

Release notes



What's new in Neoday?

Assam Release

neoday September 2024

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Release intro

When we say 'Redefining Loyalty through Customer Engagement', what we mean is that loyalty is achieved when brands continuously create Meaningful Moments with their audiences.

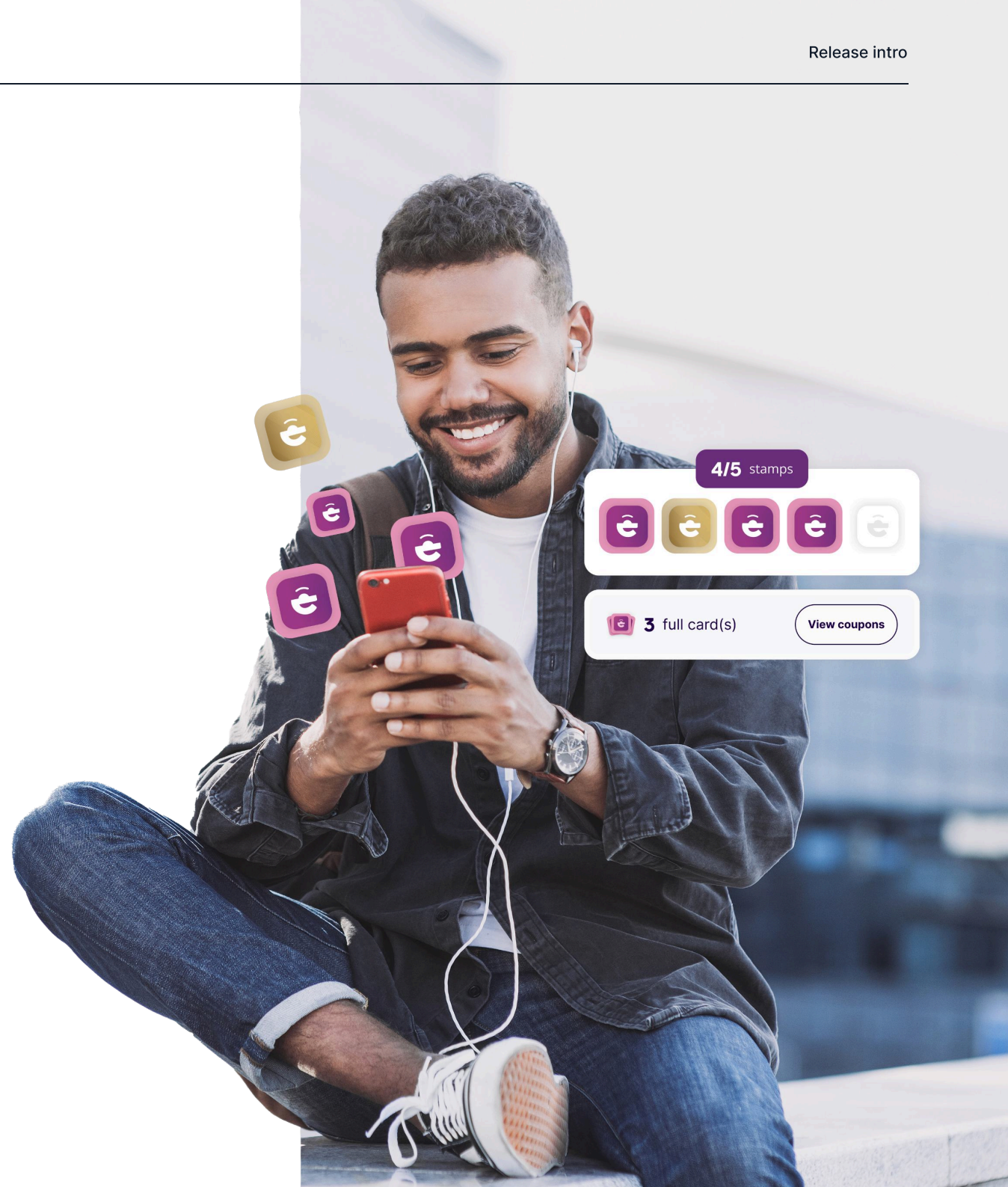
This results in short term benefits like increased engagement, basket sizes and visit frequencies, to long term ROI in increased Customer Lifetime Value.

This is not just our philosophy, but also the foundation of our release management. We ensure every release adds to your capabilities for both short engagement and long-term increased revenue.

