

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>User Interface</b>				
Standard UI/UX with limited configurability	✓	✓	✓	
Highly-configurable UI/UX				✓
Self service user management	✓	✓	✓	✓
<b>Loyalty Management: Merit</b>				
Points	✓	✓	✓	✓
Punches for product	✓	✓	✓	✓
Punches for visits	✓	✓	✓	✓
Tiers				✓
Cash back reward	✓	✓	✓	✓
Points banking			✓	✓
Custom or multiple loyalty programs				✓
<b>Guest Experience</b>				
Physical loyalty card <i>(not supported with any level)</i>				
Enroll via QR code in the restaurant or via links from the restaurant's website	✓	✓	✓	✓
Check loyalty progress/balance + review historical transactions	✓	✓	✓	✓
Self-service administration of customer profile	✓	✓	✓	✓

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>Loyalty Management: Campaign Manager</b>				
Birthday Reward – item reward options and email capability	✓	✓	✓	✓
BOGO – Buy one, get one discounted item campaign		✓	✓	✓
Close to reward notification		✓	✓	✓
Exclusion management – manage categories of items ineligible to earn/burn rewards		✓	✓	✓
Loyalty enrollment reward	✓	✓	✓	✓
Drive frequency with incentive			✓	✓
Item promotion			✓	✓
Item promotion with incentive			✓	✓
Limited time campaign; location-specific limited time campaign			✓	✓
Points banking redemption – free items for points			✓	✓
Repeated, limited time campaign			✓	✓
Unlimited “create your own” campaigns				✓
Post transaction reward / communication		✓	✓	✓
Profile updated security email		✓	✓	✓
Reward for first purchase after enrollment		✓	✓	✓
Reward for specific item purchase		✓	✓	✓

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>Loyalty Management: Member Segments</b>				
Average order value		✓	✓	✓
Enrolled in loyalty		✓	✓	✓
Frequent guests		✓	✓	✓
Lapsing guests		✓	✓	✓
Local and have visited a specific location		✓	✓	✓
Local, but have not visited a specific location		✓	✓	✓
Local guests		✓	✓	✓
Time of day preference		✓	✓	✓
Age based segment		✓	✓	✓
Purchased specific item			✓	✓
Non-loyalty customer			✓	✓
Dynamic active customers			✓	✓
Dynamic at risk/churned customers			✓	✓
Possible fraudulent accounts				✓
<ul style="list-style-type: none"> <li>• Top Customers</li> <li>• In-Store vs. Online Shoppers</li> <li>• Send Channel Propensity, Email and Text</li> </ul>			Future Feature	Future Feature
Unlimited "Create Your Own" Member Segments				✓

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>Marketing Orchestrator: Email</b>				
Campaign-triggered emails	✓	✓	✓	✓
Email builder (WYSIWYG)	✓	✓	✓	✓
Pre-configured email templates	✓	✓	✓	
Scheduled emails			✓	✓
Total email allowance included ( <i>quantity per site per month</i> )	5,000	10,000	18,500	27,000
Customer Optimized Send Time			✓	✓
Custom sender email domain				✓
<b>Marketing Orchestrator: SMS</b>				
10DLC – 10 Digit Long Code ( <i>quantity per site per month</i> )			1,500	1,500
Short Code ( <i>quantity per site per month</i> )				3,000
SMS / MMS Setup Wizard			✓	✓
Customer Optimized Send Time			✓	✓
<b>POS Experience</b>				
Member assignment via email, phone, QR code/barcode	✓	✓	✓	✓
Split check for multiple member assignment	✓	✓	✓	✓
Display available rewards/offers	✓	✓	✓	✓
Redeem rewards/offers	✓	✓	✓	✓
Member details dashboard at POS terminal	Future Feature	Future Feature	Future Feature	Future Feature

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>POS Experience (cont.)</b>				
Coupon Management				✓
Enroll new member via email	✓	✓	✓	✓
Enroll new member via phone number only	✓	✓	✓	✓
Earning merit (i.e. points or punches)	✓	✓	✓	✓
Offline support for earning merit	✓	✓	✓	✓
Automatic reward/offer redemption	✓	✓	✓	✓
Guest approved reward/offer redemption	✓	✓	✓	✓
<b>Customer Data Management</b>				
One-time email database import (additional fees may apply)	✓	✓	✓	✓
Loyalty data migration (additional fees may apply)	✓	✓	✓	✓
Consumer profiles	✓	✓	✓	✓
Consumer profile custom fields				✓
Transaction history	✓	✓	✓	✓
Guest Search Feature	✓	✓	✓	✓
<b>Events Management</b>				
Track custom omnichannel activity (like app download, newsletter signup or profile completion), and set up associated campaigns, segments or reporting.				✓

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>Digital Ordering and Engage Mobile App Experience</b>				
Review loyalty balance, loyalty enrollment and earn rewards	✓	✓	✓	✓
Earn loyalty points and rewards and review balance	✓	✓	✓	✓
Apply comp/offers at checkout & use banked rewards	✓	✓	✓	✓
Loyalty Barcode available to scan from within mobile app	✓	✓	✓	✓
Punches progress tracked online/in app				✓
Ordering profile changes sync to CM data platform	✓	✓	✓	✓
<b>Reporting &amp; Analytics</b>				
Scheduled email metrics			✓	✓
Campaign email metrics	✓	✓	✓	✓
Campaign SMS metrics			✓	✓
Scheduled SMS metrics			✓	✓
Campaign In-line Reporting	✓	✓	✓	
Report Builder	✓	✓	✓	✓
Reports Catalog	✓	✓	✓	✓

# Consumer Marketing Capabilities & Supported Features

	Basic	Core	Advanced	Premium
<b>Virtual Terminal</b>				
Enter transaction	✓	✓	✓	✓
Redeem or issue reward	✓	✓	✓	✓
Transfer card	✓	✓	✓	✓
Add customer or edit customer information	✓	✓	✓	✓
Check balance	✓	✓	✓	✓
<b>Administrative Tools</b>				
User Permissions & access to platform	✓	✓	✓	✓
Category or Item Earn Exclusions from Loyalty Program	✓	✓	✓	✓
Category or Item Burn Exclusions from Loyalty Program	✓	✓	✓	✓
<b>Compliance with GDPR, CCPA and other consumer specific regulations</b>	✓	✓	✓	✓