



LOYALZ.io

New Gen Customer
Engagement Platform

Challenge

For **27 mln ecommerce** sites around the globe:

- **Global Inflation leads to Lower Customer Lifetime Value (LTV)**
- **Global Inflation leads to Higher Customer Acquisition Costs (CAC)**

**“Acquiring a new customer is anywhere from 5 to 25 times more expensive
than retaining an existing one”**

Harvard Business Review.

Solution

AI Powered | All in One | Web3

Customer Engagement Platform

Web 3 Loyalty

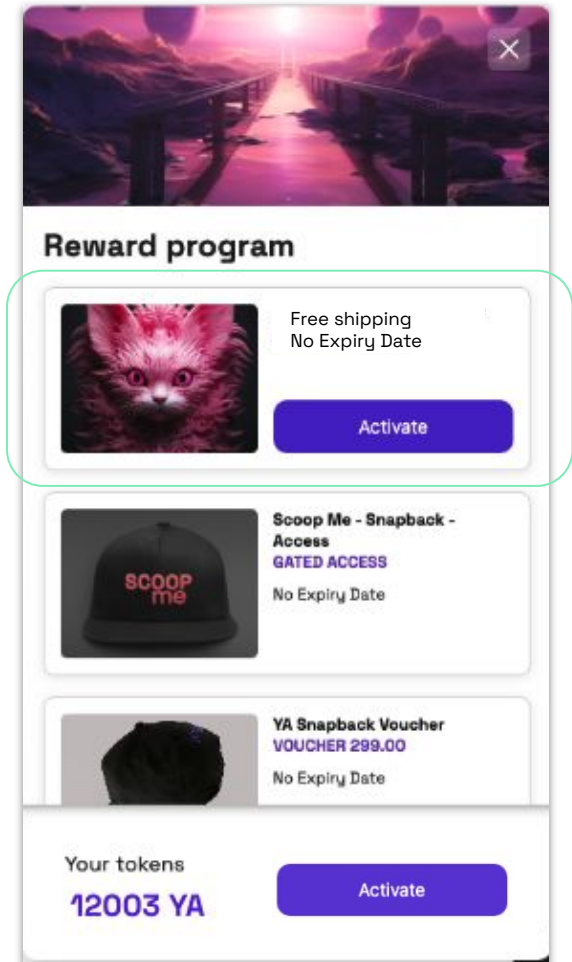
**Interoperable
Tokenized Cashback**

**Social Engagement
Rewards**

Use case 1

Aim: Improving shopping frequency

- 1) Target your average user shopping frequency (ex.1,5)
- 2) Create a collection for free shipping, valued at above the average frequency level. (frequency x shipping cost)
- 3) Send mailing to your customers leading to marketplace
- 4) Check if the frequency within time frame improved.



Use case 2

Aim: Improving retention

81% of all respondents said they're more likely to purchase from an online store that offers some sort of reward or cashback on purchases than one that doesn't.*

- 1) Enable Cashback in your merchant panel (one click), set the cashback rules.
- 2) Users from that point will be rewarded with Branded Coins
- 3) Check if retention within time frame improved.



*<https://www.wildfire-corp.com/blog/wildfire-shopping-rewards-survey-results>

Cashback

Here you can change the settings of Cashback program

My balance

0 YA

If you wish to buy more YA tokens contact us

My cashback Coins

0

CASHBACK PROGRAM ACTIVATION

I want to activate cashback program ☒

Choose for whom you want to activate cashback program

☒ Cashback for your all customers

☐ Cashback only for Benefits holders

CASHBACK PROGRAM

Coin name

Enter a valid name for your coin

Cashback coins per 1 PLN

Coins

0

This is the value of how many coins users should receive for each 1 PLN spent on your goods in your e-shop.

Example

If you are selling t-shirts for 10 PLN each and you input 1, it means that each user who purchases a t-shirt will receive 10x1=10 Coins.

I want to enable users coins tokenization ☐

Users will be able to tokenize their coins to YA tokens and move them to other vendors. They will be able also to buy your coins to engage with your shop.

