Ellipsis

Australia

Customer Loyalty Solutions Market Map 2026

The comprehensive catalogue of all customer loyalty and rewards solutions available to Australian Loyalty Managers.

3rd annual edition

November 2026

Loyalty Central™
an Ellipsis company

Loyalty Central compiles the Market Map
Loyalty Central is an Ellipsis Company

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Ellipsis

We are the

Loyalty Experts ®

We design, build and scale loyalty programs that deliver;

- More customers,
- Spending more,
- More often,
- At higher margin,
- For longer.

Loyalty Central™
an Ellipsis company

We make the complex loyalty solution landscape simple for Australia's Loyalty Managers. Ellipsis' Loyalty Central is the one, comprehensive and categorised reference of all loyalty solutions available in Australia. We partner with Australia's best Loyalty Managers to find them the best loyalty solutions.

M.J. BALE | HBI HANESBRANDS INC. Australasia | Westpac

FLIGHT CENTRE TRAVEL GROUP | wex | medibank For Better Health

MEGA REWARDS | HARRIS FARM MARKETS | Transurban

Loyalty Central helps Loyalty Managers and Chief Marketing Officers make informed decisions about their loyalty solutions. We simplify and de-risk the selection of loyalty partners from a growing and increasingly complex array of loyalty services coming to Australia.

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TL;DR

There's now 285 loyalty and rewards solutions available to Australian Loyalty Managers.

What changed in the last year?

More categories and new entrants.

eCommerce loyalty is a newly added category for the map.

Australian founded Thanks launched the Kodo loyalty platform.

Consolidation continues.

Capillary acquired SessionM, Adyen acquired Talon One, Zeta acquired Marigold (now Zeta Loyalty), Finshape acquired Collinson's Realtime-XLS, Tillo bought Amilon, Mistplay bought Mobivity and Zinrelo merged with Tint to become TrueLoyal. In Australia, Gratifii announced the acquisition of Mosh, an acquisition of Simplicity Loyalty and a strategic investment in Marketplacer and Synchro was acquired by Merit.

Exits.

In Australia, Cashrewards was folded as was DataCo (both part of ANZ's venture unit 1835i). Australian Payments Plus shut down its card-matching transaction and data service. eftpos no longer participates in card-linked loyalty in Australia. Offshore, dacadoo went into receivership and MyGini closed in December 2025. Bakkt exited loyalty and almost all of our Web 3 providers closed or switched categories.

Agentic.

There is an expanding raft of services ranging from roadmap items to full production. We've not yet seen any standardization or comparability. It keeps changing and we're still building a framework and mental model. But. We've seen AI and Agents from every one of the Verified Vendors in this report.

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The map: four core categories – multiple subsets in each

All providers are classified into two categories. They're either primarily a:

- **Loyalty solution,** or a
- **Rewards solution**.

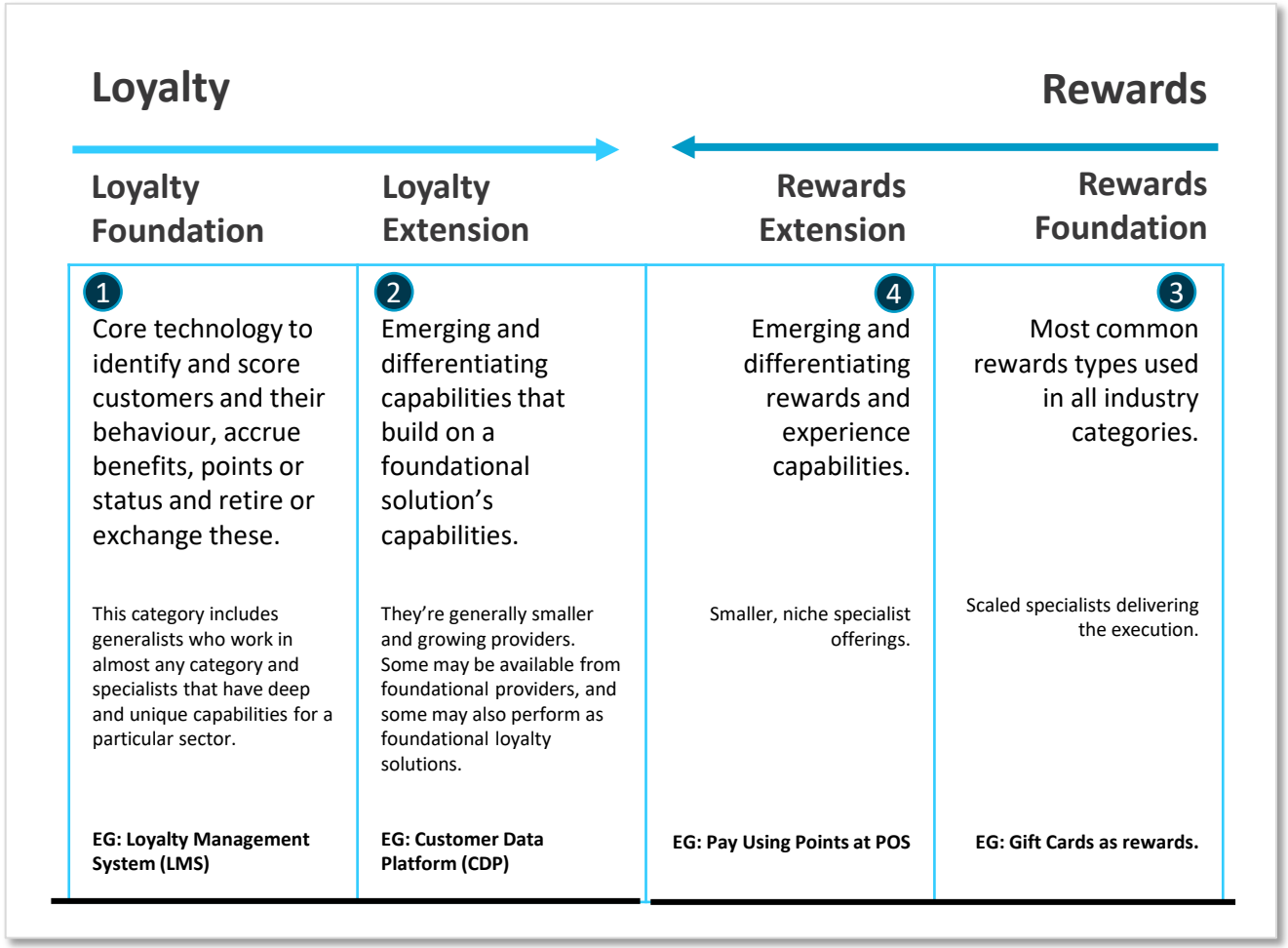
Both Loyalty and Rewards have two flavours:

- **Foundation (core and fundamental),** or
- **Extension (emerging and differentiating).**

Most providers will sit in several categories.

