

# CAMPAIGNS OVERVIEW



**Loyal-n-Save**  
PREMIUM LOYALTY REWARDS™

Learn the variety of custom campaign and reward options available with **Loyal-n-Save**. Explore detailed examples and success stories through insightful case studies, giving you everything you need to create impactful loyalty campaigns.

# Campaigns Overview

Campaigns are fundamental to the **Loyal-n-Save** program, serving as the foundation for token allocation and redemption. The “**Campaigns**” module within the loyalty program offers the flexibility to design and execute a wide range of campaigns, each tailored to specific business goals, helping to maximize the overall benefits.

These campaigns are strategically crafted to promote attractive deals or create token-earning opportunities, which in turn generate increased sales for targeted products. By leveraging campaigns effectively, businesses can not only engage customers more deeply but also encourage repeat purchasing behavior, enhancing both customer retention and revenue growth.

Ultimately, campaigns are essential to fostering strong customer relationships and cultivating lasting loyalty within **Loyal-n-Save**, driving long-term success for businesses.

The “**Campaigns**” module contains 4 different trigger types:

- Open Ended
- Auto Trigger
- Trigger Points
- Raffle

## Open Ended

Customers will earn tokens when their purchases fall within the specified date range and meet the campaign criteria. As long as the campaign is active, customers can continue to accumulate tokens with each qualifying purchase.

### Reward Type: Percent of Dollar Value in Token

#### Description of the campaign:

A designated percentage of the line-item amount will be given back as tokens



#### Required Fields:

- **Percentage:** Set the percentage value in tokens that the customer will earn from a purchase.

## Reward Type: Static Tokens

### Description of the campaign:

Customers will receive a fixed number of tokens when they purchase a specific product(s).

### Example #1



### Required Fields:

- **Campaign Filters** – Whitelist and/or blacklist
  - Required items for the campaign
  - Token Value: Set the value of tokens the customer will earn from item(s) in the whitelist.

### Example #2



### Required Fields:

- **Campaign Filters** – Whitelist and/or blacklist
  - Required items for the campaign
  - Token Value: Set the value of tokens the customer will earn from item(s) in the whitelist. (Example: Small, Medium, Large)
- **Campaign daily schedule specifics**

## Reward Type: Tokens per dollar value in tokens

### Description of the campaign:

Awards tokens based on the amount the customer spends, in increments of the specified dollar value.

### Example #1



### Required Fields:

- **Token Reward** – Value cannot exceed 100 tokens earned.
- **Per Dollar Amount** – Value cannot exceed \$1.
- **Purchaser Multiplier** – Reward the purchaser with additional tokens based on this multiplier.

### Example #2



### Required Fields:

- **Token Reward** – Value cannot exceed 100 tokens earned.
- **Per Dollar Amount** – Value cannot exceed \$1.
- **Purchaser Multiplier** – Reward the purchaser with additional tokens based on this multiplier.
- **Campaign Filters** – Whitelist and/or blacklist
  - Required items for the campaign



Scan to start the open-ended campaigns training course

## Trigger Points

This system works based on achieving a set goal, like a punch card system. When a customer purchases a certain number of items, they will receive a reward. Our system monitors progress internally by assigning point values to products in the **Manage Campaign Filters** section. When the total point value reaches a specific amount, the customer will be given a reward.

### There are 2 trigger options:

#### Trigger Value:

When a customer completes the purchase of a specified number of items, they will be granted either a token or a coupon reward.

#### Store Visits:

Activate the option to define the number of store visits a customer must make before receiving the coupon. The customer is required to make a purchase to qualify for a reward (no set dollar amount is required).



## Reward Type: Coupon

### Description of the campaign:

Customers earn coupons as a reward for their purchases.

### Example #1

Buy 15 bags of 16oz tobacco to earn a **FREE RYO MACHINE**

Would you like a FREE RYO Cigarette Rolling Machine?

