

WHITE PAPER

THE POWER OF CARD-LINKING TECHNOLOGY

Part 1: Enterprise Networks explained (excerpt)

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Introduction

Engaging customers with real-time offers and communications is more vital than ever, but why is still so hard in an in-store environment?

Retailers offering everything from shopping experiences, dining and entertainment are under more pressure than ever before. Long-gone are the days where the attention and loyalty of consumers can be commanded with simple offerings. Today's consumer is savvier than ever.

They discover, engage and ultimately transact with the brands, products and services they love through ecosystems that encompass both online and offline experiences.

Omnichannel as it is otherwise known, has become the standard in retail operational expectations from consumers.

While many retailers, particularly those at enterprise scale, might believe that online commerce is where future investments should be focused, consumers have decided with their wallets that in-store is in fact their preferred final touchpoint.

In the US* for example, 85.5% of all retail transactions still occur in-store, while only 14.5% is wholly conducted online. In dollar figures, that means US\$5.9 Trillion worth of retail transactions remain within in-store. In Australia* the figures are 19% online and 81% in store, a A\$260 billion in store market.

** References:*

- *YCharts; US E-Commerce Sales as Percent of Retail Sales; 2022*
- *AustPost; Australian Online Shopping Report; 2022.*



cont.

While online transactions offer comfort to retailers in automatically being able to identify and reward transactional activity, the offline space remains a complex mystery.

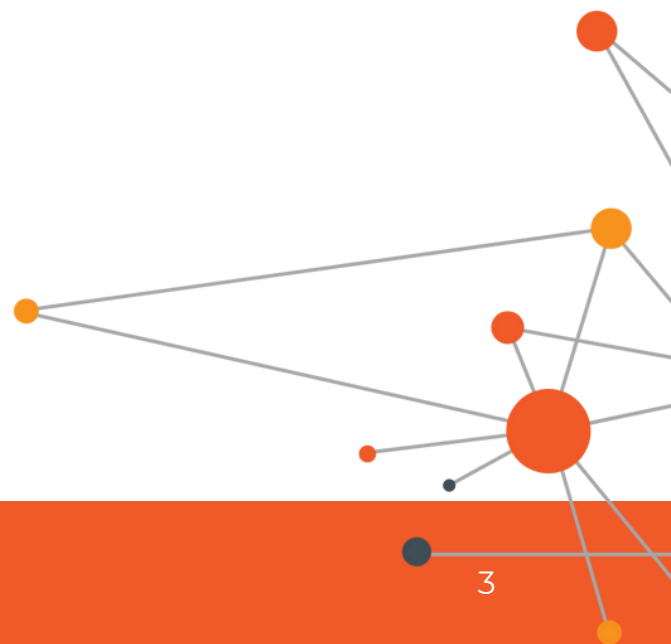
With complicated point of sale and terminal integrations combined with reward programs unsuited for the retailer's associated network, it's no wonder most offline loyalty initiatives can underperform and underdeliver.

But with a greater understanding of how enterprise networks operate, retailers have an opportunity to take the first steps in transforming their in-store engagement to not only meet but exceed their online equivalents.

Three types of enterprise networks categorise the vast majority of environments retail loyalty programs operate within, and they include:

- **Brand Networks**
- **Community Networks**
- **Partnership Networks**

See if you can spot which one your program belongs to in the following pages



Click [HERE](#) to get the full white paper today.

About OpenSparkz

Drive consumer engagement, competitive differentiation and financial returns with OpenSparkz payment linked solutions. Our market-leading technology enables rewards program operators and merchants to increase consumer engagement and create new revenue streams.

Let's link !

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