Talon.One

87 best ideas for your next

PROMOTION AND LOYALTY CAMPAIGNS

Introduction

Businesses are facing increasing costs to attract customers while adjusting to changes in how people spend their money. In the shadows of inflation, climate concerns, and geopolitical instability, nearly 8 out of 10 European consumers are looking to change their spending behavior. For businesses, this proves the need to not only attract new high-value customers but also to continue building long-term relationships with existing ones.

This demands a laser-sharp focus on personalized promotions and rewards. It means being smart about when and how you're using incentives – whether that's with your loyalty program or promotions – and having the data and technical infrastructure in the backend to be able to do this.

This report is a comprehensive guide for businesses looking to inject new life into their incentive strategies and better align with customer expectations.

Based on Talon.One's eight years of experience working with Fortune 500 companies and retail leaders on their loyalty programs and promotions, we've distilled the best-performing campaigns into one report. From personalized coupons and referral schemes to exclusive loyalty rewards, each incentive enhances the customer experience while driving sustainable growth for your business.

Reza Javanian
Talon.One loyalty
& promotions expert

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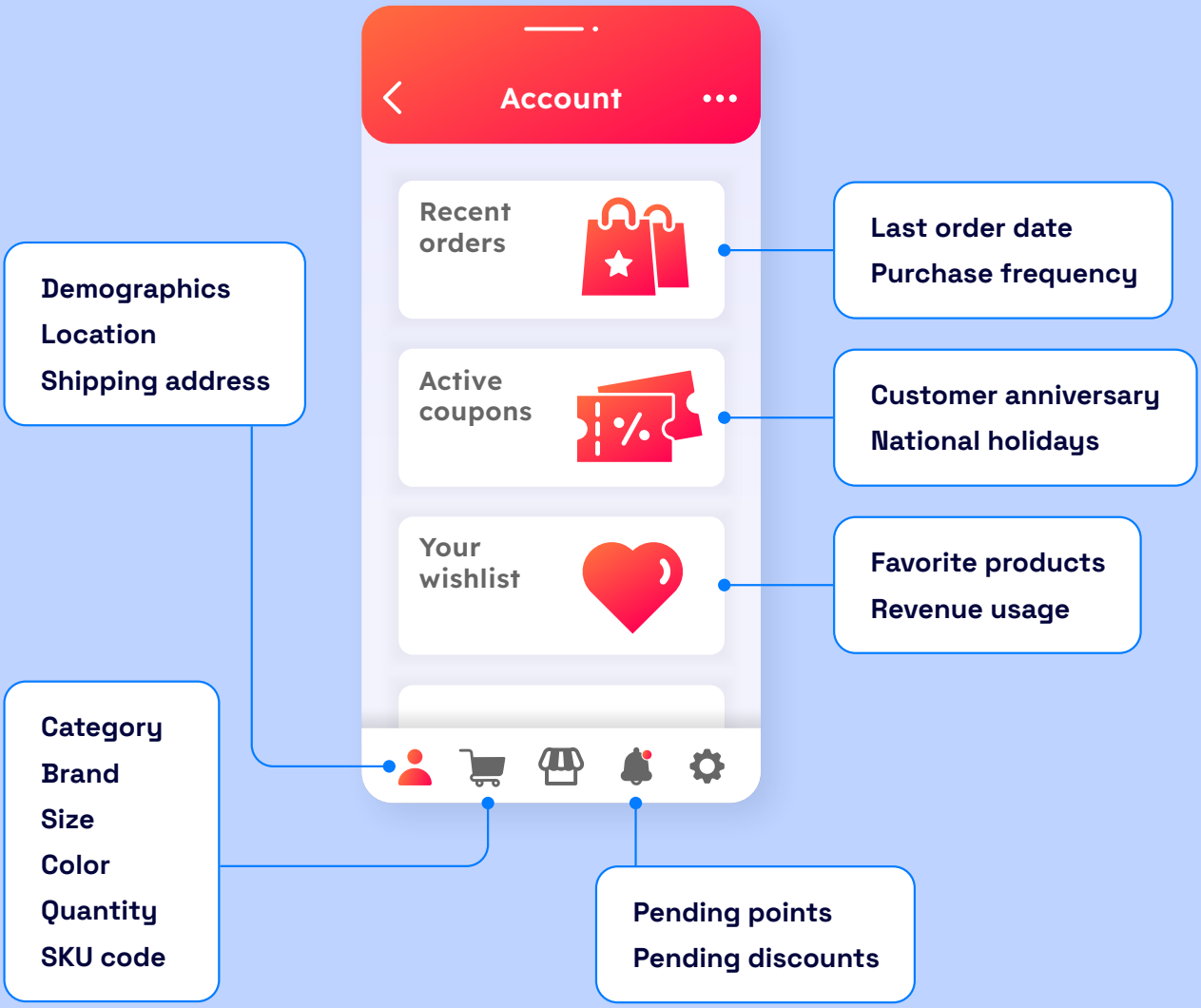
Get the right building blocks in place

