



First Data® Dynamic Rewards

Your customers want more personalized rewards.

First Data's **Dynamic Rewards** solution helps retail private-label card issuers increase in-store traffic and spend by targeting specific products for rewards promotions.

By enabling retailers to unlock item-level rewards, they can offer more incentives to drive purchase of specific sale items or services that are available only through the store card.

Based on actual buyer behavior data, our solutions enables retailers to offer rewards that are targeted and more relevant to their customers.

- Convert customer delight into increased sales
- Increase store visits and card usage
- Drive customer loyalty and brand advocacy

Benefits to Your Business



Customer Satisfaction

Help drive higher card usage by leveraging your customer data to design more compelling, personalized offers.



Customize Rewards

Our solution is flexible so you can customize rewards that vary from customer to customer — time sensitive, brand-, department-, or store-specific.



Increase Sales

Help grow store traffic, card usage, and sales revenue when your customers receive unexpected rewards.



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Program Features

Point-of-Sale Rewards Advantage

Introduce POS discounts when the customer uses the store card instead of another option, posted the same day as the purchase.

Enhanced Item-Level Rewards Redemption

Offer discounts at the item / SKU level with the flexibility to define up to eight discounts per item, based on purchasing and eligibility rules.

Rewards “Stacking” Management

Defined logic that varies based on customer behavior to allow, limit, or restrict promotional stacking (combining multiple offers at the point of sale).

12-Month Customer Purchasing Lookback

Minimize revenue loss by ensuring that products and services that were discounted during initial purchase are not reimbursed at full price upon return.

Easy-to-Use Rewards Management Portal

Design and launch sophisticated rewards programs from a user-friendly, safe, secure online portal where you can easily add / change rules and calculations for promotions.

Default Return Processing

Ensure you deliver an optimal experience to your return customers, even when a match is not found in the database.

For more information, please contact your Account Executive.

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