In our classification, we've added them to the one they're best known for.

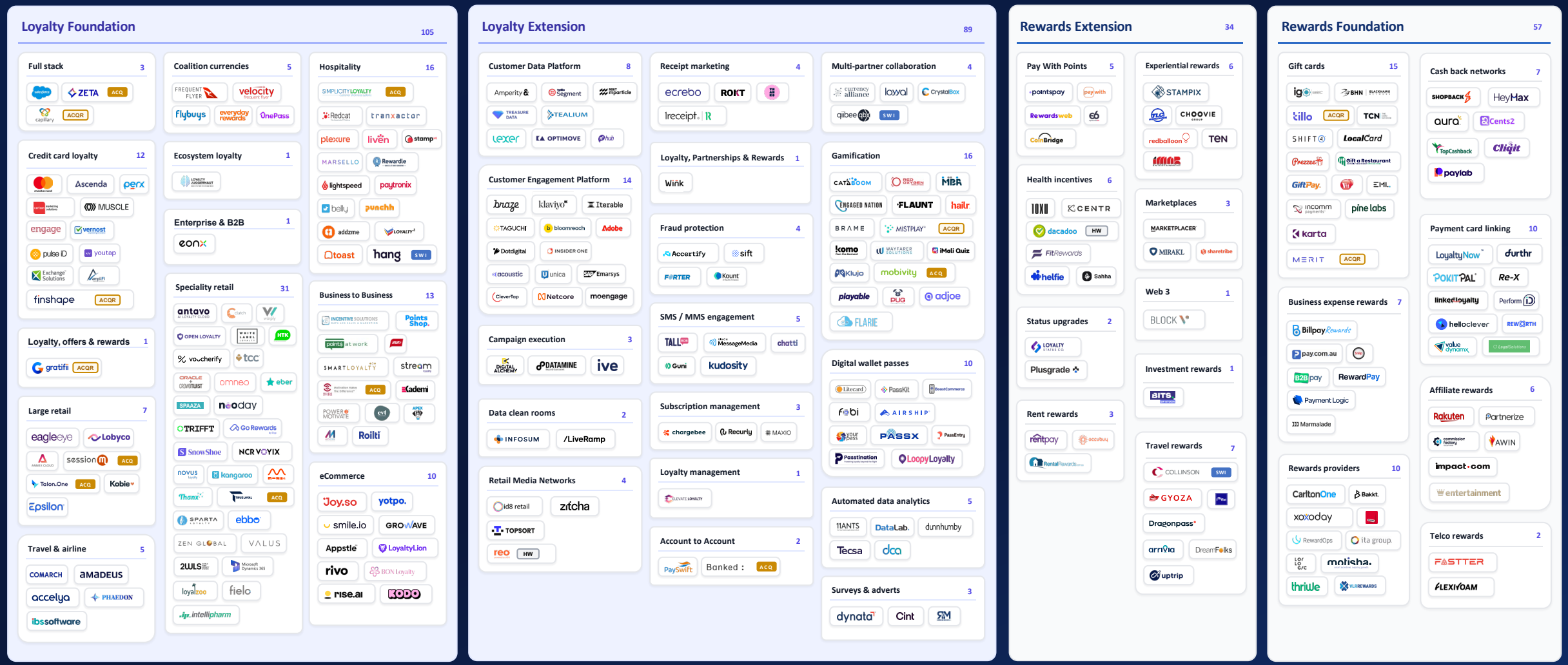
Hence each provider on main map is in one category and appears once. We go deeper with our Verified Vendors and detail what others areas they're also strong in.



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Australia Customer Loyalty Solutions Market Map 2026

Australia's only comprehensive market map of all customer loyalty solutions available to Loyalty Managers.



NEW New to the map in 2026 ACQR Acquirer in last year ACQ Acquired in last year HW Experiencing headwinds SWI Switched category

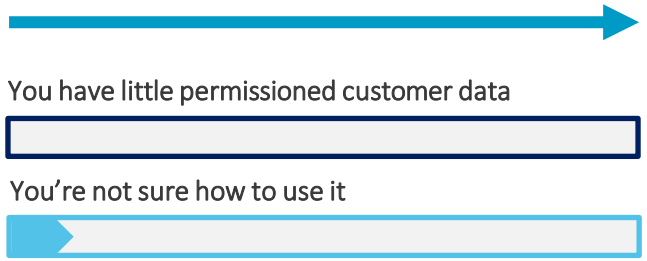
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Ellipsis | Loyalty Central™ an Ellipsis company

You: which stage of loyalty sophistication are you at?

Different loyalty solutions are useful at different stages of your developing loyalty maturity.

Loyalty apprentice



You're starting out and about to launch a loyalty program. You've designed a customer loyalty strategy, know its ROI and now have an indication of what tools you need and what your budget is.

Check out Loyalty Foundation tools with experience in your industry. Some Rewards Foundation tools deliver a full loyalty strategy.

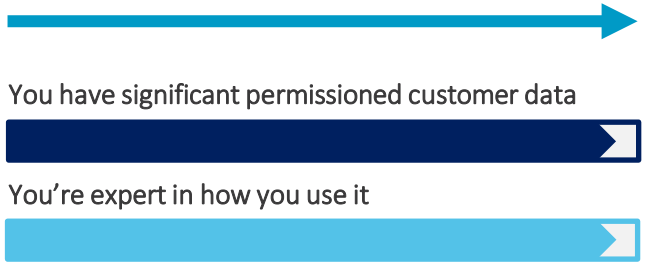
Loyalty craftsman



You have a growing loyalty program, permissioned customer data and engaged members. You know you might have some performance gaps but are unsure how to solve them.

