

TOSHIBA



ELERA

LOYALTY & PROMOTIONS

A multi-channel enterprise solution for marketing professionals offering a unique and tailored promotion journey.

REIMAGINE HOW TO BRING YOUR LOYALTY PROGRAM TO LIFE

ELERA™ Loyalty & Promotions is a multi-channel, enterprise solution designed to empower retailers of any size or segment to deploy a wide range of promotional offers to improve engagement, personalization, and tailored customer experience, across all different touchpoints.

The robust solution uses a high-powered closed-loop campaign management application suite that includes A.I.-driven insights to help retail marketing teams make informed decisions and optimize their loyalty and promotion program effectiveness from start to finish.

KEY BENEFITS



Offer journey management for loyalty customers based on shopping behavior



Full Loyalty Wallet for tracking customer spend activity



Sophisticated promotion engine with automated logic for always ensuring the best deal



Provide A.I.-driven insights on important customer activity along with data synchronicity

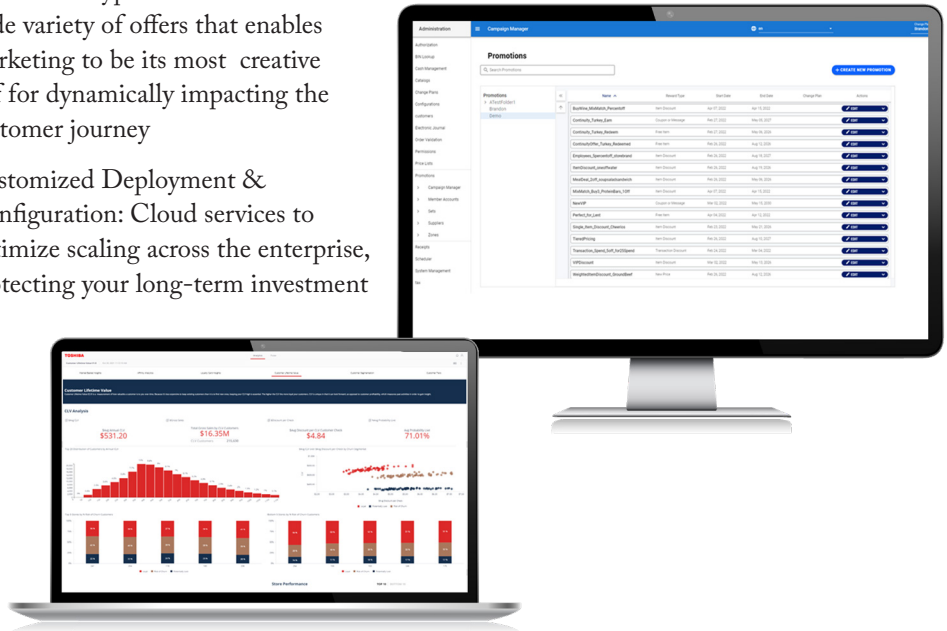


ELERA Loyalty & Promotions enables retailers to intuitively understand their customers, act quickly with creative campaigns, and deliver personalized experiences no matter how rapidly retail changes.

EMPOWERS RETAILERS TO SUPPORT SHOPPERS' INTERESTS

ELERA Loyalty & Promotions is designed to fully support marketing teams looking to elevate their loyalty program and offer a truly personalized and unique experience for every customer.

- > Modern User Application: Centralized, user interface with a rich set of definition criteria that allows for business-friendly creation and management of any type of offer and campaign
- > Full Loyalty Wallet: Manage all of your customer behaviors and activity to ensure rewards are current and personalized
- > Load-to-Card / eCoupons: Digitally store coupons to a customer's loyalty wallet automatically, ensuring discounts and rewards are applied upon a future visit
- > Shopper Analytics: Uncover valuable insights on customer data as well as identification of new shopping profiles including Loyalty Tiers and other segmentation types
- > Promotion Types: Choose from a wide variety of offers that enables marketing to be its most creative self for dynamically impacting the customer journey
- > Customized Deployment & Configuration: Cloud services to optimize scaling across the enterprise, protecting your long-term investment



DEEP INSIGHTS BUILD CUSTOMER RELATIONSHIPS

ELERA Loyalty & Promotions Customer Analytics functionality leverages machine learning and provides granular reporting and insights on important customer metrics and data, such as customer lifetime value (CLV), loyalty analytics, customer behavior analysis and segmentation that help to better understand:



Improve shopper engagement



Create personalized shopping experiences



Access real-time customer analytics and behavior



Apply continuous improvement across loyalty programs

WHY CHOOSE ELERA LOYALTY & PROMOTIONS

The ELERA Loyalty & Promotions solution is a robust, high-performance solution designed for the retail marketing professional in the pursuit of taking shoppers on a unique promotion journey that enables a quicker and less technical path to creating, managing, and coordinating loyalty and promotions campaigns consistently across touchpoints.

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BENEFITS

FEATURES