The exchange rate between all brand coins and tokens is 1:1

Use case 3

Aim: Improving Average Basket Value + social media reach

- Create a Quest:
 - sales volume, in time frame, above X value
 - X posts tagged with brand in time frame
- 1) Create a leaderboard for time frame and set rules
 - 2) Create reward: Cashback/ NFT collection with discount/gated access/ voucher



LOYALZ.io

Search market



#00362

250.00 PLN

25000.00

BUY

Introducing the YA Snapback Voucher Collection: Welcome to the future of fashion with our exclusive YA Snapback Voucher collection. Each item in this collection represents a unique opportunity to unlock special discounts and privileges for purchasing our stylish YA Snapback Hats at discounted rates. 3d Scan: Image is an actual 3d scan of actual product.

Voucher: 299.00 USD

Use case 4

Cel: Offer unique shopping experience - Presale

- 1) Segment users that should receive gated access to new collection.
- 2) Create collection with gated access feature
- 3) Allocate products inside your shopping system that access should be limited (ex. new product arrival)



#00377

4.00 PLN

VA 400.00

BUY

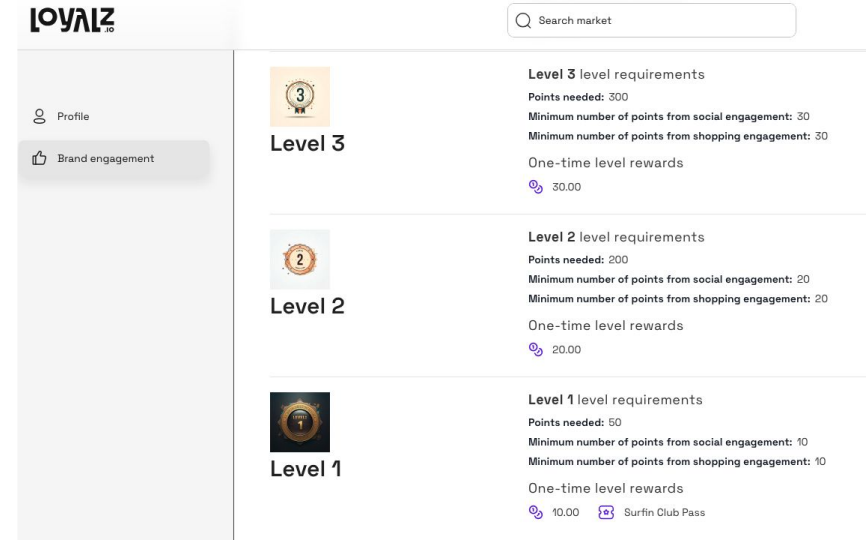
Introducing the Scoop Me Snapback Access Collection: Step into the world of exclusive fashion with our innovative Scoop Me Snapback Voucher collection. Each Item in this collection unlocks access to purchase our coveted Scoop Me Snapback Hats, offering fashion enthusiasts a unique opportunity to elevate their style while enjoying exclusive benefits.

Gated access to products

Use case 5

Cel: Increase CLV and brand engagement

- 1) Create long term User journey with self-defined levels for purchase of products and for social media engagement.



Plugin and page widget for shopping system

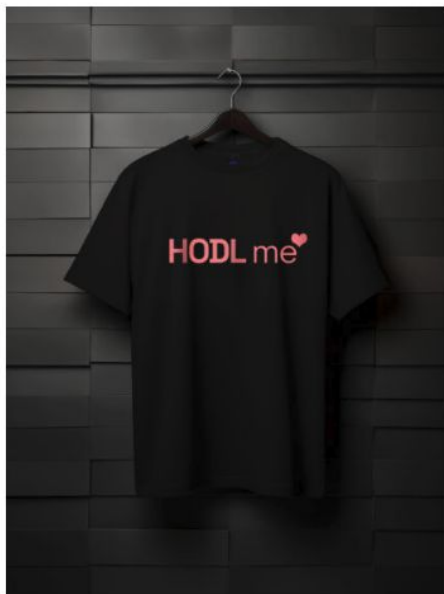
We are free spirits who believe in a decentralized world without boundaries. Against the herd, against the system – loyal to freedom.