So, grab your cup of Loyal-tea and enjoy our latest product release: The Assam Release

Kind Regards,

Jurgen Swaans, Founder of NeoDay



Milestones

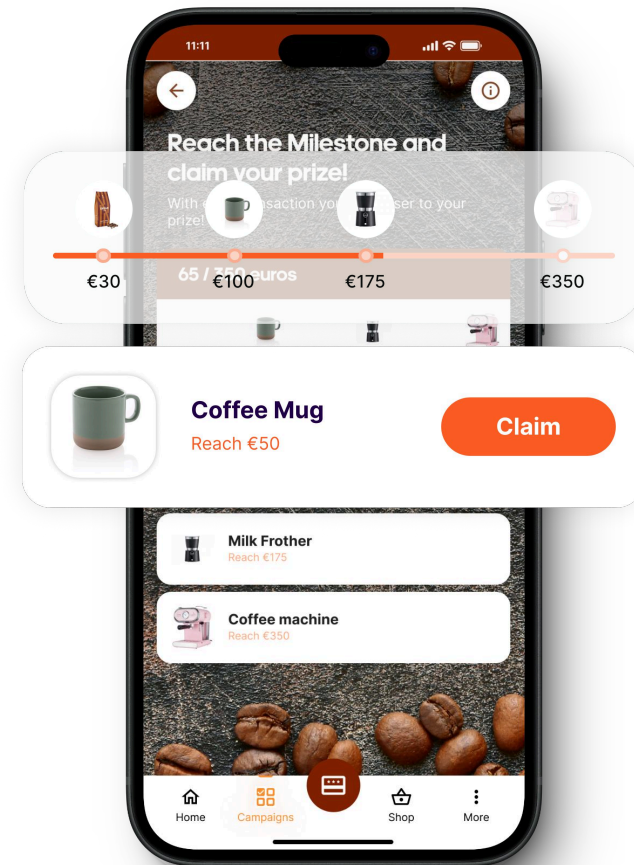
If we want customers to spend more with our brand, we need to adapt our engagement based on their behaviour and their needs in meaningful way.

So if we are talking about changing your customers behaviour, urgency is a key factor. And campaigns with a start and end that guide your customers by behaviour they were already going to show add value to all involved.

Meet Milestones!

From smaller, easier-to-achieve rewards early on, to larger, harder-to-acquire benefits that go beyond their usual spending patterns.

And with NeoDay, you can easily reward spending behaviour to raise the amount spend per person in a certain period. Milestones campaigns will raise the basket size for sure.