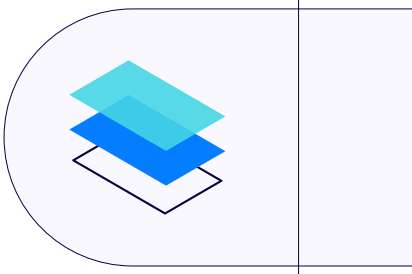
Talon.One empowers businesses to design highly engaging incentives using data from across their customer data infrastructure. Getting the right data in place is key to fueling effective promotions, ensuring targeted outreach and personalized campaigns that resonate with your audiences.

To get started with personalized promotions, we recommend brands work with three distinct datasets: consumer profile data, session data, and recency, frequency, monetary (RFM) data. Clients can then use these as building blocks to craft more efficient and better-targeted campaigns.



Coupons

Coupons are a cornerstone of promotional strategies, offering immediate value to both businesses and consumers alike. Coupons can be tailored to individual preferences, allowing businesses to target specific customer segments with personalized offers.

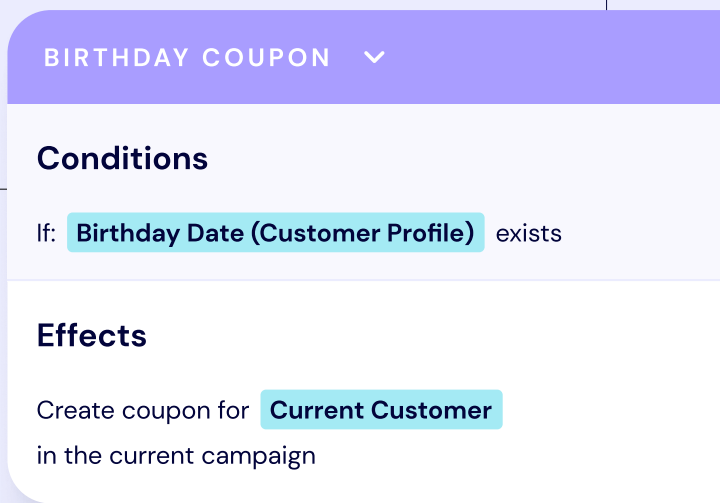


	CAMPAIGN	CAMPAIGN CONDITIONS		
1	**Cart abandonment**	If a customer	doesn't make a purchase after placing an item in their cart,	email them a 5% coupon code valid for 24 hours.
2	**Related product promotion**	If a customer	buys any item from shop category "X",	send a coupon with 10€ store credit restricted to items from shop category "Y".
3	**Create account**	If a customer	has made at least one purchase but hasn't signed up for an account,	send a coupon code with a 10% discount for their next purchase via email, valid if they create an account and store a credit card.
4	**Omnichannel coupon**	If a new user	downloads your app,	send them an in-app coupon with a 10% discount on their next online or in-store purchase.
5	**Acquisition coupon**	If a customer	visits your website for the first time,	show a pop-up giving a 5% off coupon for their first online purchase.
6	**Activation coupon**	If a customer	places their first order of items over 50€,	send them an email with a 10% coupon for their next purchase.
7	**Retention coupon**	If a customer	makes only one purchase in their first week,	send them an email with a 5€ coupon to be used the next week.
8	**Engagement coupon**	If a customer	has signed up for your newsletter but hasn't made a purchase yet,	send them a 5% off coupon for their first purchase.
9	**Post-holiday coupon**	If a customer	makes a purchase in the week following a major holiday,	offer them a coupon for free shipping on their next order, valid for 30 days.

	CAMPAIGN	CAMPAIGN CONDITIONS		
10	**Apology coupon**	If a support agent	clicks a button to apply an “apology” offer,	trigger a personalized 5% off coupon for the customer.
11	**Platform agnostic coupon**	If a customer	redeems a coupon on an online purchase,	give a 5% discount on their next in-store purchase.
12	**Exclusive event coupon**	If a customer	attends a virtual event or webinar hosted by your brand,	provide them with a coupon code on select products, valid for 48 hours after the event.
13	**Birthday surprise**	If a customer	shares their birth date in their account information,	send them a personalized birthday 10€ coupon.
14	**Seasonal clearance coupon**	If a customer	purchases an item from the clearance section,	provide them with a coupon for an additional discount on their next clearance purchase.
15	**Community engagement coupon**	If a customer	participates in a community event or charity initiative organized by your brand,	reward them with a 10% off coupon on their next purchase.

