



# **BOWLING REWARDS PROGRAM**

**General Overview**

# Adapt or Perish



## The New Dynamics of Digital Marketing

Attracting, engaging, and retaining customers in the digital age of marketing is challenging and competitive, to say the least. Customers today are more empowered, more demanding, and more influential than ever.

In order to accelerate marketing and sales performance, companies must "unsilo" their old single-channel marketing strategies and adopt a true integrated multichannel strategy for managing the conversation with customers. And they need to do it in real time.



Or, as Forrester Research noted in a November 2010 report, *CMO Mandate: Adapt or Perish*:

***"In the future, there will be two types of companies—those that are agile and adapt to consumers' changing media behavior and those that go out of business."***

# Introducing Bowling Rewards

A REVOLUTION IN CASUAL AND LEAGUE MEMBER MARKETING



## Database Building and Validation

Automatic database building as customers activate their card online, by text message or through Facebook with data validation in place to not only verify the legitimacy of emails and mobile numbers but also authenticate through a double opt-in process. No paper forms, fish bowls or sign up sheets needed.

## Fundraising

The only fundraising program in the world with complete accountability and transparency that runs 24x7. Each non-profit is supplied with their own logon ID to track donations and spending in REAL TIME! No need to collect paper receipts and manually calculate donations.

## Cash Back Rewards

Instant cash back rewards (not hard to understand points) which can ONLY be used inside your business. Replace discounting, put full price in your register, and remind customers to come back more often with daily automated thank you note emails after each visit.

## Data Segmentation

Create groups and sort customer data by age, gender, days since last visit, dollars spent, upcoming birthdays and more to isolate data for more intelligent target marketing

## Gift and Games Card Processing

Featuring the only card capable of running gift, games, rewards and fundraising on the same card. Create pre-paid gift and game packages to fill your cash register in advance and run numerous other proven strategies to increase profits and reduce costs.

## Mobile Text Messaging and Email Marketing

Create and send professionally designed HTML emails or text messages within minutes direct from your online account. No 3rd party software needed.



# Key Marketing Objectives



Bowling Rewards offers a myriad of powerful marketing features. At the big picture level, however, the program helps proprietors accomplish the following better than any other solution in the marketplace:

- (1) Build a customer database correctly and without paper sign up forms or manual data entry.
- (2) Treat customers with respect by rewarding them with value for spending money.
- (3) Communicate with your database regularly and automatically.
- (4) Support local non-profit communities with every transaction through cause marketing.
- (5) Reduce, even eliminate discounting as an advertising strategy.

Let's drill down and learn more about how the solution works on the following slides.



# First Let's Examine How Your Business Collects Information From Customers



- Do you ask customers to write in their information in a paper sign-up sheet often dealing with illegible names and email addresses?
- Do you ask customers for information at the busy checkout counter and manually enter data into a POS system or other application?
- We run the Kids Bowl Free program which means we have access to the data but our center does not own it. That puts us at high risk of an outside company selling our data and spamming our customers.
- We do nothing. My center doesn't even attempt to build a customer database.

**Using modern technology, there is a better, more efficient way to collect ACCURATE and VALID customer data that doesn't tie up the busy front desk nor require tedious data entry from your staff.**



# It All Starts With A Database



“It is the easiest way of collecting names for our database I have ever seen in 30 years. I’ve sent emails to our cardholders within 24 hours notice to shore up a day we didn’t have **business** and was amazed to see 43 bowlers attend! Customers spend more and come in more often. The customer service is also incredible. They have helped save my business.”

~ Kathleen Perry  
Franklin Bowl - Franklin, VA

## We collect your customer data so you don’t have to be bothered.

- Simply hand out your cards to every customer with a **pre-loaded activation bonus** (\$5 to \$10 or 2 free games, for example), which customers can redeem on their NEXT visit after activating their card.
- Customers **activate cards online** by email, text message, or Facebook directly through [bowlingrewards.com](http://bowlingrewards.com) or even through your own website. Our data validation processes not only check for proper syntax but validates the **legitimacy** of emails and mobile numbers within milliseconds through TowerData, a 3<sup>rd</sup> party database.
- The registration form can be **customized** to collect any data you want including home address, birthday, anniversary, league memberships, etc. You can decide which fields are displayed and of those displayed, which fields are mandatory vs. optional.
- Cardholders **authenticate** their registration and activate cards by clicking a link inside the activation email sent to their email address or texting back the last 4 digits of their mobile phone number.