Buy 15 Bags of 16 oz Tobacco to earn a digital coupon for a free cigarette rolling machine ( Limit One coupon Per Customer)

### Required Fields:

- **Trigger on** – Trigger Value or Store Visits
- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.

**Example #2****Required Fields:**

- **Trigger on** – Trigger Value or Store Visits
- **Coupon Type** – Percentage off, Dollar amount off, free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.

**Reward Type: Static Tokens****Description of the campaign:**

Customers earn a set number of tokens when they buy certain products. Each product is assigned a fixed internal point value set to 10 to track the internal progress. When customers reach the specified threshold, they will earn a predetermined token reward.

**Example #1****Required Fields:**

- **Token Reward**
- **Trigger on** – Trigger Value or Store Visits (optional)
- **(Required)** – Register for the campaign

**Example #2****Required Fields:**

- **Token Reward**
- **Trigger on** – Trigger Value or Store Visits (optional)

**Reward Type: Trigger Points Per Dollar Value – Coupon****Description of the campaign:**

Customers receive trigger points based on their spending. Once the customer accumulates enough points to meet a specified threshold, they will earn a coupon as a reward. The accumulation of trigger points is directly linked to the total dollar amount the customer spends.

**Example #1****Required Fields:**

- **Trigger Points**
- **Per Dollar Amount**
- **Trigger on** – Trigger Value or Store Visits
- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.

**Example #2****Required Fields:**

- **Trigger Points**
- **Per Dollar Amount**
- **Trigger on** – Trigger Value or Store Visits
- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.



Scan to start the trigger points campaigns training course

**Reward Type: Trigger Points Per Dollar Value – Tokens****Description of the campaign:**

Customers receive trigger points based on their spending. Once the customer accumulates enough points to meet a specified threshold, they will earn tokens as a reward. The accumulation of trigger points is directly linked to the total dollar amount the customer spends.

**Name:**

5-Hour Energy Rewards

**Sample Description:**

Spend \$20 on 5-Hour Energy drinks and earn 1,000 tokens. Collect your favorite boost and enjoy the rewards.

**Required Fields:**

- **Token Reward**
- **Trigger Points**
- **Per Dollar Amount**
- **Trigger on** – Trigger Value or Store Visits



## Auto Trigger

This campaign is automatically initiated in response to key events, including birthdays, anniversaries, user inactivity, new signups, etc.

### Reward Type: Birthday Coupon

#### Description of the campaign:

A Birthday Coupon is our way of celebrating customers on their special day. It's a personalized reward that offers a discount or exclusive offer, such as a free item. Example: Coupon can be used up to 30 days after issued.

#### Sample Description:

Happy Birthday! As a special gift, enjoy 10% off on your next purchase during your birthday month. Redeem your digital coupon in-store at checkout. This offer is our way of celebrating you – don't miss out! Exclusions apply; cannot be used for cigarettes, lottery, or chewing tobacco products.

#### Required Fields:

- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.

### Reward Type: Birthday Token

#### Description of the campaign:

Delight your customers with birthday tokens, an engaging way to show appreciation and encourage loyalty on their special day.

#### Name:

Celebrate Your Birthday with 5,000 Bonus Loyalty Tokens!

#### Sample Description:

Happy Birthday! As our gift to you, enjoy 5,000 bonus loyalty tokens credited to your account. Use them to redeem exciting rewards, discounts, or special offers. Check your token balance in the app, online, or at the store register. Enjoy your special day with **Loyal-n-Save!**

#### Required Fields:

- **Token Reward**



## Reward Type: Anniversary Coupon

### Description of the campaign:

Celebrate your customers' loyalty with a special coupon on the anniversary of when they joined **Loyal-n-Save**. Say thanks to your customers with a discount or one-of-a-kind offer that keeps them coming back.

