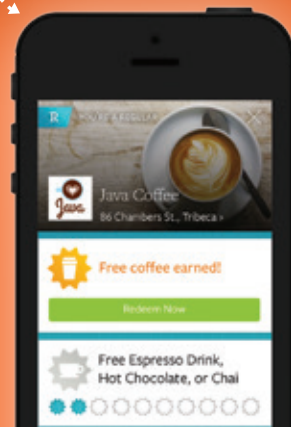




Seamless check-ins.



## Loyalty just got easier.

As part of the Perka™ solution, the **Perka™ beacon** simplifies the check-in process for customers when they enter your store.



## Turn occasional visitors into loyal regulars.



How do you build customer loyalty? It's easy, with the Perka™ solution. When you send special offers directly to your customer's mobile device, they can tap into rewards that keep them coming back.

And now it's even easier with the Perka™ beacon. It speeds up the transaction by simplifying the check-in process for customers when they enter your store.



**The Perka solution.** It's the easy way to build loyalty, reward your customers and bring them back for more.



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### How does it work?

The Perka beacon broadcasts a signal to your customer's Bluetooth-enabled mobile device, notifying the Perka app to prompt them to check-in to your store.

### Can customers choose not to participate?

Yes. Your customers can control whether their mobile devices respond to the beacon signal by turning Bluetooth and location services off.

### How do I get the beacon?

It's included in your Activation Kit as part of the Perka solution.



Learn more at: [firstdata.com/perka](http://firstdata.com/perka)



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