# Membership Report



- As cardholders activate their cards either online at [www.BowlingRewards.com](http://www.BowlingRewards.com) OR through your own website, the customers' marketing profile is added to your private database.
- After customers activate their card, any rewards dollars preloaded on their card in advance become available for redemption.
- By default, customers can use their card to earn rewards even if their card is not activated. However, activation is required before any rewards can be REDEEMED through the system to help aid your collection of customer data.
- You can login and review your Membership Report anytime online through your password protected account. Your Membership Report continues to expand as your program accelerates and more and more cards are circulated to customers.

Name	Card ID	Zip Code	Email	Mobile	Total Sales
Joan Hill	107556890	80513	jhill@aol.com	(970) 523-8961	\$307.25
Mike Landon	108925343	44125	mlandon@yahoo.com	(440) 625-3678	\$121.13
Bill Miller	102364791	60601	bmiller@ameritech.net	(773) 586-4394	\$242.50
Melissa Green	109782678	33931	mgreen@aol.com	(239) 345-3987	\$175.03
Bob Rogers	106523158	68318	brogers@sbcglobal.net	(402) 938-1239	\$66.56
Vince Lorenz	103259710	29044	vlorenz@aol.com	(803) 416-6952	\$142.21
Mary Scott	105862147	82637	msscott@yahoo.com	(307) 237-5681	\$71.26

# One Card for Gifts and Games



“I just wanted to let you know that I think your rewards program is the best thing that has happened in bowling since auto scoring. Our bowlers love it (over 80% of our bowlers use it regularly). The reports are unbelievable and the emails that I have collected more than make it worthwhile for us. I have never seen a better way to collect data from league and open play customers.”

~ Bill Wammes, Al-Mar Lanes  
Bowling Green, OH

The **Bowling Rewards** program features prepaid gift and games applications on the same rewards card. Centers can either load traditional gift value in currency format OR load games of bowling on the same card. Bowling Rewards enables proprietors to remove money from the customer’s hand (i.e. Las Vegas) and transfer it to their cash register helping guarantee a return visit without any advertising cost or reduction in prices to drive spending.

Here are just a few ideas on why customers will give you money in advance:

## **Frequency Games Cards**

Instead of selling a card with monetary value (i.e. \$50) consider loading games of bowling such as 10 games, 50 games, 100 games etc. customers can prepay for in advance at a special discount and redeem later.

## **Pre-Paid 20% Bonus**

Load (or add) \$20.00 in rewards when a customer purchases a \$100 gift card (for themselves or someone else). This strategy is a huge money maker for the business and yet offers a much higher return to the customer than leaving money in the bank.

## **Free Meal or Item**

Offer a meal or service FREE of charge when the customer loads a certain amount (such as \$50.00) on their card.

# One Card for Rewards



“Bowling Rewards is one of the best investments I have made over the past 20 years. I see it as the cornerstone to building our business and being able to re-contact our customers. It has also reduced discounting at our center and restaurant.”

~ Jon Perper  
Playdrome Bowling Centers  
Cherry Hill, NJ

Over 98% of loyalty programs issue points as rewards. Points are difficult for customers to understand and therefore fail to engage consumers to maximum potential. Bowling Rewards, however, uses a superior instant cash back rewards program design. Cash back rewards are easy to understand, show extreme value to customers, and places your business on a path toward reducing then eliminating all discounting inside your business.

When we make things simple and efficient by eliminating coupons, paper punch cards and other hard to understand points based programs, the value and convenience to customers is clearly seen in the bottom line. Many of our clients have shattered sales numbers and profit records with these simple steps alone!

- Each business owner is in full control of rewards and how they can be earned and redeemed.
- The ability to change rewards, bonuses or value added offers can be done within seconds.
- Automatic thank you note emails cement the benefits and remind customers of the value. (see example on next slide).

# Automated Thank You Email to Customers



From: Bowling Rewards  
Date: June 16, 2010  
To: John Smith  
Subject: Playdrome Reward

## ★ SAMPLE EMAIL

When we add fundraising to your loyalty program, a special thank you reminds the customer of how much they have helped their church, school, etc. We combine BOTH benefits of rewarding and recognizing the customer AND supporting their heartfelt need at the same time!

Dear John Smith,

Thank you for visiting **Playdrome**. We're pleased to inform you as a result of your recent purchase you have earned a **\$5.45 Reward** and have a current **Reward Balance of \$16.28**. Your reward is available for redemption toward a future visit at Playdrome just as if you were spending real cash.

We are also pleased to inform you as a result of yesterday's purchase, you earned a **\$2.28** donation to **Johnson Middle School**.