### Name:

Happy Loyalty Anniversary! Enjoy 10% Off

### Sample Description:

Thank you for being a valued member of **Loyal-n-Save**! To celebrate your anniversary with us, enjoy 10% off on your next purchase. Redeem this special coupon in-store! Exclusions apply; cannot be used for cigarettes, lottery, or chewing tobacco products.

### Required Fields:

- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.



## Reward Type: Anniversary Token

### Description of the campaign:

Celebrate your customers' loyalty with token rewards on the anniversary of when they joined **Loyal-n-Save**. Reward your customers with tokens to show appreciation and encourage continued engagement.

### Name:

Happy Anniversary! Here's 2,500 Bonus Tokens to Celebrate!

### Sample Description:

Thank you for being part of our **Loyal-n-Save** family! To celebrate your anniversary with us, enjoy 2,500 bonus loyalty tokens on us. Use them for exciting rewards, discounts, and special offers. Check your balance in the app, online, or at the store register

### Required Fields:

- **Token Reward**



## Reward Type: We Miss You Coupons

### Description of the campaign:

If a customer hasn't engaged in a while, sending a "We Miss You" coupon can help rebuild the relationship and encourage them to return to your store.

### Name:

We Miss You! Enjoy 15% Off on Your Next Purchase

### Sample Description:

It's been a while since we last saw you! Here's a 15% off digital coupon to welcome you back. Redeem in-store. Hurry – this exclusive offer is only available for a limited time! Exclusions apply; cannot be used for cigarettes, lottery, or chewing tobacco products.

### Required Fields:

- **Month Duration**
- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.



## Reward Type: We Miss You Token

### Description of the campaign:

When a customer has been inactive for a few months, it's the perfect opportunity to re-engage them with a thoughtfully timed "We Miss You" tokens.

### Name:

We Miss You! Here Are 2,000 Bonus Loyalty Tokens

### Sample Description:

We noticed you haven't visited us in a while! As a special welcome back, enjoy 2,000 bonus loyalty tokens. Use them to redeem exciting rewards and discounts. Check your token balance in the app, online, or at the store register. We can't wait to see you again!

### Required Fields:

- **Month Duration**
- **Token Reward**



## Reward Type: Visit Tokens

### Description of the campaign:

Reward your customers with loyalty tokens for each store visit, motivating repeat visits and enabling redemption of discounts, rewards, or exclusive offers.

### Name:

Earn 10 Bonus Tokens Every Time You Visit!

### Sample Description:

Get rewarded for stopping by! Earn 10 bonus loyalty tokens each time you visit our store and make a purchase. Redeem your tokens for special discounts, rewards, and exclusive offers. Keep coming back to earn more!

### Required Fields:

- **Token Reward**



## Reward Type: Signup Coupon

### Description of the campaign:

Welcome new customers with an exciting start at **Loyal-n-Save!** You can provide your customer with a coupon; it's the perfect way to make their first purchase memorable.

### Name:

Sign Up for Loyal-n-Save to Earn a Digital Coupon for 5% Off

### Sample Description:

To access your digital coupon after in-store signup, download our app, log in online, or redeem it at the store register. This coupon cannot be redeemed for cigarettes, lottery tickets, or chewing tobacco products.

### Required Fields:

- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.



## Reward Type: Signup Tokens

### Description of the campaign:

Welcome new customers to **Loyal-n-Save** with a bang! Packed with token rewards, their first purchase will be the perfect way to experience everything you have to offer.

### Name:

Sign Up for Loyal-n-Save to Earn 5,000 Loyalty Tokens Instantly

### Sample Description:

Join our loyalty program today and receive 5,000 loyalty tokens as a welcome gift! These tokens can be redeemed for exciting rewards, discounts, and special offers. To check your token balance, download our app, log in online, or ask at the store register. Start earning and saving today!