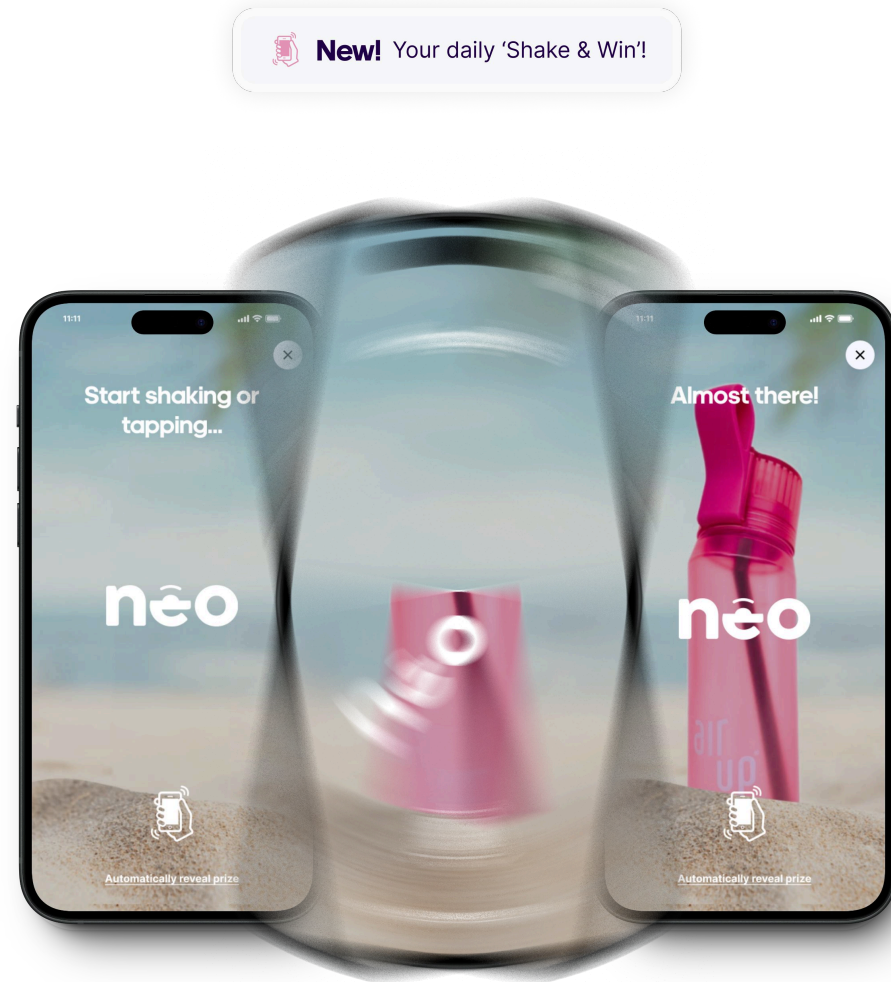
Shake & win

Studies show that continuously engaging your customers through games and prizes increases average spend, customer lifetime value, and customer satisfaction, as it keeps your brand top of mind

Meet Shake & Win

Let's learn from major success stories in food retail. When you give your customers the opportunity to engage with you daily, such as through Shake & Win campaigns, all metrics benefit—from the number of users and increased frequency to improved customer satisfaction.

Businesses that transition their analog customer programs to digital ones, with proven engagement methods like Shake & Win, can increase revenue by an average of 15% per customer.