To redeem your reward, just hand your Bowling Rewards card to the front desk at Playdrome and inform them you wish to redeem your rewards and how much. You can spend your reward at any time or continue accumulating rewards toward a future visit.

Remember, join us every Monday and Tuesday for **DOUBLE REWARDS DAYS** and receive 20% cash back rewards on every purchase.

Once again, we thank you for your business and hope to see you again soon.

Sincerely,

Playdrome Bowling Centers • 856-763-3222 • [www.playdromebowling.com](http://www.playdromebowling.com)

# One Card For Kids Summer Promotions



“In the first year running a kids summer program through BR, I sold over 100 MORE parents packages than I had done the previous year with Kids Bowl Free. Plus I was able to keep all the money and own my own database. Bowling Rewards is a far superior alternative for proprietors. Next summer, I can just reload games on the cards to the same kids with a push of a few buttons and not waste postcards.”

~ Jason Fradenburg,  
Richmond 40 Bowl – Richmond, IN

Centers can easily digitize their kids summer program through Bowling Rewards by replacing circulated postcards with a 200 games load on a rewards card for the Summer with systematic limits per day to prevent redemption abuse. Plus with Bowling Rewards, you always OWN your customer data and can access it online anytime plus pocket 100% of the proceeds from selling parents packages with immediate deposits into your register.

There are numerous advantages for running a kids summer promotions through Bowling Rewards including:

- Enhanced security of using a plastic card for tracking and convenience.
- Automated programmed limits employees do not need to remember on redemptions (1 or 2 game per day limit for example).
- Automatic clearing (zeroing) of games balances after the summer.
- Integration with your customer database with full query ability to create subscriber lists for targeted email and mobile marketing.
- Ownership of all customer data without risk of a 3<sup>rd</sup> party company spamming or selling your customer list.
- Ability to sell parents packages on the spot and keep 100% of the proceeds.

# One Card For Platinum Memberships



Bowling Rewards clients are increasingly ordering special Platinum membership cards to generate increased upfront cash flow while increasing frequency and spending at the same time. There is nothing like getting paid in advance for people to visit more often and custom membership programs are the easiest and most lucrative ways to achieve these results.

Many centers will charge customers a small membership fee (such as \$20.00 - \$50.00 per year) to join their center's Platinum or VIP membership program and receive unique 'member only' benefits. There are many ways each center can design their own VIP offers and make the purchase of the card look like a tremendous value while generating \$1,000s in added revenue. Here are just a few ideas.

- Preload 365 games of bowling or even certain food or drink items with a maximum redemption of 1 or 2 games (or items) per day
- Double cash back rewards for the entire year when the Platinum card is presented at checkout.
- Offer \$20.00 value toward any pro shop purchase such as a Brunswick bowling ball.
- First in line benefits or reservation benefits.
- Contests, prizes and other ways to win rewards or even redeem rewards on special items either inside or outside the center.

“Our Platinum card drives crazy traffic to our restaurant and lounge. Each card comes automatically pre-loaded with 365 Miller Beers with an automatic block of 1 drink per day. We sell the card to our customers who pay us every year and even if customers use their free drink every day of the year, we still come out way ahead due to increased spending. It’s incredible.”

~ Rob Caputa  
Sunrise Lanes, Casper, WY

# One Card For Fundraising



“Since installing Bowling Rewards, our profitability, games bowled, average ticket and frequency have all increased and our business has never been better. Apparently other centers are feeling the ramifications of a recession, but not here at Play-Mor. We’ve found that when we value our customers and reward them for coming in, they come back much more often and they just love the program.”

~ Linus Hartings  
Pla-mor Lanes- Coldwater, OH

The **Bowling Rewards Fundraising Program** offers outstanding ROI by replacing what is normally spent on advertising with donations back to selected non-profits.

- We offer the only fundraising program in the world today with real-time transparency and accountability. Each non-profit receives their own username and password to track donations, spending and visitation in real time.
- Simply distribute your cards to as many local non-profit organizations as you desire. The program automatically tracks spending by non-profit and by each individual card holder for added security and audit protection.
- Each new customer’s marketing profile is automatically added to your membership database after the first card swipe. Support the community, increase business, and build your database at the same time!
- After each transaction, a designated % of the sale is automatically allocated to the designated cardholder’s charitable organization as a donation.

# Data Mining and Segmentation



The Bowling Rewards system includes access to a robust customer relationship module that gives you the ability to filter and isolate customer data accumulated during the cardholder activation process.