### Required Fields:

- **Token Reward**



## Reward Type: EAIV Coupon

### Description of the campaign:

EAIV (Electronic Age and Identity Verification) requires customers to verify their age and identity. These coupons are designed to ensure that only eligible customers, typically those meeting a minimum age requirement, can access specific discounts or offers. This is crucial for age-restricted tobacco products. Customers can receive a discount or free item coupon after completing the Altria survey and meeting the required fields.

### Name:

Age-Verified Members Get an Exclusive Discount!

### Sample Description:

As a verified member, enjoy a special discount! Complete the Altria survey and verification process to receive an exclusive coupon for a discount or free item on qualifying purchases. Redeem in-store. Restrictions apply; only available for age-verified customers.

### Required Fields:

- **Coupon Type** – Percentage off, Dollar amount off, Free item.
  - Coupon Details
- **Expiration Type** – Never expires, Static date, Days after issue.



## Reward Type: EAIV Tokens

### Description of the campaign:

EAIV (Electronic Age and Identity Verification) requires customers to verify their age and identity. Tokens are awarded only to eligible customers, typically those meeting a minimum age requirement, who can access specific discounts or offers. This is crucial for age-restricted tobacco products. Customers can receive tokens after completing the Altria survey and meeting the Required Fields.

### Name:

Get Age Verified with **Loyal-n-Save** and Earn 2,000 Reward Tokens

### Sample Description:

Looking to get the first look at exclusive promotions and hidden coupons? Look no further! Simply verify your age through the Loyal-n-Save app and start getting discounts and deals for top brands such as, Marlboro, Copenhagen, Skoal, Black & Mild, and more! The best part is, you'll earn 2,000 reward tokens just for verifying your age with us!

### Required Fields:

- **Token Reward** – The set number of tokens the customer will earn after they complete the EAIV process.



Scan to start the auto trigger campaigns training course

## Raffle

Designed to drive customer participation, this rewards customers with digital raffle entries, giving them the chance to win prizes. By making everyday purchases or meeting specific campaign criteria, customers earn entries throughout the duration of the campaign.



Scan to start the raffle campaigns training course

## Reward Type: Sale Dollars Based

### Description of the campaign:

Customers earn raffle entries according to their spending. For every specific dollar amount spent in a single transaction during the promotional period, they will receive one digital raffle entry.



### Required Fields:

- **Trigger Amount** – (per transaction)
- **Trigger On** – Trigger Value or Store Visits
- **Recommendation** – Ruffled items must be kept separate and are not tracked in the POS inventory system.

## Reward Type: Total Dollar Based

### Description of the campaign:

A Raffle entry is given to the customer when total dollars spent reaches the trigger amount goal during the campaign period.



### Required Fields:

- **Trigger Amount** – (Combined purchase total over the set schedule)
- **Trigger On** – Trigger Value or Store Visits
- **Recommendation** – Ruffled items must be kept separate and are not tracked in the POS inventory system.

*Note: The offer content is for example only. Check your state laws and compliance information for raffles, sweepstakes, lotteries and giveaways.*

## Reward Type: Item Based

### Description of the campaign:

Customers earn raffle entries by purchasing items from a predefined whitelist. Each time an eligible item is purchased, they receive one raffle entry. The number of entries per item may vary depending on the promotion's rules.



### Required Fields:

- **Campaign Filters** – Whitelist and/or blacklist
  - Required items for the campaign.
- **Recommendation** – Ruffled items must be kept separate and are not tracked in the POS inventory system.