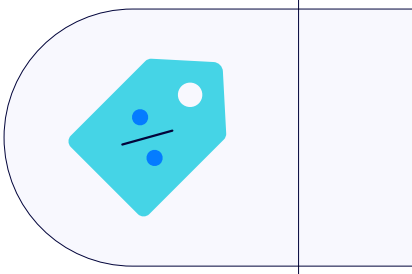
How to set up birthday coupons in Talon.One

Creating rules to give rewards on specific dates like birthday or sign-in anniversary is straightforward in Talon.One if you or your customer data platform (CDP) partner have stored customer data. You just need to set your coupon properties and then trigger an effect that activates the discount.



	CAMPAIGN	CAMPAIGN CONDITIONS		
16	**Satisfaction guarantee coupon**	If a customer	expresses dissatisfaction with their purchase and contacts customer support,	offer them a coupon for a discount on their next order.
17	**Reactivation coupon**	If an inactive customer	opens the app,	send a "Welcome back!" 5€ coupon for their next booking or purchase.
18	**Frequency coupon**	If a customer	orders a specific item over 3 times	send them a coupon code for 10% off related items.
19	**Customer profile discount**	If a customer with ID "CG3782"	makes 2+ searches in one week,	send them a push notification with a 10% off coupon for their next purchase.

Discounts



By integrating granular, personalized discounts into the customer journey, businesses can create a sense of urgency and exclusivity, fostering deeper connections with their audience.

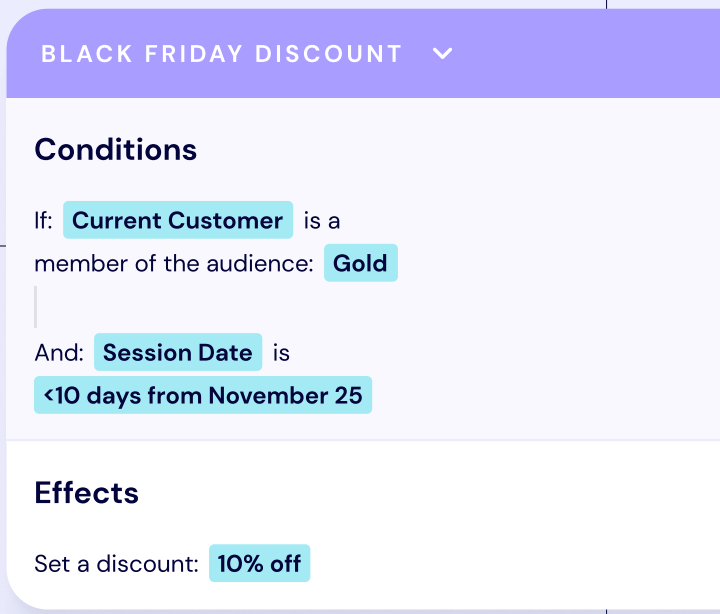
But discounts should be used carefully to maintain brand equity and profitability. Research from Boston Consulting Group, for example, shows that redirecting 25% of mass promotion spending to personalized offers would increase ROI by 200% - highlighting the business case of transforming promotions & loyalty from transactional, generic offers to personalized, engaging incentives.

	CAMPAIGN	CAMPAIGN CONDITIONS		
20	**Same category discount**	If a customer	has three items from the same category in their cart,	apply a discount of 10% on the cheapest of the three items.
21	**Event-based discount**	If a customer with a German IP	makes a purchase during Berlin Fashion Week,	apply a 5% discount to their cart.
22	**Segment discount**	If a customer	has at least three orders per month with each one worth equal or greater than 100€,	send a 10% discount coupon code for their next purchase redeemable online or in-store.