DAYS SINCE LAST VISIT	LEAGUE STATUS	AGE	UPCOMING BIRTHDAYS	MOST VALUABLE CUSTOMERS
<input type="radio"/> Not Applicable	<input checked="" type="radio"/> All Bowlers	<input checked="" type="checkbox"/> All	<input checked="" type="radio"/> Birthday This Month	<input type="radio"/> Not Applicable
<input type="radio"/> 30 Days	<input type="radio"/> Casual Bowler	<input type="checkbox"/> 17 and under	<input type="radio"/> Birthday Next Month	<input type="radio"/> Total Lifetime Sales minimum: \$ <input type="text"/>
<input type="radio"/> 60 Days	<input type="radio"/> League Bowler	<input type="checkbox"/> 18-29	<input type="radio"/> Custom Date Range	<input checked="" type="radio"/> Display Top 100 Customers
<input checked="" type="radio"/> 90 Days	<b>GENDER</b>	<input type="checkbox"/> 30-49	from <input type="text"/>	<input type="radio"/> Display Top 200 Customers
<input type="radio"/> 180 Days	<input checked="" type="radio"/> All	<input type="checkbox"/> 50-64	to <input type="text"/>	<input type="radio"/> Display Top 500 Customers
<input type="radio"/> 360 Days	<input type="radio"/> Male	<input type="checkbox"/> 65+		<input type="radio"/> Display Top <input type="text"/> Customers
<input type="radio"/> <input type="text"/> Days	<input type="radio"/> Female	<input type="checkbox"/> from <input type="text"/> 18 to <input type="text"/> 35		
		<input type="checkbox"/> include unknown		

**With the click of a mouse sort data by a myriad of demographic information, e.g.,**

- League members who bowl on Tuesdays and Thursdays
- Females aged 30 to 50 who have not visited in past 30 days
- Customers who spend over \$100 month
- Customers with birthdays next month
- Customers who belong to a charitable organization

**Send specified customers an email or text message to drive visitation and frequency for pennies on the dollar with reporting of open rates, delivery, opt-out preferences and more.**

# Reconciliation Reporting



- On a daily basis, our system emails authorized personnel a daily reconciliation of all transactions processed by location and sorted by transaction type.
- Reports are organized at summary and detail level with color coding to give you a full reconciliation of all gift and loyalty activity processed the previous day that can be tied back to the POS or cash register.
- For more detailed information and queries, you can log into your private merchant account and access reconciliation reports online anytime.

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)
08/02/09	901568890	Daniel Smith	Record Sale	\$25.30	\$12.50	\$0.00
08/02/09	901568890	Daniel Smith	Reward	\$2.53	\$15.03	\$0.00
08/02/09	901566992	Maria Kronos	Record Sale	\$45.80	\$106.55	\$0.00
08/02/09	901566992	Maria Kronos	Reward	\$4.58	\$111.13	\$0.00
08/02/09	901568966	Jessica Jones	Load Reward	\$65.00	\$96.16	\$225.00
08/02/09	901556763	Denise Miller	Redeem Gift	\$50.00	\$31.26	\$60.00
08/02/09	901543289	Joe Smith	Redeem Reward	\$20.00	\$23.66	\$50.00
08/02/09	901566790	Jake Feldman	Load Gift	\$200.00	\$23.40	\$175.00

# Fraud and Abuse Monitoring



Bowling Rewards offers the most comprehensive fraud and abuse monitoring controls in the industry. In addition to standard Clerk ID tracking and Manager Passwords over more sensitive functions, proprietors can configure auditing settings to generate comprehensive reporting of transaction activity by both customers and employees flagged as suspicious or warranting closer review. The Fraud report is even emailed to authorized management automatically on a daily basis for proactive monitoring.

## High Dollar Sale / Load / Redeem Transactions

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/04/09 1:41	108090026	Maria Jones	Load Gift	\$100.00	\$23.66	\$75.00	4560
08/04/09 6:40	108090026	Maria Jones	Record Sale	\$200.00	\$31.12	\$50.00	5580

## Same Card ID, Same Day Multiple Transactions

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/02/09 1:01	107987745	Daniel Smith	Load Reward	\$23.54	\$1.12	\$8.56	1255
08/02/09 2:32	107987745	Daniel Smith	Load Reward	\$8.56	\$1.12	\$0.00	4560

## Individual Card ID Tracking

Date	Card ID	Customer Name	Type	Trans. Amt.	Reward Bal. (\$)	Gift Bal. (\$)	Clerk ID
08/01/09 4:42	108041289	Jennifer Smith	Record Sale	\$55.65	\$23.66	\$50.00	1255
08/02/09 2:32	108041289	Jennifer Smith	Redeem Gift	\$45.80	\$29.31	\$4.20	4560

# Email Marketing



**Bowling Rewards On Demand Email Marketing** service is integrated right into your membership database and combines professional, eye-popping graphic design with a user-friendly interface and maximum delivery rates through ISP spam filters. Your email templates are custom designed and available either on-demand (Do It Yourself) or we'll handle everything through our full service solution.

