

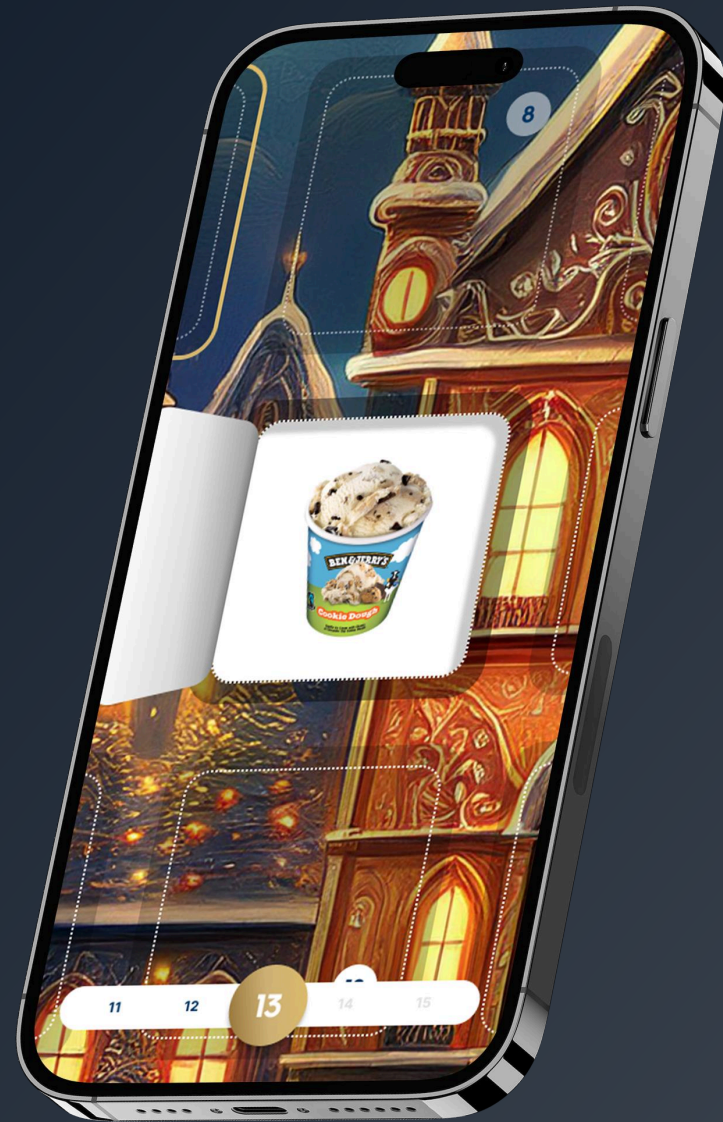
Release notes

What's New at NeoDay?

Black Release

neoday

Netherlands, March 2025



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Introduction to the Black Release

Loyalty, like Black tea, grows richer over time—steeped in trust, strengthened with every engagement.

Increasing revenue has never been easier. This update is designed to boost business metrics by introducing capabilities that drive daily customer engagement—like an enhanced Rewards Calendar and Wheel of Fortune 2.0. Along with a simplified back-end system that reduces IT dependencies, businesses can cut operational costs, all while creating a seamless path to stronger customer relationships and higher sales.