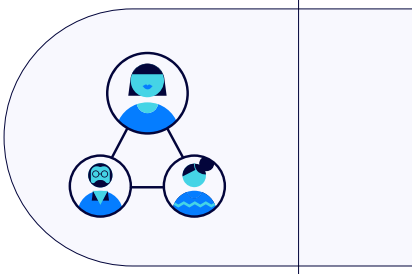
	CAMPAIGN	CAMPAIGN CONDITIONS			
23	**Shipping cost discount**	If a customer	buys more than 5 items without the right to return,	→	give them a 50% discount on the shipping cost.
24	**Flash sale discount**	If a customer	visits your website during a flash sale event,	→	display products with strikethrough pricing to indicate temporary discounts.
25	**Big spender cashback**	If a customer	makes a purchase worth equal or greater than 300€,	→	offer 20€ cashback for their next purchase.
26	**Discount pop-up**	If a customer	searches for products in category X,	→	display a pop-up with a 5% discount on category X for orders above 100€, valid for 48 hours.
27	**Win back discount**	If a customer	has not purchased for 24 weeks,	→	send them a 'we miss you' email with a 15% discount code for a time-limited purchase.
28	**Early access exclusive**	If a customer	pre-orders an upcoming product release,	→	offer them a 10% discount as an early bird special.
29	**Subscription welcome bonus**	If a customer	signs up for a subscription service,	→	reward them with a 15% discount coupon for their first month's subscription.

Make discounts engaging and profitable with Talon.One

With Talon.One, you're not limited to rewarding transactional behavior with generic discounts in your commerce platform; instead, marketers gain the ability to incentivize any behavior with any reward in any channel at any time. For example, you can make your Black Friday campaigns more personalized and effective by giving your loyalty members early access to deals.



Referrals



Referral programs are a powerful way for businesses to increase their reach, all while giving back to their most loyal customers. Through word-of-mouth marketing, brands can tap into existing customer networks to acquire new users at a fraction of the cost of traditional advertising.

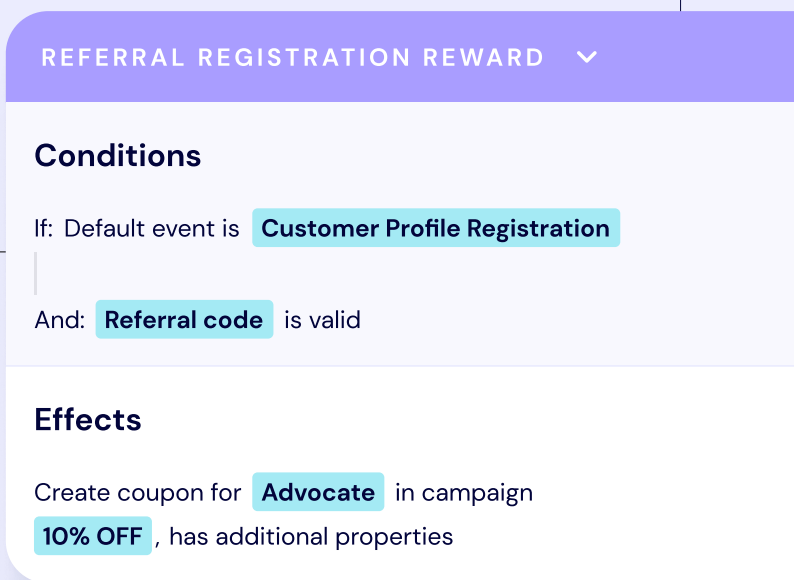
Referral programs not only incentivize satisfied customers to spread the word but also foster a sense of community and loyalty within the customer base. These promotions often also lead to higher conversion rates as prospects are more likely to trust recommendations from friends and family.

	CAMPAIGN	CAMPAIGN CONDITIONS		
30	**Staggered referral**	a. If an advocate b. If the advocate	a. has one successful referral, b. complete a second one,	a. send them a 10% off coupon. b. send them a 15% off coupon.
31	**Direct cash reward**	If a referred friend	successfully redeems the code,	deposit 15€ directly into the advocate's bank account.
32	**Product-based reward**	If a referred friend	redeems a valid code,	award a product from the "winter socks" category to both the friend and the advocate.
33	**Credit reward**	If a referred friend	makes a purchase with a minimum order value of 100€ within 30 days,	give 20€ credit for the next purchase to both friend and the advocate.
34	**Benefit from friend's purchase**	If an advocate	refers a friend successfully,	give a 10% discount off friend's first purchase.
35	**Time-limited referral**	If both an advocate and a friend	remain paying subscribers one month after code redemption,	apply a 10% discount valid for a week.
36	**Commission with initial payment**	If a referred friend	completes their first purchase,	offer 5% of their purchase as account credit to the advocate.
37	**Two-stage referrals**	a. If a referred friend b. If they	a. redeems the referral code and signs up for a free trial, b. convert to being a paying customer,	a. give 5€ to the advocate. b. give 15€ to the advocate.