Consider upgrading your loyalty platform (Loyalty Foundation) for more capability together with lower costs. Loyalty and Rewards Extension tools amplify your Foundation tool's ROI.

Loyalty artisan



You have a large and mature loyalty program and a skilled team capable of monetising it. Competitors are growing, market changes have presented new opportunities or new ways of delivering loyalty are available.

Consider the tools used by market leaders in your category offshore from all of our categories.

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Them: the 5 questions method to short cut to your short list

Our clients have developed a five-step short-hand to develop the portfolio of loyalty solution they short list for their loyalty strategies.

Who are their clients?

Brands you respect offshore work with this vendor. Better yet, this vendor has launched contemporary loyalty strategies (as yours is) recently for them.

How do they deliver in Australia?

Do they have a team onshore to support you or a team in a similar time zone?

This is down to individual preference and enterprise working ethos and not a deal breaker.

What categories do they serve?

Does this include your category? Does it include your category and others aligned to yours?

What partnerships do they have?

Has their solution been deployed with other leaders in other categories including perhaps your incumbent marketing vendors.

Are they secure?

What privacy and security regulations do they comply with and can they prove this?

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Selecting loyalty partners; use this map to short cut to your short list

Loyalty Central is the one, comprehensive and categorised reference of all loyalty and rewards solutions available in Australia.

The map includes all loyalty providers in Australia.

Our goal is to produce a single reference of all the loyalty solutions in Australia. **Everyone and everything.**

If you know of one that we've missed – please let us know for the next version of the map. We'll also update our index online.

Loyalty or Rewards solution?

All providers are classified into two categories – they're either a **Loyalty solution** or a **Rewards solution**.

Both Loyalty and Rewards have two flavours – **Foundation (core and fundamental)** or **Extension (emerging and delivering differentiation).**

Most providers will sit in several categories. **In our classification, we've added them to the one they're best known for.**

Foundation or Extension solution?

What's your level of loyalty sophistication?

If it's not immediately clear which category is useful to you, we'd suggest it's useful to work out where you are on your loyalty journey; **an apprentice, a craftsman or an artisan?**

Different solutions suit different levels of loyalty sophistication.

Filtering - get to your short list of providers.

Once you've narrowed in on a category of providers, you'll need some yardstick to sort through to a shortlist.

Our clients have 5 filters they put their long list through to get to a shortlist;

1) Who their clients are
2) Where they're based
3) The categories they serve
4) Their partnerships, integrations or acquisitions
5) Their security credentials.

Verified Vendors – a faster way to shortlist providers.

Verified Vendors are profiled through this report. These are vendors we've interviewed them and seen them in action with our clients.

We've assigned them an archetype and category. We profile their key clients and scale, financial status, locations and categories they serve.

Verified Vendor

Need some help?

Ellipsis are the loyalty experts.

We can help you develop a shortlist.

We can immediately introduce you to Verified Vendors (we have a speed dating format and they're already under NDA).

We can also help you run your RFP.

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Personal shopper for loyalty technology

Confidence that you've reviewed the full landscape, met the key targets and short listed the right partners for your RFP.

	1 A curated pool of potential vendors	2 You meet selected vendors	3 Promising vendors present their solutions	4 Final selection and final commercials
Your requirements	Basic	Developing	Detailed	Full
Number of vendors	Multiple vendors	Short listed vendors	~ 5 vendors	1 vendor
Method	Loyalty vendors polled on the value they'll bring to your business. They share client successes in your category and their indicative fees.	Brief back-to-back introductory meetings to initiate a relationship and discover new capabilities.	Preferred vendors go deep on their offering. Platform demonstrations on your use cases by the team that will work with you.	Procurement process with focus on the major differentiators between vendors. Full fees & appetite to work & grow with you.
Outcome	Preferred vendor categories to progress.	Test their fit with your team, budget and operating model. Find new capabilities.	Their team and platform's capability to work with you.	Limit risk, fees & term. Maximise fit to your operation and new capabilities.

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CATEGORY 01

Loyalty Foundation

The core technology layer every loyalty program is built on.

This is → Core technology to identify and score customers and their behaviour, accrue benefits, points or status, and retire or exchange these.