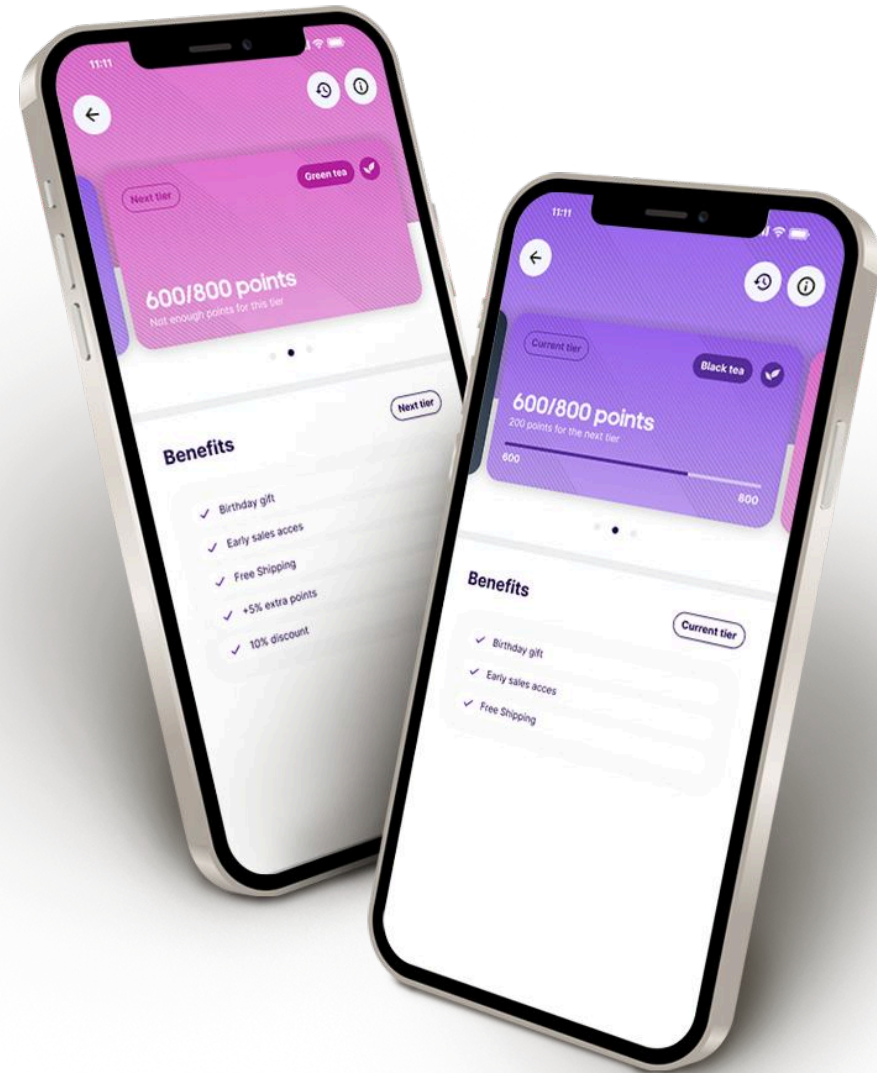
In addition, Black places a strong emphasis on personalization and control, empowering customers to engage on their own terms

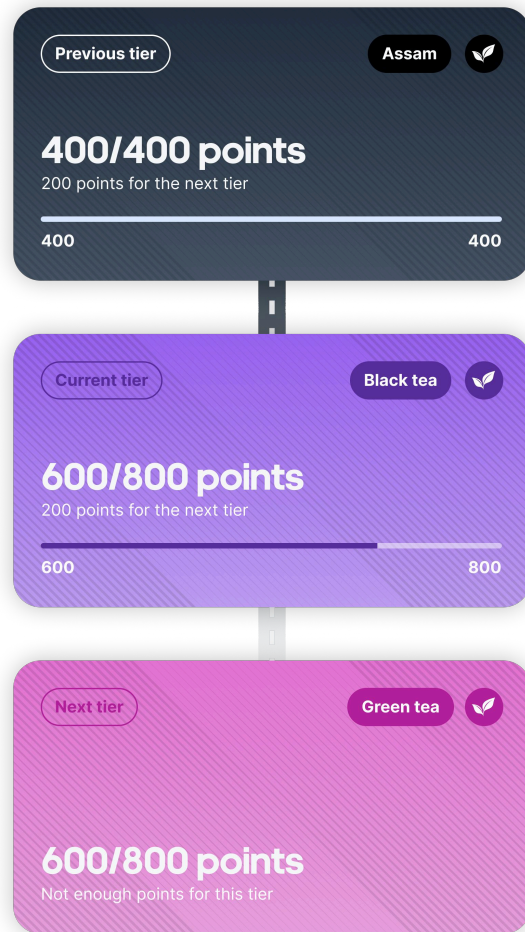
Whether it's through the Points to Discount Slider, Flexible Tiering, or the new and improved gamified experiences, these capabilities work together to create a loyalty journey that benefits both businesses and customers. As a result, this approach strengthens customer connections with your brand, fostering loyalty while delivering direct business results today.

Ultimately, this release is designed to make every interaction meaningful, ensuring customers feel valued while brands drive measurable ROI.