# Successful Campaigns with Metrics

# 1. Magic Mushroom Day:

Wunder 500mg Amanita Muscaria Gummies 15% Off + 5X the Rewards



Item	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	De
Wunder 500mg Amanita + Kava Gummi 5pkBlue Ras	51	137	86	119	102	97	65	61	
Wunder 500mg Amanita Gummies 5pkStraw Nectarine	34	94	66	91	82	64	72	65	
Wunder 500mg Amanita+Hemp D9 10mg Gummy 5pk Waterm	0	40	34	25	39	63	75	67	
Wunder 750mg High Potency + 150mg Kava 10pc	0	0	0	0	0	0	51	71	
Wunder 750mg High Potency + 150mg Kava 10pc Bx/5	0	0	0	0	0	0	0	0	
Wunder 750mg High Potency 2pc Strawnana	0	0	0	0	0	0	0	0	
Wunder 750mg High Potency Entheogenic 10pc Strawna	0	0	0	0	0	0	54	69	
Wunder 750mg High Potency+150mg Kava 2pc Grape	0	0	0	0	0	0	0	0	
Wunder Bar 2.2g Disposable Forbidden Citrus	0	0	0	0	0	0	0	0	
Wunder Bar 2.2g Disposable Fruit Punch	0	0	0	0	0	0	0	0	
Wunder Bar 2.2g Disposable Mango Pineapple	0	0	0	0	0	0	0	0	
Wunder Mushroom Grow Bag 2lb	0	0	0	0	0	0	0	0	

- After this campaign the Wunder brand took off and became a very successful product
- Before the LNS campaign SMCH sold an average of 200 units a month. After the campaign SMCH sold an average of 500-800 units a month. Over a 200% increase in sales
- This was a one-day campaign to celebrate Magic Mushroom Day.
- Retention: After the campaign and through the end of the report (March 2024) there have been 180 loyal customers.
- In the month of the campaign there was 105 new customers

## CASE STUDY

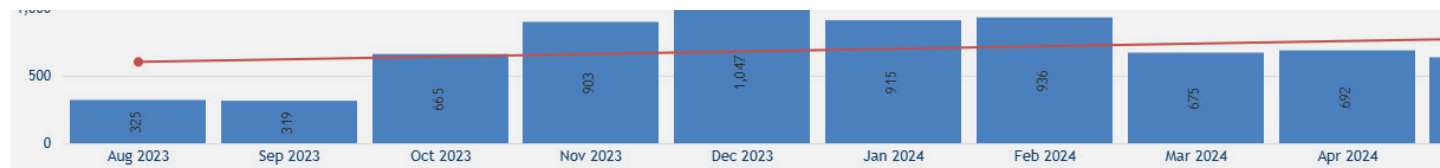
### Magic Mushroom Day Magic: How Smokers Choice Drove 200%+ Sales Growth and Built Loyalty for Wunder

Smokers Choice utilized *Loyal-n-Save* to successfully promote the product, Wunder, with a one-day campaign centered around Magic Mushroom Day. The campaign resulted in outstanding growth, turning Wunder into a top-performing product. Before the campaign, sales averaged 200 units per month. Afterward, they surged to 500-800 units monthly, reflecting a remarkable 200%+ increase in sales. Not only did the campaign drive sales, but it also built a larger and more loyal customer base.

- Sales jumped from 200 units to 500-800 units per month, sustaining long-term growth.
- 105 new customers joined during the one-day campaign.
- 180 loyal customers retained by March 2024.

## 2. Woodstock THCA and CBD Disposables:

10% Off + 5X Rewards



Item	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
CBD Woodstock Live Resin Disp 2gr Blue Dream	39	31	28	21	19	32	46	25
CBD Woodstock Live Resin Disp 2gr Lemon Slushie	0	0	0	0	0	0	0	0
CBD Woodstock Live Resin Disp 2gr Pink Lemonade	0	0	0	0	0	0	0	0
CBD Woodstock Live Resin Disp 2gr Summer Melon	22	35	22	14	22	17	52	23
Woodstock A Liq Diam Live Resin Disp 2gr (Hybrid)	65	72	165	244	271	234	210	153
Woodstock A Liq Diam Live Resin Disp 2gr (Peach)	63	42	127	171	227	172	221	127
Woodstock A Liq Diam Live Resin Disp 2gr Blackb	64	61	149	245	244	211	194	137
Woodstock A Liq Diam Live Resin Disp 2gr Tigers	72	78	174	208	264	249	213	210

