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Customer Loyalty Accelerator Launches 7-Point BOOSTER Package to Enhance Its Clover Rewards App



Ignite Your Loyalty Program.

We're Proud to Announce the Launch of our Groundbreaking 7-Point BOOSTER Package!

What's Included in the 7-Point BOOSTER Package?

1. **A 30-Day Free Trial** of the CLA Starter Plan
2. **Free personal consultation** with a CLA rep to help customize the program set up for your particular business
3. **4-months of fully-funded cards** to get you started on the right foot and prove the high ROI of program (*see below for more details)
4. **Accurate digital ID and contact data** for each customer registering their cash reward cards
5. **Monthly activity and ROI reports** sent automatically to you
6. **On-going consultation** with your CLA rep to fine tune your program
7. **Monthly subscription plan.** If you are not completely satisfied, you may simply cancel at any time.

Merchants using the *Customer Loyalty Accelerator* (CLA) app on the Clover POS now have a groundbreaking new package of benefits that will automatically ensure easy program implementation and an immediate, undeniable program ROI.

"Customer Loyalty Accelerator's newly launched 7-Point BOOSTER package demonstrates a deep commitment to our clients' success by igniting greater revenue growth through their loyalty programs," said Encore Incentives CEO, Alan Steinberg. *"The BOOSTER package is intended to give our new merchants that extra boost to ensure a successful program launch of the CLA Clover app. And overall, CLA is designed to boost a merchant's sluggish loyalty program."*

CLA fully funds the incentive value of your Customer Rewards Cards*

As part of our groundbreaking, 7-Point BOOSTER package, CLA will fully fund the first 4-months of your Reward Cards.

Sound too good to be true? Well, that's just how confident we are you are going to be completely delighted with the results. We're willing to back that up by proving a terrific return on investment (ROI) at no risk to you, as part of our commitment to your retail success.

You have everything to gain and nothing to lose. All you have to do is thank your high-value customers with an incentive card funded by CLA, then reap the ROI in return visits and higher spending.

The first "cash rewards" program to be introduced on the Clover platform

Unique from other loyalty apps, *Customer Loyalty Accelerator* is the first "cash rewards" program to be introduced on the Clover platform. "We are honored to partner with the Clover POS platform, to provide an industry-first merchant opportunity by delivering relevant and compelling rewards that will drive higher return customer revenues and a great ROI," Steinberg said.

"It's similar to the highly successful Kohls' Cash program for smaller merchants that don't have the same clout as Kohls." - Alan Steinberg, CEO

Customer Loyalty Accelerator Is a Complete Digital Marketing Solution

"*Customer Loyalty Accelerator* (CLA) ignites greater participation in a sluggish loyalty plan, vastly improving upon sign-up rates from your most valued customers," according to CTO Scott Goble. "More than a bare-bones, points-based, or one-size-fits-all loyalty plan, CLA is uniquely different – a complete digital marketing solution to identify your most valued customers and motivate return visits and higher spending."

CLA seamlessly integrates with an existing loyalty program, or can perform as a standalone loyalty program. CLA enables Clover merchants to easily collect high value customer contact information, and thus increase revenues from return customer visits and greatly improve upon customer personalization.

The CLA Management Team

The CLA management team is led by a brain trust of marketing professionals with deep roots in data development and entrepreneurial technology. CEO Alan Steinberg established himself as a pioneering entrepreneur in developing big data analytics at Intel and other major tech companies. Chief Market Strategist Alan Loboock, co-founder of SkyMall, is now an advisor to many fast growing companies and was named a "Start Up Guru" by the Wall Street Journal. Scott Goble, CTO and VP of Engineering, most recently worked at Microsoft, as a Principal Software Developer Manager, on the development of Windows.

[Customer Loyalty Accelerator is available for download on the Clover App Market at https://www.clover.com/appmarket/apps/ZYTJYBWRK2W4A](https://www.clover.com/appmarket/apps/ZYTJYBWRK2W4A)

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