Reduce Churn: Flexible Tiering

Tiering is one of the cornerstones of effective loyalty programs—and for a good reason. By rewarding customers for both engagement and spending, tiered programs boost retention, increase lifetime value, and drive stronger brand advocacy. In other words, they fuel sustainable revenue growth.





For customers, a sense of achievement and exclusivity can be just as valuable as transactional rewards. These emotional incentives, combined with clear, tangible benefits—such as bigger discounts, early access, or premium perks—keep customers engaged and eager to spend more. This is where Flexible Tiering comes into play, offering a key benefit: the ability to reward any behavior you deem valuable. While spending is the traditional baseline for loyalty programs, Flexible Tiering allows you to reward a broader range of behaviors or criteria, ensuring the system aligns with your strategic goals.

And that's not all—NeoDay's sleek interface visually highlights each tier and its perks, motivating users to be a part of your program and keep spending with you.

Repeated App Visits: Rewards Calendar

Have your customers think of your brand day after day, week after week.

Seasonal campaigns are a proven way to drive engagement, but our Rewards Calendar takes it to the next level by replicating the genuine experience of opening a physical calendar. Unlike simpler alternatives, our version mimics the excitement of a real advent calendar, creating a delightful experience that keeps users coming back each day for new rewards, significantly boosting app engagement.



Ideal for the holiday season and beyond, this time-based campaign offers virtually endless customization options. Whether you're planning for easter, summer, or any special occasion, you have the flexibility to tailor the calendar to fit any duration—be it weekly, monthly or just the days leading up to a key event.

With a simple drag-and-drop customization, you can create the most visually impressive Rewards Calendar—fully tailored to your brand's look and feel.

We're excited for you to experience it in action!



Increase Engagement: Wheel of Fortune 2.0



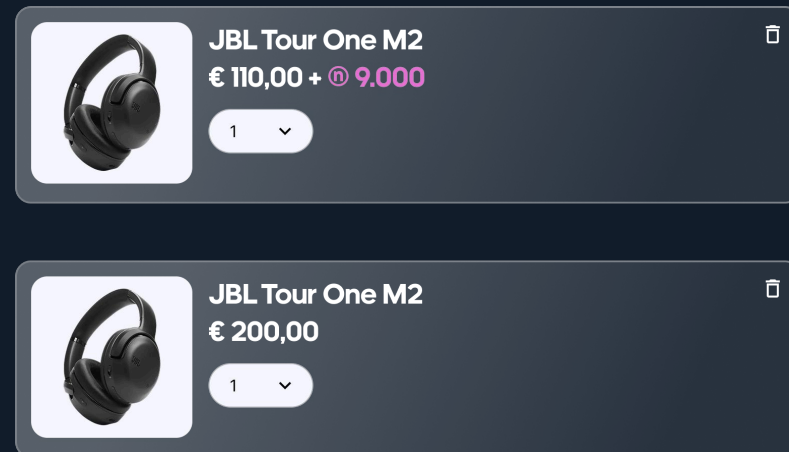
The benefit of 20+ years of in-house loyalty marketing experience lies in identifying small changes that yield huge benefits.

For example, by only showing part of the wheel, you gain the advantage of an unlimited wheel to work with, all without sacrificing any visual quality. Our customer experience data also shows that not displaying the full wheel actually reduces negative emotions associated with not hitting the ideal prize, leading to a significant increase in repeat engagement with campaigns.

By incorporating a swipe-able interface and a sleek layout that displays only one side of the wheel, the experience becomes more modern and suspenseful. The partially hidden prizes create a sense of anticipation, keeping users on the edge of their seats. Meanwhile, the swipe-to-spin mechanic introduces an interactive, sweepstake-style element, allowing users to feel more personally involved in the outcome.

Increase Customer Satisfaction: Points to Discount Slider

Loyalty programs perform best if your customers collect their rewards. So, giving your customers the power to decide how they spend their loyalty currency, will drive greater satisfaction with your program. Allowing customers to use their earned currency on their own terms, they'll be more motivated to engage with your program frequently, knowing they can make the most out of their rewards.