- During this campaign and after, the sales for Woodstock rose and stayed consistent.
- Before the LNS campaign SMCH sold an average of 300 units a month. After the campaign SMCH sold an average of 900 units a month. About a 300% increase in sales.
- This was a 2-month campaign
- Retention: After the campaign and through the end of Feb 2024, there have been 230 loyal customers.
- In the 2 months the campaign was running there were 700 new customers

### CASE STUDY

#### How Smokers Choice Drove 300% Sales Growth and Loyalty for Woodstock with a Two-Month Campaign

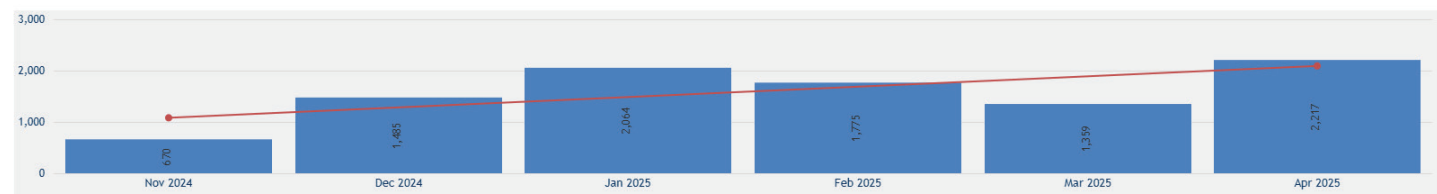
Smokers Choice set out to boost sales and strengthen customer connections with their product, Woodstock. Through a focused two-month **Loyal-n-Save** campaign, they not only achieved incredible sales growth but also built a loyal customer base that continues to show results months later.

By the end of the campaign, Woodstock's performance demonstrated clear, measurable success that exceeded expectations and delivered lasting impact.

- **Sales Surge:** Monthly sales grew from 300 units to 900, marking a 300% increase.
- **Loyal Customer Growth:** 230 customers became loyal repeat buyers by February 2024.
- **Expanded Reach:** The campaign brought in an impressive 700 new customers over its two-month duration.

### 3. Pure OHMS:

10% Off Pure OHMS 07-Hydroxy Products + 5X Rewards



Item	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025
Kratom PureOhms 18mg 7OH Tablets 4ct	174	184	253	360	239	201
Kratom PureOhms 18mg 7OH Tablets 4ct Bx/10	0	0	0	8	17	8
Kratom PureOhms 18mg 7OH Tablets Citrus 4ct	0	110	214	305	234	297
Kratom PureOhms 18mg 7OH Tablets Citrus 4ct Bx/10	0	0	0	3	7	2
Kratom PureOhms BBliss Kava/MIT Shot	138	200	157	182	249	176
Kratom PureOhms BBliss Kava/MIT Shot 12pk	0	1	0	0	0	0
Kratom PureOhms Black 30mg 7OH Tab 1ct	302	929	1367	845	573	1218
Kratom PureOhms Black Shot 20mg7OH/55mgMIT	56	60	72	71	40	80
Kratom PureOhms Black Shot 20mg7OH/55mgMIT 12pk	0	1	1	1	0	0
Kratom PureOhms Green 40mg 7OH Tab 1ct	0	0	0	0	0	235

- During this campaign the sales went up and stayed consistent.
- Before the **Loyal-n-Save** campaign Smoker’s Choice sold less than 1,500 units. After the campaign SMCH sold an average of 2,000 units a month. About a 33% increase in sales
- This was a 1-month campaign
- Retention: After the campaign and through the end of April 2025, there have been 161 loyal customers.
- The 1 month the campaign was running there were 138 new customers