Hodl me – Hoodie

399,00 zł

SELECT OPTIONS



Hodl me – T-shirt

199,00 zł

SELECT OPTIONS



Hodl me – Snapback

299,00 zł

SELECT OPTIONS



Reward program



Loyalz.io - Forever 10% OFF
DISCOUNT 10.00%

Activate



Scoop Me - Snapback -
Access
GATED ACCESS
No Expiry Date



YA Snapback Voucher
VOUCHER 299.00
No Expiry Date

Your holdings:

12003 Loyalz Coins

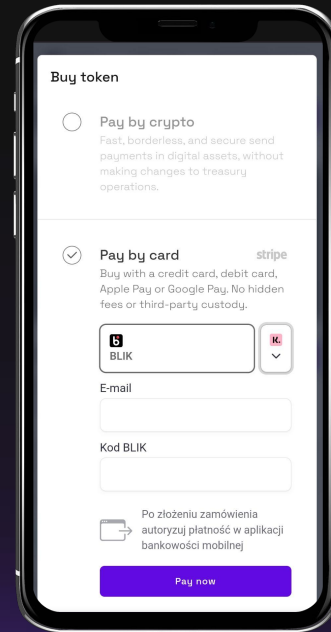
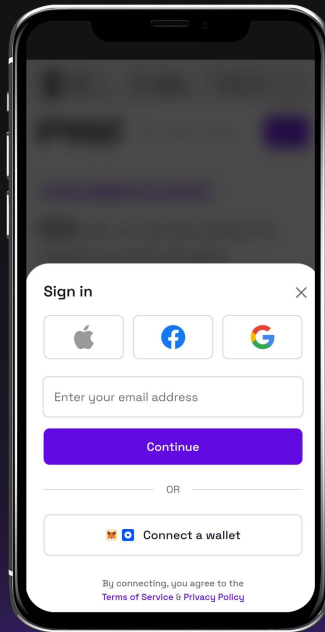
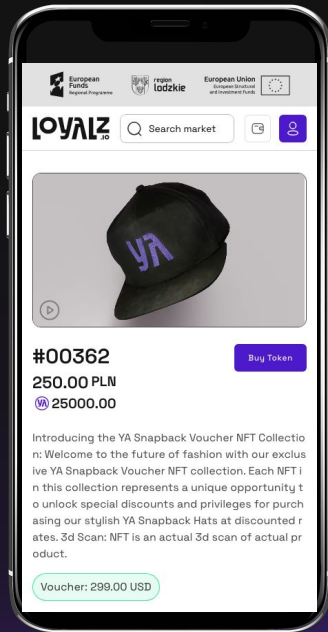
Loyalty tokenization

Unique tokenization possibilities.

- Each user collects Brand Cashback Coins that can reduce the price of future purchases
- Users can decide to tokenize the Brand Coins to our Native YE token and sell them on open market or purchase other Brand Coins.



Web 2 user experience



Poll of 30 ecomms proved that experience should be well known to their clients

Team - We deliver



Growth | Paid | Analytics

- 60 satisfied B2C ecomm and B2B Saas clients
- Google and Meta Business Partner
- Clutch Top Advertising Company
- Clutch Champion Fall 2023

TOKENOMIA.PRO

Web3 | Tokenomics | Development

- official collaborator of Chainlink Labs
- smart contracts + testing
- tokenomics models + simulations

