter the time. Even on a Saturday, when it was his day off, he made sure we got the assistance we needed. The entire team is very responsive and reliable, which makes using the program a pleasure.

**Cons:** Honestly, there's nothing major to complain about. If I had to nitpick, it would be that sometimes there's a small learning curve when getting started, but their team is always there to guide you through it.

Likelihood to Recommend

10/10

Reviewer Source

Source: Captterra

November 21, 2024

### Waha Lifestyle

Kuwait

5 months using the app

★★★★★

It is always a pleasure working with their amazing team!

February 5, 2025

### Nadine Njeim Beauty KSA

United Arab Emirates

4 months using the app

★★★★★

Good customer service & very professional. A must-have application!

February 20, 2025

### Loolia Closet

Lebanon

About 2 years using the app

★★★★★

Very patient and professional!

January 27, 2025

### Sablés Gourmets

Spain

Over 1 year using the app

★★★★★

Great platform and excellent customer service, specially from Mario Tahan!

February 12, 2025

### Men Wardrobe

Lebanon

Over 1 year using the app

★★★★★

It's a great app with excellent support! The app works smoothly and has advanced features. The support team is responsive and helpful, resolving any issues quickly. Highly recommend!

February 21, 2025

### Rifai UK

United Kingdom

About 1 month using the app

★★★★★

Amazing experience especially with the customer service

February 24, 2025

### Ultimate Sport Nutrition

United States

3 months using the app

★★★★★

Nadim was very helpful setting up my campaigns and getting on a call to answer any questions I had.

December 2, 2024



# Certificates and Awards



# Continuously recognized as a top performer in customer loyalty and software excellence