Includes →

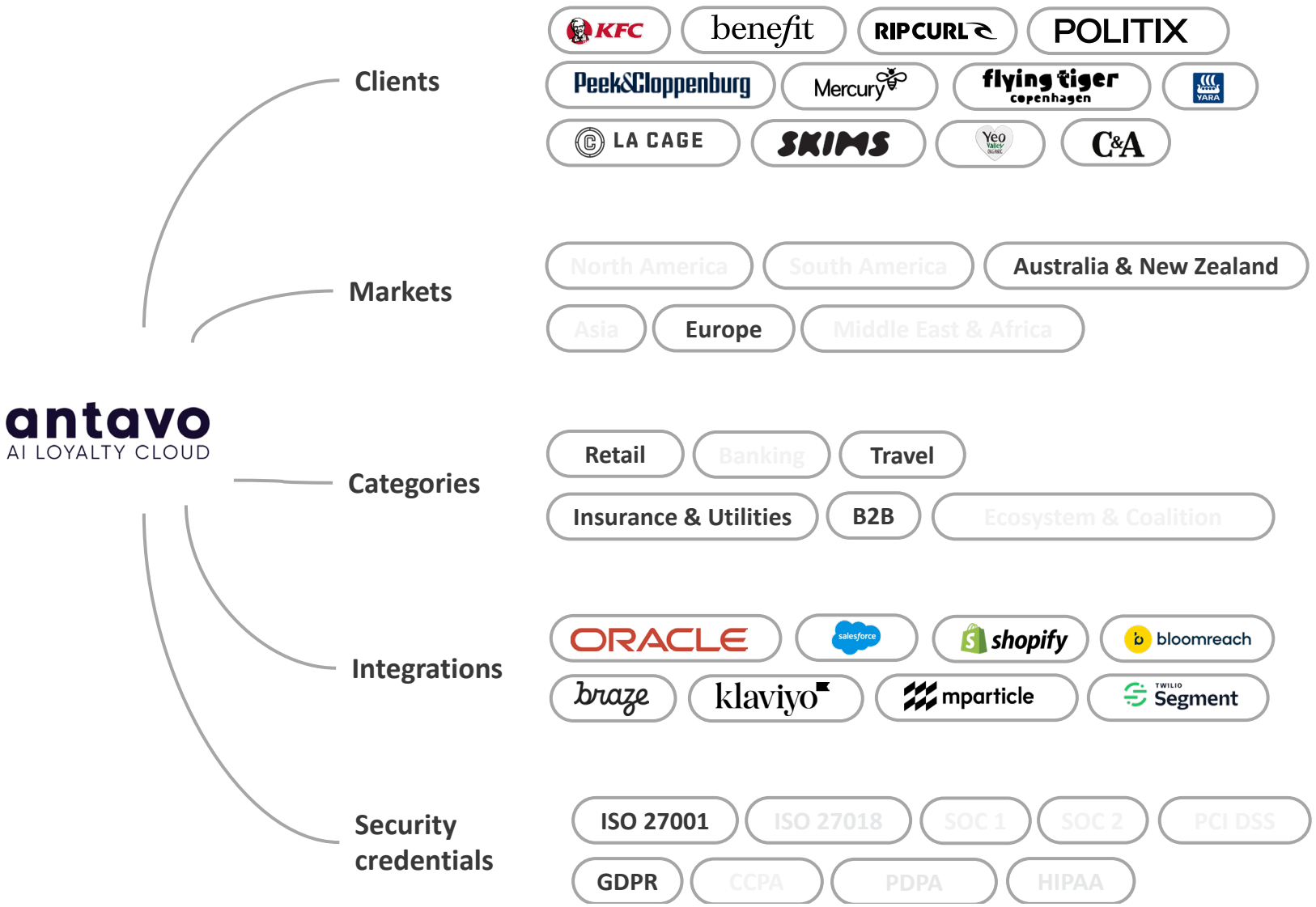
- **Generalists** who work in almost any category
- **Specialists** with deep, unique capabilities for a particular sector

Example → Loyalty Management Systems (LMS)

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Antavo AI Loyalty Cloud



About

Antavo offers the market's most advanced AI-powered customer loyalty platform, streamlining the entire loyalty program lifecycle. Our innovative Loyalty Planner speeds up implementation by making program planning up to 10 times faster, while our flexible Loyalty Engine, featuring an intuitive Workflows editor, brings any loyalty concept to life.

At the heart of our solution is Timi AI, a groundbreaking agentic AI that guides and enhances your work at every step. As a pure-play loyalty technology vendor, Antavo's robust, API-driven platform is recognized by industry leaders like Forrester, Gartner, and IDC.

Trusted by global brands such as KFC, Skims, C&A, Flying Tiger, Notino, Scandic Hotels, Kathmandu, Brightline and Benefit Cosmetics. Antavo is the go-to choice for loyalty consultants, agencies, and system integrators worldwide. We empower businesses across fashion, beauty, retail, travel, hospitality, and beyond to create meaningful customer connections.

Contact

antavo.com

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Antavo – Loyalty Foundation

antavo
AI LOYALTY CLOUD

Key representative clients

KFC

KFC Rewards Arcade

- Loyalty Management System
- Gamification
- Rewards Management

Market : UK & Ireland

Scale : Not Available

World Of Hyatt

Confidant Awards

- Loyalty Management System
- Rewards Catalogue

Market : USA

Scale : 1 million members

Benefit Cosmetics

Benefit Loves

- Loyalty Management System
- Gamification
- Mobile app

Market : UK & Ireland

Scale : Not Available

Rip Curl

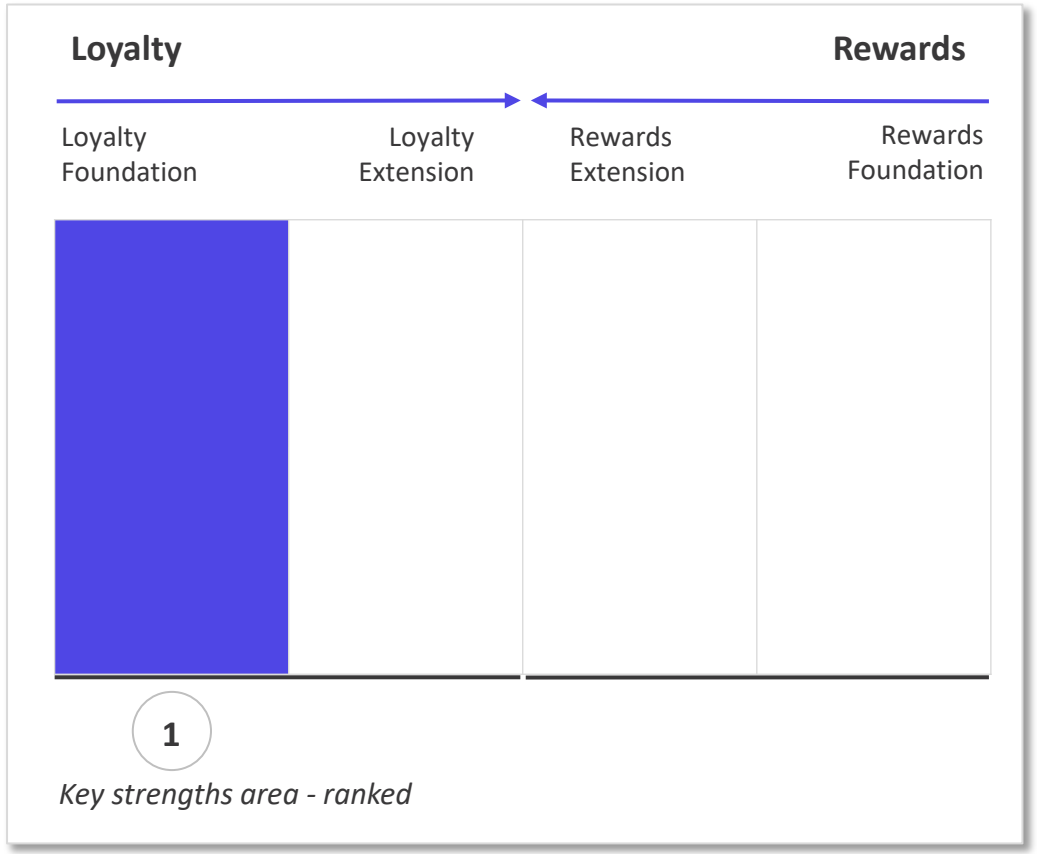
Club Rip Curl

- Loyalty Management System
- Rewards management
- Activity tracking

Market : Australia

Scale : Not Available

Offering and strengths



Key strengths area - ranked

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Antavo – clients and geographies