#### CASE STUDY

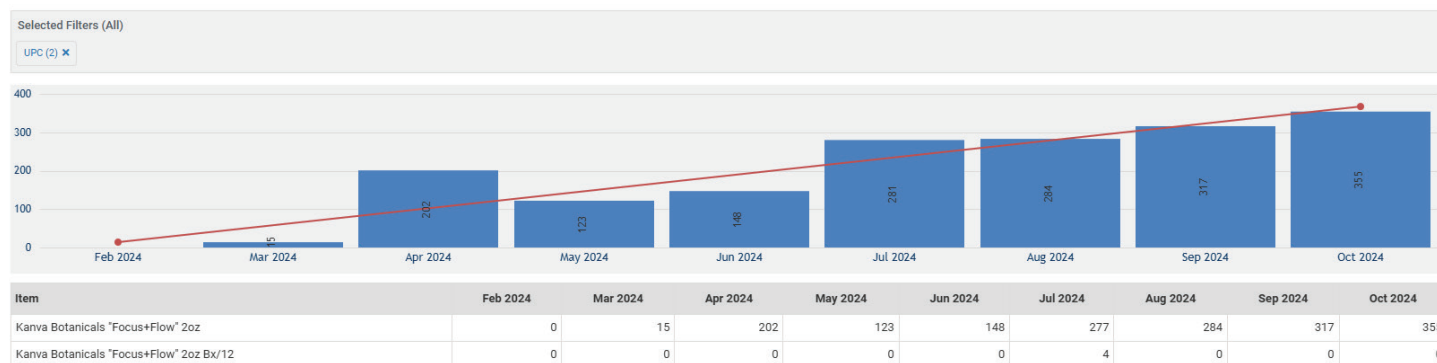
##### Driving Loyalty and Sales: How Smokers Choice Used Loyal-n-Save to Achieve 33% Growth for Pure OHMS

Smokers Choice set out to increase its sales and foster deeper customer loyalty by promoting Pure OHMS 07-Hydroxy products. With a focused 1-month **Loyal-n-Save** campaign, they achieved impressive results. Sales grew by 33%, and the momentum didn’t stop there – those higher sales figures became the new normal. Additionally, the campaign successfully garnered new customers while strengthening relationships with existing ones.

- **Sales Growth:** Monthly sales increased from under 1,500 units to an average of 2,000 units, marking a 33% jump.
- **Customer Retention:** By April 2025, the campaign had contributed to 161 loyal, returning customers.
- **New Customer Acquisition:** Within the campaign month, 138 new customers came on board.

### 4. Kanva Botanicals:

“Focus+Flow” 2oz 10% Off +10X Rewards



- After the campaign, the sales increase and they remained steady
- Before the LNS campaign SMCH sold less than 150 units. After the campaign SMCH sold an average of 300 units a month. About a 200% increase in sales
- This was a 1-month campaign
- Retention: After the campaign and through the end of October 2024, there have been 36 loyal customers.
- The 1 month the campaign was running there were 33 new customers

### CASE STUDY

#### How Smokers Choice Used *Loyal-n-Save* to Double Sales and Build Loyalty for Kanva Botanicals Focus+Flow

*Loyal-n-Save* worked with Smokers Choice on a focused, one-month campaign designed to boost sales and build customer loyalty for Kanva Botanicals Focus+Flow. Before the campaign, Smokers Choice was selling fewer than 150 units monthly. By the end, their sales doubled to an impressive 300 units a month – and what’s even better, that growth stuck. This campaign also brought in new customers and built a strong foundation of loyalty.

#### Key Results

- Sales increased by 200%, climbing from less than 150 units to 300 units per month.
- 33 new customers joined during the campaign.
- 36 loyal customers retained through October 2024.



# Loyal-n-Save

PREMIUM LOYALTY REWARDS™



Visit Us: [Merchant.LoyalnSave.com](https://Merchant.LoyalnSave.com)



Call Us: 845-719-3550



Email Us: [Info@loyalnsave.com](mailto:Info@loyalnsave.com)