 **Meta**
Business Partner


Google Partner



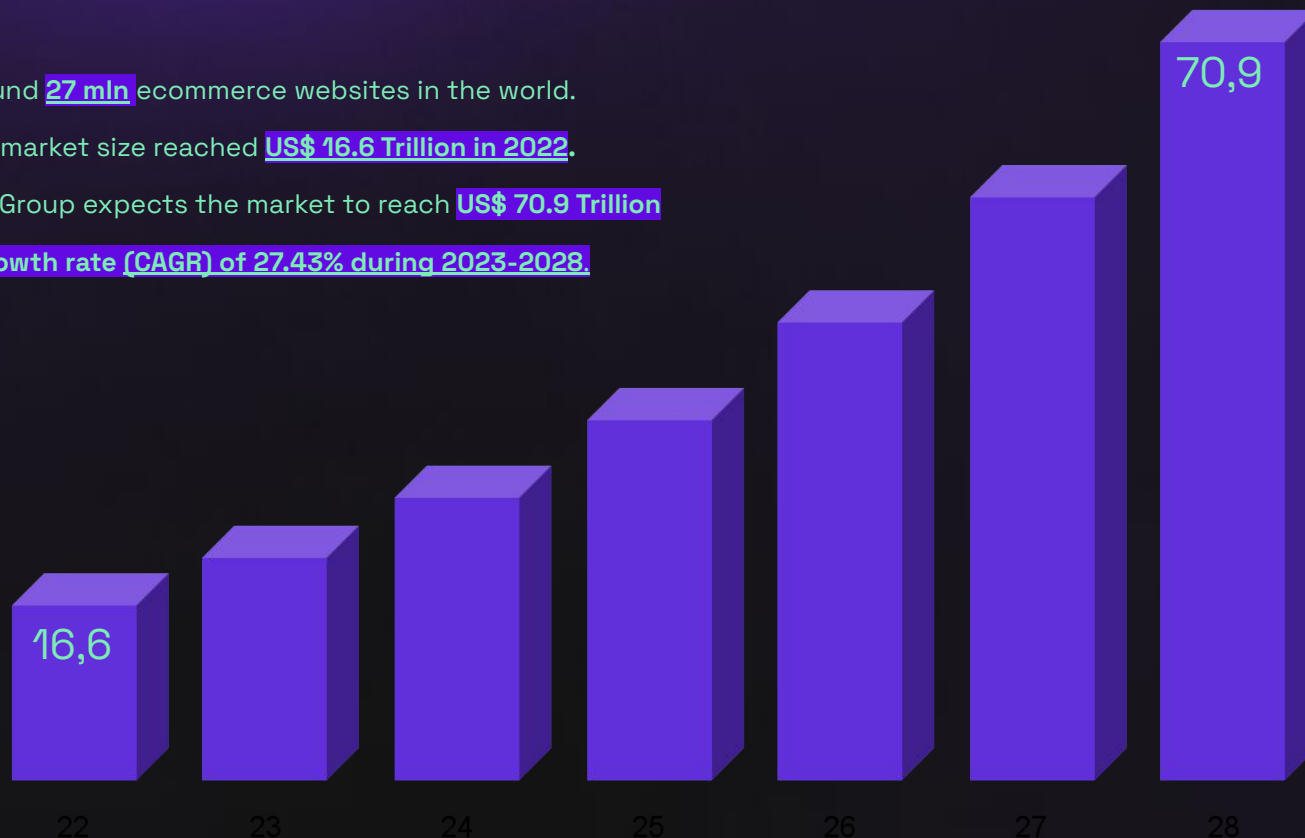
Chainlink Labs

Market

By 2023 there were around **27 mln** ecommerce websites in the world.

The global e-commerce market size reached **US\$ 16.6 Trillion in 2022**.

Looking forward, IMARC Group expects the market to reach **US\$ 70.9 Trillion** by 2028, exhibiting a **growth rate (CAGR) of 27.43% during 2023-2028**.



Business Model

Revenue stream 1: tool subscription

Revenue stream 2: commission of sale and resale of Benefits

Business Objectives:

2025: 50-100 clients

2026: 500 clients

2027: 1000 clients

The image displays three subscription plans for the Loyalz.io platform, each represented by a card with a shark-themed header and a list of features. The 'Fish' plan is priced at \$39,99/month, the 'Shark' plan at \$159,99/month, and the 'Whale' plan at \$399,99/month. Each plan includes a 'Save 20%' badge. The 'Shark' plan is marked as 'RECOMMENDED' with a red banner. All plans offer a 'Get started' button at the bottom.

Plan	Price / Mo	Save	Up to	Unlimited collections	Tokenized cashback	Branded marketplace	Chat support	Support charity	Free api	Theme image
Fish	\$39,99	20%	100 users	✓	✓	✓	✓	✓	✓	✓
Shark	\$159,99	20%	1000 users	✓	✓	✓	✓	✓	✓	✓
Whale	\$399,99	20%	10000 users	✓	✓	✓	✓	✓	✓	✓

+5% commission on each resale of Benefits on marketplace

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Ask Me Anything