antavo
AI LOYALTY CLOUD

Company structure

Head Quarters	:	United Kingdom
Financial status	:	Private
Founded	:	2012
Key facts	:	Closed €10M Series A in 2022 led by Euroventures with Lead Ventures, iEurope and Innovation Nest. Building to Series B in 2025.

Global client base

Region	Client concentration rank	Key client countries
North America	3	• USA
South America		
Australia & New Zealand	2	• Australia • New Zealand
Asia		
Europe	1	• United Kingdom • Sweden • Belgium
Middle East & Africa		

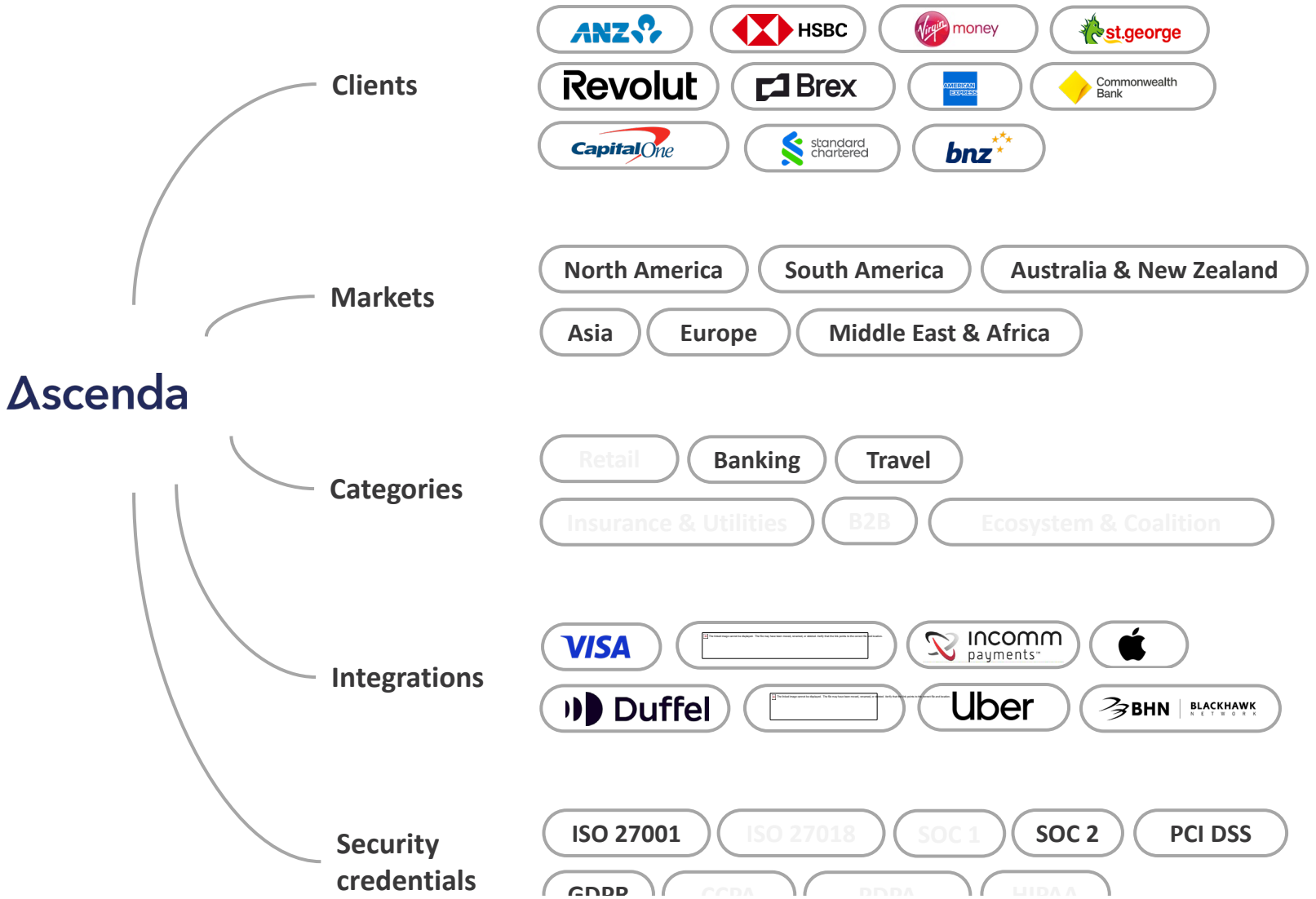
Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Kathmandu • Rip Curl • Skims
Banking		
Travel	2	• World of Hyatt • Scandic
Insurance & Utilities	4	• Mercury
Business To Business	3	• Yara
Ecosystem & Coalition	5	• Hong Kong Land

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Ascenda



About

The global lifestyle rewards network
Connecting merchants with top-tier bank audiences worldwide for outsized marketing ROI
One network – 200 million high-value customers

For merchants: step-changing ROI
Access the world's largest unified pool of marketable bank customers to unlock sustained sales lift via aspirational rewards.

For banks: transforming engagement
Differentiate and grow revenue with sought-after earn, burn, and benefits propositions that fuel your customers' lifestyles.

For consumers: powering passions
No more noisy catalogs of miscellaneous offers. Ascenda unlocks transformational value that powers unforgettable moments.

A fully integrated suite of loyalty marketing capabilities designed for maximum impact
Intelligent targeting
We translate customer transaction data into dynamic lifecycle segmentations that maximize your return on marketing investment.

