

# Can you...

- Identify and target your customers with customized marketing?
- Increase awareness of sale items, promotions, weekly ad thru e-mail or social media?
- Track customer spending by department and cross promote other departments?
- Categorize your customers by location and target your advertising?
- Increase spend in a department by sending special promotions to customers that spend less than 5% in that department?
- Determine your B customers and turn them into A customers thru direct marketing?
- Track employee fraud?
- Communicate effectively directly to your customers?



## Choose Loyalty Lane and...

- Build Customer Loyalty
- Increase basket size
- Reward your customers in-store
- Target your marketing efforts
- Increase your web presence
- Integrates with your POS

Loyalty Lane is a proven Customer Rewards Program Management and Marketing company that focuses on increasing the bottom line of its clients. Our grocers are excited about Loyalty Lane. Our Loyalty Programs are proven to increase customer frequency and average basket size by driving your customers back into your store for their rewards. Call us today to learn how we can customize a program for you.

**For more info, contact:  
David Ridgely: 573-355-0983**

# Loyalty Lane

Microsoft **LOYALTY**  
CERTIFIED *Lane* [www.loyaltylane.com](http://www.loyaltylane.com)  
Partner