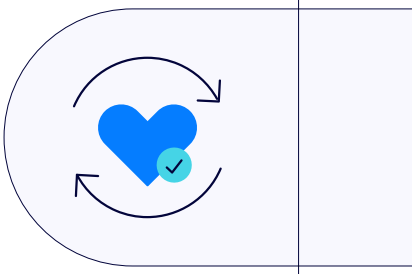
	CAMPAIGN	CAMPAIGN CONDITIONS		
38	**Newsletter sign-up**	If a customer	refers three friends to sign up for email newsletter,	give the customer access to a VIP online sale with limited-time offers.
39	**Referral leaderboard**	If an advocate	refers multiple friends,	feature advocate on a referral leaderboard and offer rewards to the top advocates each month.
40	**Charitable referrals**	If an advocate	refers a friend who makes a purchase,	donate a percentage of the sale to a charity of the advocate's choice.
41	**Referral raffle**	If an advocate	successfully refers five friends for five consecutive months (one friend per month),	enter the advocate into a raffle for a chance to win a 200€ gift card.
42	**Referral unique link**	If a referred friend	clicks on a unique referral link,	reward the advocate with a 5€ coupon.
43	**First purchase reward**	If a referred friend	makes a first purchase over 300€,	Reward the advocate with a 15€ gift card.

Reward the sharing experience with flexible referrals

With Talon.One, your referral program becomes a playground of possibilities, offering endless ways to thank advocates and their friends. For instance, you can instantly reward an advocate as soon as their referred friend finishes signing up.



Loyalty



Loyalty programs are an effective way for retailers to reward and retain their customers. By offering a smart mix of financial and non-financial rewards, retailers can incentivize customers to continue shopping with them and build long-term customer relationships.

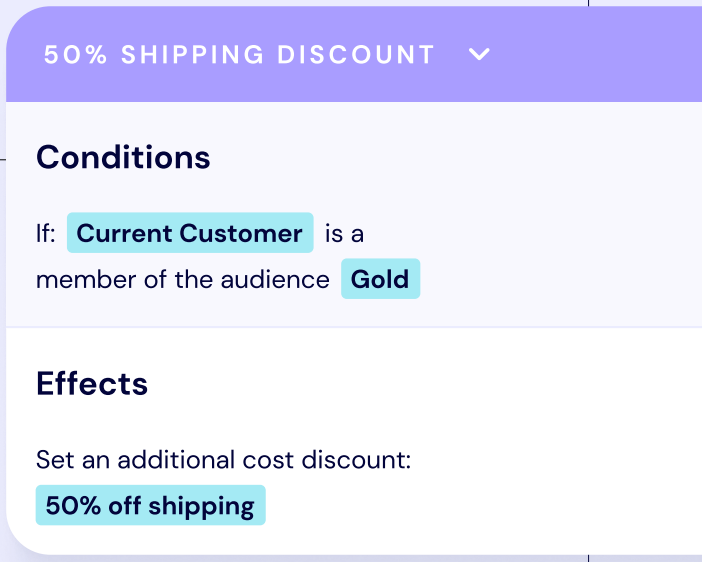
Loyalty programs also allow brands to establish direct relationships with their customers, gaining data on preferences, behaviors, and purchase patterns. This first-party data enables brands to personalize their marketing efforts on a granular level in a more reliable and accurate way.

	CAMPAIGN	CAMPAIGN CONDITIONS		
44	**Purchase frequency points**	If a member	places their third order above 20€ within 3 weeks,	add 50 points to their account.
45	**Purchase frequency discount**	If a member	orders 9 times and the current order is equal or more than 50€,	apply a 10% discount to their account.
46	**Gated reward**	If a member	goes beyond the 1000 points threshold,	offer access to VIP rewards.
47	**Segmented double points**	If a member	has an overall annual order value of over €2,500,	upgrade them to the "Premium Tier" where they get double points for every € spent.
48	**Category-based rewards**	a. If a member b. If they	a. spends 1€ on Category X or Y, b. spend 1€ spent on Category Z,	a. add 2 points to their account (for every 1€). b. add 1 point to their account (for every 1€).
49	**Tier-based rewards**	If a customer	is a member of your top tier,	offer free next-day delivery on all orders.
50	**Personalized rewards**	If a member	books activities in a certain city,	offer a 15% discount on partner restaurants in the city.
51	**VIP member exclusive**	If a customer	is a VIP member,	offer access to VIP members-only additional savings on specific product lines.

