



First Data®

Merchant-Funded Loyalty Program

More relevant and valuable customer rewards, with lower overall program costs.

Build stronger consumer relationships with an established network of merchant-funded accelerated earning opportunities across a variety of products and services.

First Data's **Merchant-Funded Loyalty Program** has relationships with over 10,000 merchants poised to add value to your portfolio. Our merchant partners are recruited and matched based on your customers' spending behavior. Your customers receive offers specifically tailored to their life stages and life cycles.

Our service is driven by a combination of data and analytics that help you target the most valuable opportunities within your customer base. And best of all, you can defray some expense of your base loyalty program by shifting the cost of the incentive or value of the points to the retailer.

Benefits to Your Business



Customer Relationships

Our solution helps to increase relevance, accelerate spending, and cultivate long-term relationships for your financial institution.



Streamlined Operation

Our loyalty programs are enterprise-wide solutions that streamline your efforts, so you can manage everything together in one centralized location.



Lower Costs

Just as the name describes — our solution is funded primarily through the merchant, which means reduced costs for you to administer your loyalty program.

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Program Features

Relationships

More than 10,000 national, regional, local, and online retailers with a wide breadth of categories.

Flexible Platform

Your program stands alone on the strength of our participating retailers — or overlay with an existing loyalty program.

Proven Data

Our approach targets the right merchant offers to the right customer segments.

Rewards Website

Mobile-enabled with HTML5 / Responsive Design technology, so your customers can shop on all devices — desktops, tablets, and phones.

For more information, please contact your Account Executive.