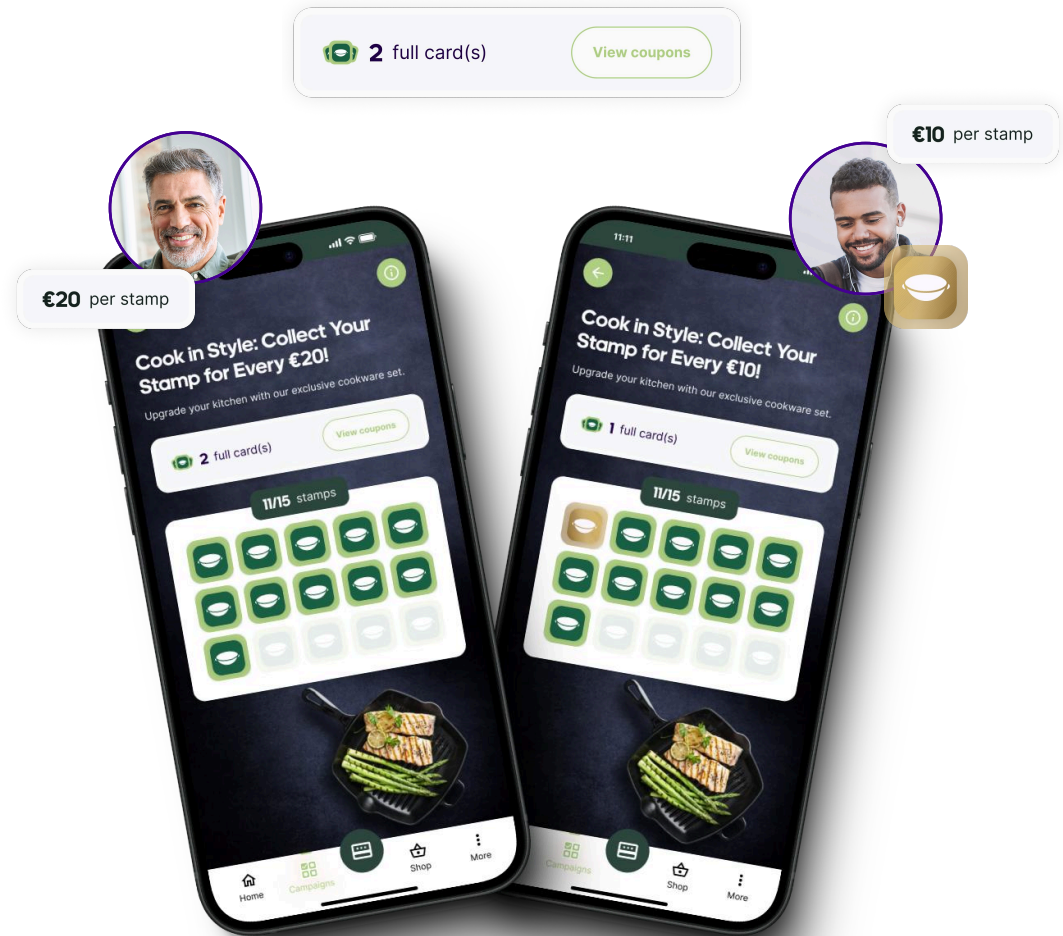
Digital stampcards

Gamification is more than just games. Showing that you understand and value your customers makes all the difference, impacting both their emotional connection to your brand and their actual behavior.

Meet the smart stampcards

Did you know that, based on our data, the average number of full stamp cards per customer is 2.3? So, how about being able to:

- Adjust the stampcard size for the second, third or fourth stampcard for every person.
- Adjust stampcard sizes based on your behavioural or demographic profiles
- Add hidden or visible surprises! And just like the above, can also be available for subsets of customers within your campaigns

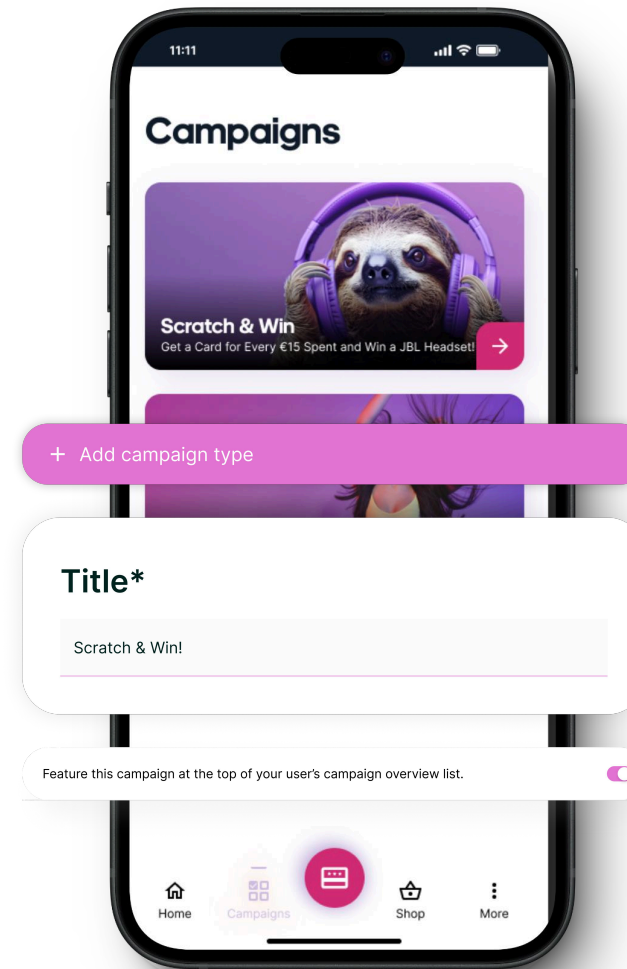


Featured campaign

The biggest frustration for customers and brands alike: Customers missing out on campaigns you spend heaps of resources on!

Meet the campaign counter

Some upgrades don't require much explanation: Click the campaign button (for campaigns) that is always displayed at the top of your customers' view. Talking about minor changes with huge impact.



Notifications triggers

Emotional Loyalty happens when your loyalty marketing is an engrained element within your customer journey.

Meet Notification Triggers

Whenever a customer wins a prize, a notification is automatically triggered and sent to your connected Marketing Automation tools, making it easier to handle follow-up and customer journey enriching communications.

NeoDay dashboards

For those who know NeoDay a little, know that we will never have a release go by without further improving your data insights capabilities.

Meet dashboards Upgrades

You can now easily track which User IDs have entered how many codes and view a 'top participants' list for each campaign. This makes monitoring engagement more efficient and creates better windows for learnings and adjustments.

Push notification

Send a push notification to Erik. 



Try NeoDay today!

If you have ideas and/or requests for items we should add next to NeoDay, always feel free to reach out!

For our happy customers, if you have questions about this release, please reach out to your Customer Success Manager and they will gladly help you through the updates.

For those interested: Click on the link below and we will set up a free, tailored 30 minute demo for you!

[Learn more](#)