	CAMPAIGN	CAMPAIGN CONDITIONS		
52	**Omnichannel purchase bonus**	If a member	makes purchases both online and in-store within a month,	offer them 50 bonus loyalty points.
53	**Point-dependent reward**	If a member	needs less than 100 points to reach the next loyalty tier,	offer double loyalty points on their next purchase within the next 24 hours.
54	**Engagement reward**	If a member	leaves a 50-word review with photos of their purchased product on your website/app,	award member with 50 loyalty points.
55	**Partner rewards**	If a customer	signs up to your loyalty program,	allow customer to redeem points at partner airlines, restaurants, gyms, etc.
56	**Wishlist reward**	If a member	adds items to their wishlist but doesn't purchase them,	offer member a special discount or bonus points to incentivize them to complete the purchase.
57	**Anniversary reward**	If a member	has been with your loyalty program for a year or more,	offer member a personalized gift or discount.

How Talon.One levels up your loyalty rewards

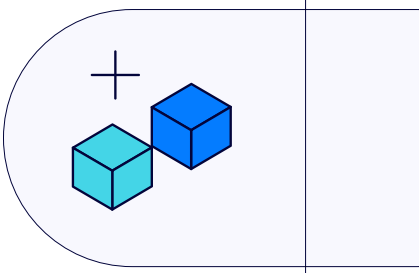
The majority of enterprise retailers now offer some sort of loyalty program. What distinguishes your program is its capacity to deliver personalized, tier-based incentives instantly, driving member engagement. With Talon.One, every customer action can be rewarded using any data in your database. For instance, you can delight your top-tier members with a 50% discount on shipping costs.



	CAMPAIGN	CAMPAIGN CONDITIONS			
58	**VIP invitation**	If a member	reaches a certain tier or spending threshold,		invite them to exclusive VIP events.
59	**Early access to new products**	If a member	is in your loyalty program's top tier,		grant them early access to new product releases or limited-edition items.
60	**Charitable contributions**	If a member	chooses to donate their points to a charitable cause,		match their donation with additional points.
61	**Milestone reward**	If a member	reaches the milestone of 100th order,		send an email with a personalized reward based on previous purchases.

Bundling

By offering complementary products or services at a discounted price, businesses can highlight diverse offerings while encouraging upsells and cross-sells. Bundling also facilitates inventory management and speeds up product turnover, ultimately improving cash flow and reducing costs.

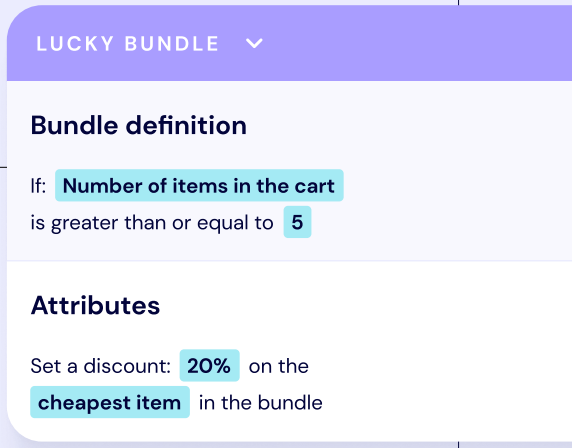


	CAMPAIGN	CAMPAIGN CONDITIONS			
62	**Surplus product bundle**	If a customer	buys a running jacket and shorts,		offer a free pair of sports socks.
63	**Cart abandonment bundle**	If a customer	hasn't made an order in 3 months,		bundle the last 3 items they put in their cart and apply a 20% discount on the cheapest one.
64	**Automatic bundle**	If a customer	buys more than three items from the same category,		send an email with a matching item from the same category for 20% less.
65	**Bundle with adjusted cart value**	If a customer	buys items Category A and Category B within one purchase,		offer Category A products with a 10% discounted price.

	CAMPAIGN	CAMPAIGN CONDITIONS			
66	**Time-limited bundle**	If a customer	orders a pizza and a mixed salad between 12–2 pm,	→	add a drink to their bundle.
67	**Frequent buyer bundle**	If a customer	makes five purchases within the past month,	→	offer them a special bundle deal with discounted prices on selected items.
68	**Cross-sell bundle**	If a customer	adds a laptop to their cart,	→	offer them a 10% bundled discount on a laptop case and keyboard when purchased together.
69	**Holiday bundle**	If a customer	purchases a Halloween costume,	→	offer them a discounted bundle on complementary items for Halloween next year.
70	**Event bundle**	If a customer	buys tickets to a concert,	→	offer them a bundle deal on merchandise related to the artist or event.
71	**Subscription bundle**	If a customer	subscribes to a service or product,	→	offer them a 10% discounted bundle on related add-on products or services.
72	**Upgrade bundle**	If a customer	purchases a basic version of a product,	→	offer them a bundled upgrade to the premium version at a discounted price.