Goal-based rewards
Say goodbye to generic incentives for every customer. We ensure true incrementality by rewarding sustained changes in behavior.

Unified UX/UI: white label or headless
We bring together earn, burn, and benefits in an unprecedented, immersive experience that turns eyeballs into profitable customer relationships – for the long run.

Contact

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Ascenda – Loyalty Foundation

Ascenda

Key representative clients

Capital One

Capital One Rewards

- Travel booking
- Points exchange platforms

Market : USA
Scale : 60 million

Standard Chartered

360 Rewards

- Rewards marketplace
- Points exchange platforms

Market : Singapore
Scale : 5 million members

HSBC

HSBC Rewards +

- Rewards

Market : Hong Kong
Scale : 7 million members

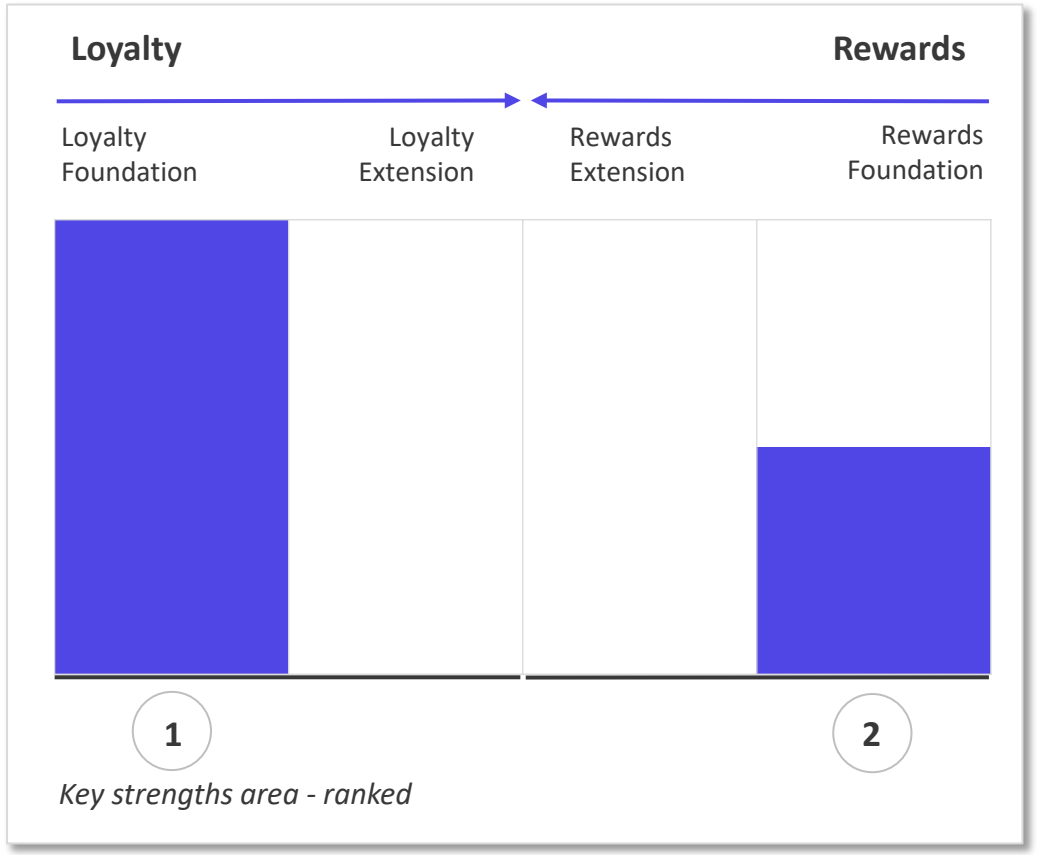
British Airways

Executive Club

- Points Exchange for Avios

Market : Europe
Scale : 10 million members

Offering and strengths



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Ascenda – clients and geographies

Ascenda

Company structure

Head Quarters	:	Singapore
Financial status	:	Privately held
Founded	:	2014
Key facts	:	Originally Kaligo Solutions. Rebranded to Ascenda in 2018

Global client base

Region	Client concentration rank	Key client countries
North America	2	• United States • Canada
South America	6	• Brazil
Australia & New Zealand	5	• Australia • New Zealand
Asia	1	• Singapore • Hong Kong • Malaysia
Europe	3	• United Kingdom • Switzerland
Middle East & Africa	4	• UAE

