

# Case Study: Coalition Cardless Loyalty Marketing Program

## Client Profile:

Coalition of merchants united in a single community service initiative.

## Business Challenge:

A coalition loyalty program allows members earn points for visiting a specific list of merchants. Earning and reward structures vary. In this case, program members receive a rebate check and a donation is made on their behalf to a local non-profit at specific spending milestones. The participating merchants may be different markets, different industries, but are all driven to reward their customers and help their community.

Any solution had to be simple to implement; adaptable to a variety of business environments, affordable and easy for everyone involved to use.

## Solution:

IDLoyalty. The member's driver's license serves as the enrollment and transaction vehicle. The enrollment process is a simple swipe -- no enrollment forms, no data entry. A transaction to earn points for purchases is another swipe of the driver's license and quick keypunch of the amount spent.

## Results:

- *This program was recently launched. No results data is available at this time.*