Elevate shopping experience with Talon.One bundles

Product bundles are popular among customers, especially loyal members, as they can save a significant amount of money by buying a bundle instead of purchasing individual products. With Talon.One, you can put together simple rules to define rich, targeted bundles that increase average basket size.



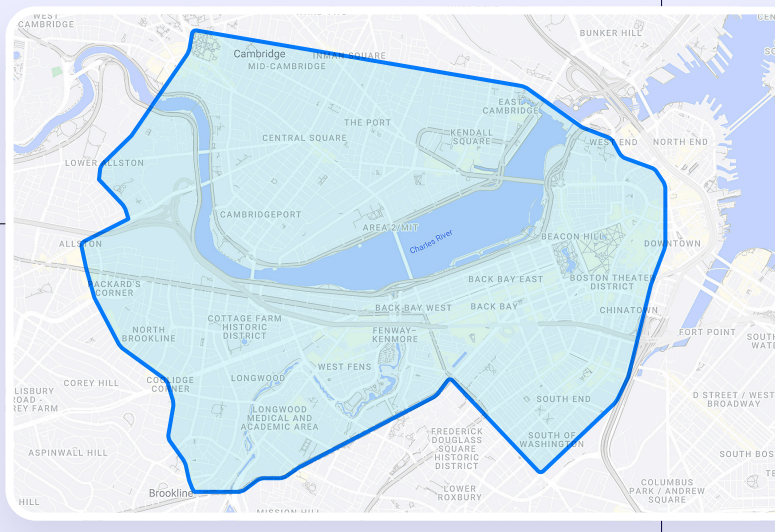
Geofencing

Using GPS, RFID, or Wi-Fi signals, businesses can power a location-based marketing approach by sending personalized promotions directly to users' mobile devices on entering or leaving designated areas. Geofencing is incredibly successful, too: 53% of shoppers have visited a retailer after receiving a location-based notification, and leading brands from Burger King to Walmart regularly use geofenced promotions to boost sales.

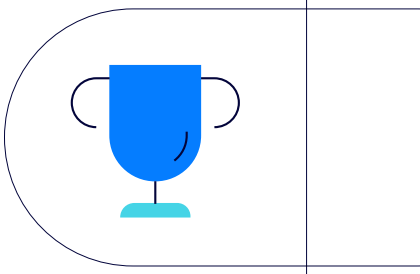
	CAMPAIGN	CAMPAIGN CONDITIONS		
73	**Geofenced BOGO**	If a customer's GPS location	is within a one-mile radius of your coffee shop,	offer them a buy-one-get-one-free coupon for their next visit.
74	**Geofenced discount**	If a customer	is near a movie theater,	offer them a discount on popcorn and drinks when they show the promotion on their phone at the concession stand.
75	**Geofenced surprise deal**	If a customer	is near a concert venue,	offer them a surprise deal on post-show snacks or drinks.
76	**Time-limited geofencing**	If a customer	signs up in your app with a New Jersey address,	offer them a time-limited 10$ coupon to redeem at your branches in that area.

Transform locations into promotion hotspots with Talon.One

Location-based marketing not only enhances customer experience but also increases the effectiveness of your promotions, helping to reach consumers at the right place and time. With Talon.One, you can draw your zone on the map or import location data to unlock the potential of geofenced promotions.



Gamification



Gamification plays on two of our innate human characteristics: curiosity and competitiveness. That's what makes it a hugely effective tool for retailers looking to add excitement to their everyday customer interactions, and drives huge return on investment.

Whether through interactive challenges, progress tracking, or reward systems, businesses can nudge customers towards desired actions, such as making a purchase, sharing content, or participating in loyalty programs.