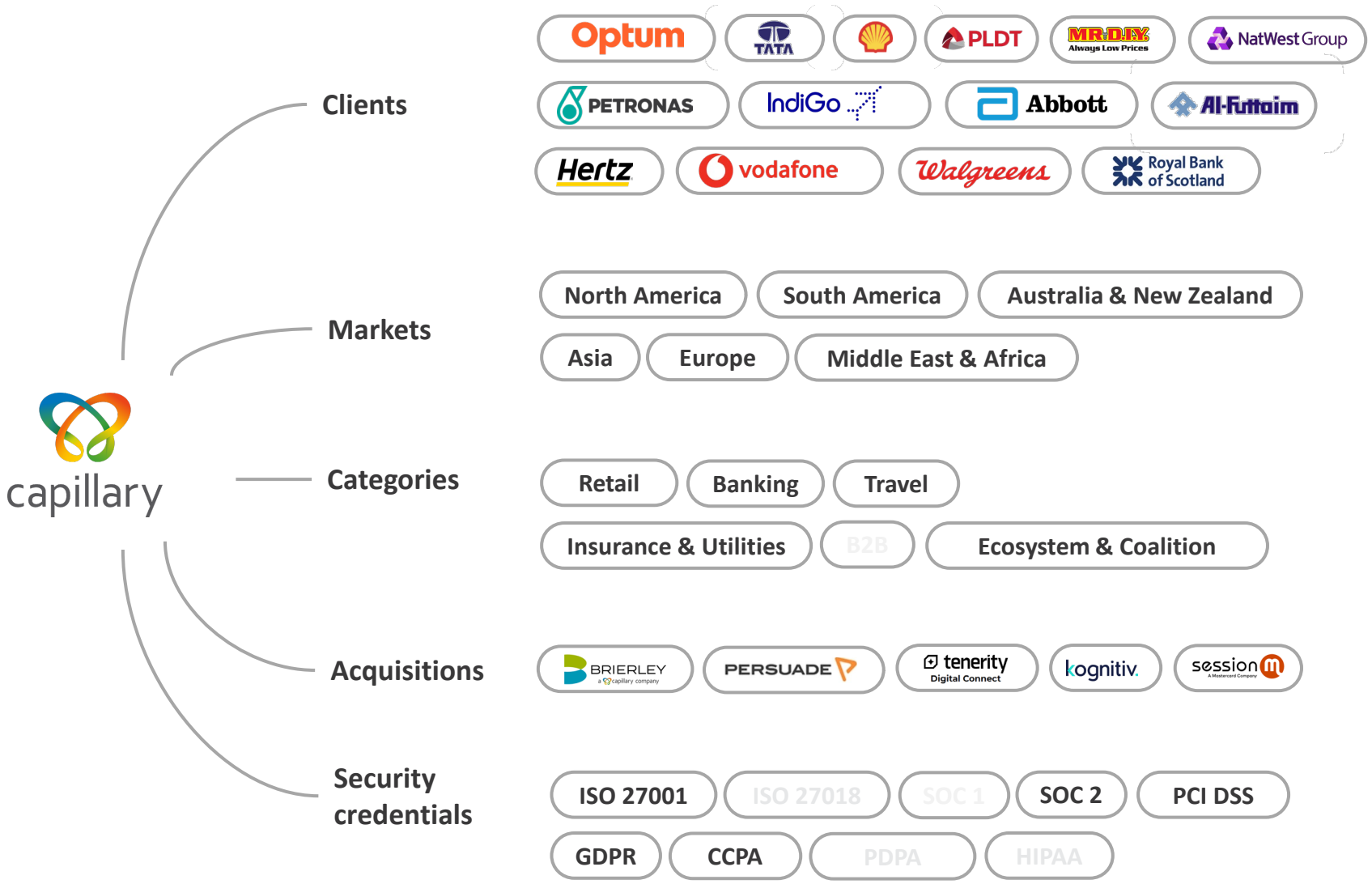
Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking	1	• Capital One • HSBC • Standard Chartered
Travel	2	• British Airways • Cathay Pacific
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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Capillary



About

Capillary Technologies is an enterprise-grade SaaS technology provider offering AI-enabled loyalty and customer engagement solutions. Founded in 2012, Capillary's AI-powered cloud-native SaaS platform is used by 400+ brands and powers 20+ Fortune 500 companies globally. Capillary serves enterprise brands across 30 countries and is acknowledged by Forrester, Everest Group and QKS Group as a Leader in Loyalty Technology Solutions.

With a workforce of over 900 employees Capillary supports its clients in the US, UK, Europe, Africa, Middle East, LATAM, APAC and ANZ.

Capillary offers a full stack solution that encompasses loyalty strategy & consulting, a deep technology platform and a managed services offering. Capillary's platform is built on advanced microservices architecture and supports over 1.2 Billion consumers across verticals like conglomerates, retail, CPG, fuel retail, travel, hospitality, healthcare, BFSI, telecom among others.

Capillary listed in NSE/BSE on November 2025 and has earlier has raised over USD 200 million in funding across 4 rounds from marquee investors like Sequoia Capital, Avatar Ventures, Filter Capital, Norwest Venture Partners, AMEX Ventures among others.

Contact

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Capillary Loyalty – Loyalty Foundation