Our Reward Shop back-office configuration gives you full control over the process, letting you set both lower and upper limits for the slider. This ensures you have precise control over the discount range available for purchase with loyalty points, while still offering flexibility to the customer. This new functionality not only empowers customers to maximize the value of their loyalty points but also creates a more engaging, rewarding experience that strengthens customer loyalty every time they interact with your program.

Pay now
Select how much loyalty currency you wish to spend. The more you pay in loyalty currency, the less you pay in euros.

⌘ 100

⌘ 9.000

⌘ 15.000

€ 200,00

€ 50,00

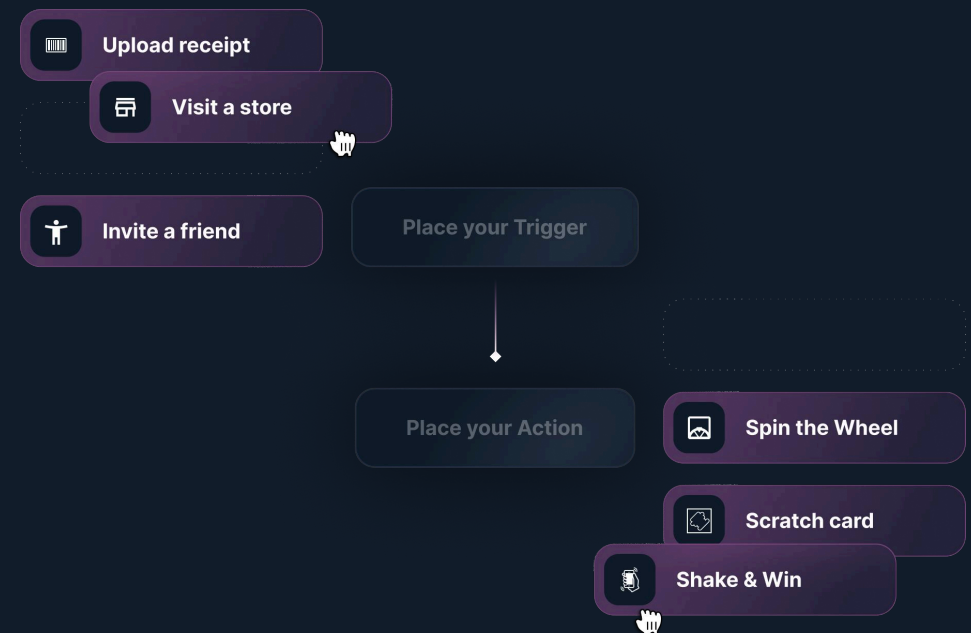
Subtotal	⌘ 9.000
	€ 110,00
Shipping	€ 5,00
Total	⌘ 9.000
	€ 115,00

Continue with order

Reduce IT Costs with Flexible Event Triggers

Should a purchase at checkout earn your customer points or activate their stamp card campaign? With a truly customer-friendly loyalty program, you shouldn't have to choose—it should handle both seamlessly, without complex IT investments.

That's exactly what NeoDay's Flexible Event Triggers do. This new capability lets you define how customer interactions engage with your loyalty program—no IT knowledge required.



Setting it up is simple:

1. Define the event: Choose what action (e.g., a purchase, a scan, or an app interaction) should trigger a reward.
2. Set the conditions: Decide whether rewards are based on variable values (like total spend) or fixed values (like a set number of points per purchase).
3. Automate & optimize: Let NeoDay handle the rest—ensuring a smooth, rewarding experience for your customers.

What's new?

- **More personalization:** Use event values (like a total purchase amount) to create tailored rewards—e.g., spending €50 at checkout can automatically trigger 100 points.
- **Greater flexibility:** Assign fixed values (e.g., giving 10 points for every purchase) when you want a simpler structure.
- **Endless possibilities:** With this update, event values can be anything—from purchase amounts and product categories to visit frequency or engagement milestones—giving you complete control over how rewards are triggered.
- **Faster integration:** Easily connect your system with NeoDay, so you can start rewarding customers sooner without delays.

Try NeoDay Today!

We can imagine you want to see these capabilities in your own look and feel; a tailored demo is only one click away!

For all NeoDay partners, users and clients; if you have questions about this release, please reach out to your point of contact and they will gladly help you through the updates.

[Free Tailored Demo](#)