## Stay in Touch

Permission based communication is extremely well received when combined with value and rewards.

## You Save Time and Money

Unlike every other 3<sup>rd</sup> party solution (i.e., Constant Contact) our email marketing module is integrated with your membership database. Subscriber lists automatically refresh each week, hard bounces automatically deactivate cards and opt-outs are managed seamlessly, saving countless hours of time and frustration.

## Results can be Tracked

Professional email campaigns are trackable with open rates, bounce back statistics and more for ROI analysis.

# Mobile Text Messaging



Our **Mobile Text Messaging** module integrates directly with your membership database and Bowling Rewards account.

- A consumer's cell phone is 'always on – always with'. They simply don't leave home without it!
- Popular technology. Text messaging is used by millions.
- Instant offers. Drive business with coupon or rewards campaigns such as 'today only'.
- Reach your customers within seconds to advertise a special event, new menu item, holiday extravaganza or future promotion.

## **Save Time and Money with Mobile Text Integration**

Just like our integrated email marketing application, our mobile text marketing application integrates directly with your membership database. Subscriber lists automatically refresh each week and opt-outs are managed seamlessly.



# The Bowling Rewards Difference



## What makes Bowling Rewards different from any other loyalty solution in the market today?

**Instant Cash Back Rewards Design:** Unlike most points based loyalty programs that may increase sales 5% to 10%, Bowling Rewards issues instant cash back rewards which is simpler and proven to increase sales and profits upwards of 30% to 40% based on successful client execution.

**Immediate Paperless Redemption:** Bowling Rewards utilizes a completely paperless redemption process offering consumers the ability to redeem earned rewards immediately by presenting their card at checkout without waiting for redemption certificates to come in the mail. This process caters to consumer desires for instant gratification and delivers proven higher ROI.

**Customer Database Outsourcing:** Virtually every other loyalty program solution in the market requires you to actually collect and input the data. We handle this tedious and time consuming process for you and treat your customers with personal attention. We have people on staff whose sole job is to assist YOUR cardholders activate cards and update their data if they are having difficulty.

**Data Validation:** The Bowling Rewards program offers proprietary database building features that not only supports card activation by email, mobile text or Facebook with double opt-in authentication but validates the legitimacy of emails and mobile numbers in milliseconds through TowerData, a 3<sup>rd</sup> party database.

**Private Label Integration:** Using our private label technology, proprietors can run their gift and loyalty program directly over the proprietors own website where all cardholders activate cards and check balances online in a seamless branded experience. No landing pages or hyperlinks. This solution represents true website integration to boost online traffic and keep customers returning.

# The Bowling Rewards Difference



**Gift, Games and Rewards on the Same Card:** The gift and games card application can be run on the same rewards card or printed separately based on management discretion. Combining multiple applications on the same card saves money on plastic while adding more convenience and features for consumers.

**Robust Fraud Monitoring:** Bowling Rewards goes above and beyond normal fraud controls with reports on everything, including but not limited to: high dollar tickets, high frequency patterns, multiple registration attempts with controls to curb abuse and automated daily emails to authorized management for proactive monitoring.

**Proprietary Fundraising Module:** Bowling Rewards offers the only fundraising solution of its kind with complete accounting transparency designed to move your rewards marketing OUTSIDE the walls of your business.

**Single Sign On Solution:** Instead of working with multiple vendors Bowling Rewards includes built-in email and text marketing modules. This tight integration automatically and seamlessly updates subscriber lists, manages bounces, and processes opt-outs.

**Full Service Campaign Consulting:** For clients too distracted or busy to run email and text marketing promotions, we have a full service team dedicated to doing everything for you for very nominal fees.

**Loyalty Marketing Expertise:** Arguably the most important bullet on this list, a Bowling Rewards subscription includes access to senior loyalty marketing experts that are more approachable and knowledgeable about all things loyalty than any of our competitors. We will actually help you execute loyalty marketing with true innovation and in accordance with industry best practices.

**THANK YOU FOR YOUR ATTENTION**



**REWARDS**

**[www.bowlingrewards.com](http://www.bowlingrewards.com)**

For More Information: Call 1-800-978-1338, ext. 1 • Email: [support@bowlingrewards.com](mailto:support@bowlingrewards.com)