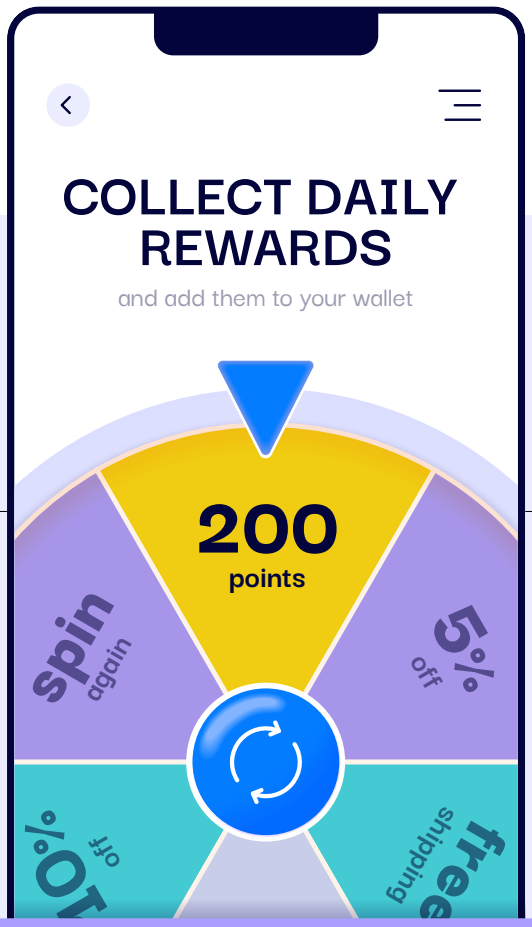
	CAMPAIGN	CAMPAIGN CONDITIONS		
77	**Virtual badge**	If a customer	completes three consecutive purchases online,	unlock a virtual badge and offer them a discount on their next in-store purchase.
78	**Drag and shoot points**	If a member	participates in an in-app drag and shoot game,	add 10 loyalty points to their account.
79	**Trivia discount code**	If a customer	participates in a weekly online trivia game related to your industry,	offer them a chance to win a special discount code.
80	**Scavenger hunt reward**	If a customer	completes a certain number of steps in a virtual scavenger hunt on your website,	grant them a discount code that can be used for both online and in-store purchases.
81	**Engagement offer**	If a customer	reaches a certain level of engagement on your mobile app (such as unlocking achievements),	reward them with a 10€ gift card redeemable online or in store.
82	**Attendance reward**	If a customer	attends an online game on your website,	give them a unique promo code to use for a discounted purchase on your website or at your physical stores.
83	**Surprise gift**	If a customer	reaches a certain spending threshold on your online store,	surprise them with a physical mystery gift delivered to their doorstep.
84	**Interactive quiz discount**	If a customer	completes an interactive quiz on your website,	provide them with a personalized discount code based on their quiz results.
85	**Spin-the-wheel discount**	If a customer	completes a purchase,	allow them to spin a virtual wheel for a chance to win various discounts or prizes.

	CAMPAIGN	CAMPAIGN CONDITIONS		
86	**Daily challenge discount**	If a customer	completes a daily challenge within your app,	award them with a one-time use 20% discount code.
87	**Appreciation credit**	If a customer	shares their winning badge on social media,	send an appreciation email with a 5€ store credit.

Spin the wheel with Talon.One

One straightforward yet effective gamification method is implementing a spin the wheel feature, where customers earn rewards or points by spinning the wheel at random. You can execute this feature by following these steps:

1. Build the “Spin the wheel” feature using HTML, CSS, and JavaScript. This will be the frontend part of the feature.
2. When a user spins the wheel and is assigned a reward, add the points to their profile as a custom attribute.
3. Set up a webhook that triggers when the custom attribute (the reward points) changes. This webhook sends a request to Talon.One’s loyalty endpoint to add the corresponding number of loyalty points to the customer’s wallet in Talon.One.



SPIN THE WHEEL POINTS

Conditions

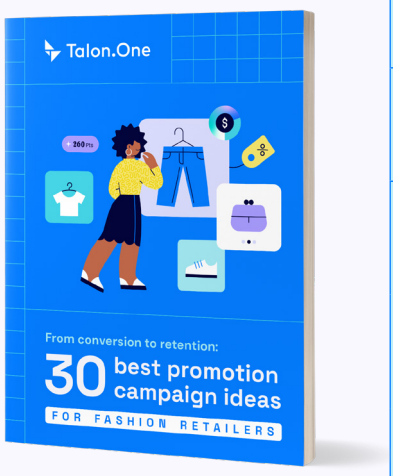
If: Session Total (Current Session) is greater then 99

And: Lucky Number (Current Session) is between 0 and 49

Effects

Add loyalty points: 200

RELATED RESOURCES



30 best promotion campaign ideas for fashion retailers

How Vestiaire Collective increased promo efficiency with Talon.One

Promotion gamification: How and why it works

Boost business with better promotions and loyalty programs

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