Key representative clients

Shell

Shell Go+ rewards

- Loyalty Management System
- Customer Data Platform
- Marketing Automation

Market : India, Singapore, Oman

Scale : 10 million members

Tata Digital

Tata NeuPass

- Loyalty Management System
- Subscription management
- Promotions

Market : India

Scale : 160 million members

Optum

Rally Rewards

- Loyalty Management System
- Customer Data Platform
- Marketing Automation

Market : USA

Scale : 10 million members

Santander

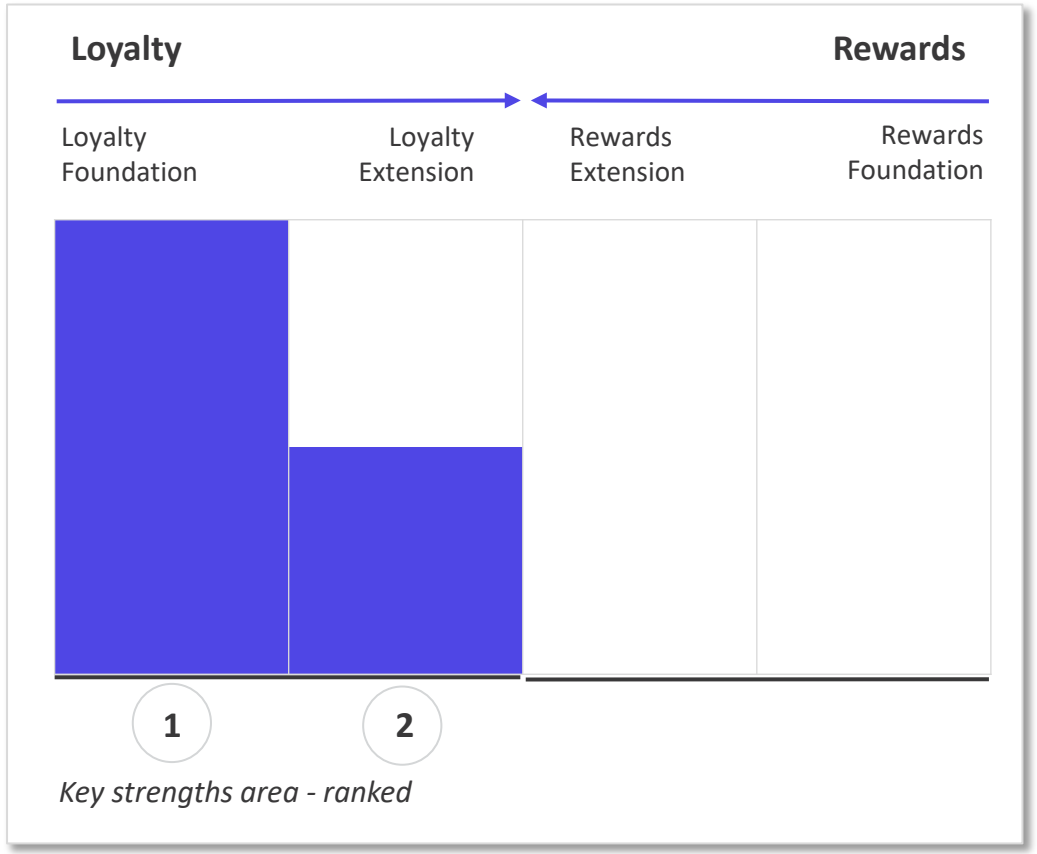
Santander Boosts

- Rewards & Gamification
- CLO & Promotions
- Program monetisation

Market : UK

Scale : 5 million members

Offering and strengths



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Capillary Loyalty – clients and geographies

Company structure

Head Quarters	:	India
Financial status	:	Listed : NSE & BSE (Capillary)
Founded	:	2012
Key facts	:	Acquired Persuade (2021), Brierley (2023), Tenerity's Digital Connect (2023), Kognitiv (2025), SessionM (2026) Largest loyalty org by market cap

Global client base

Region	Client concentration rank	Key client countries
Northern America	2	• USA • Canada • Mexico
Southern America	5	• Chile
Australia & New Zealand	6	• Australia • New Zealand
Asia	1	• India • Singapore • Malaysia
Europe	4	• UK • Germany • France
Middle East & Africa	3	• UAE • KSA • Kuwait

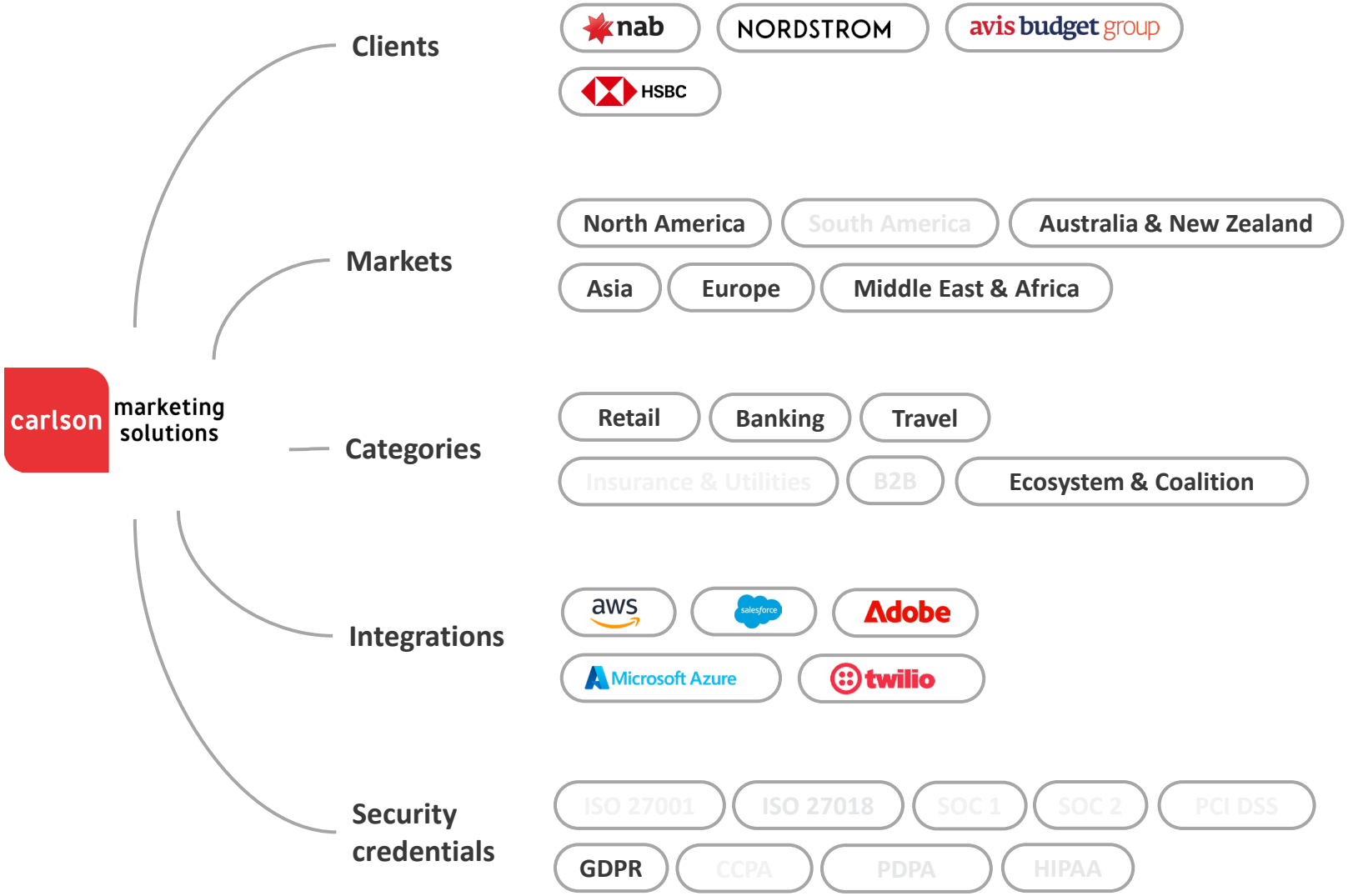
Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• C&A • ABFRL • Mr. DIY
Banking	5	• Santander • TD Bank • Natwest
Travel	4	• IndiGo • Aksa • Cordellia
Insurance & Utilities	6	• PLDT (Smart) • Vodafone • Comcast
Business To Business	3	• Hero Motors • Pidilite • Polycab
Ecosystem & Coalition	2	• Tata • Al-Futtaim • Yuu Rewards

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Carlson Marketing



About

CORA Loyalty's Enterprise Loyalty Platform, powered by Carlson Marketing Solutions, is the system of record for large and complex loyalty programs. It manages member profiles, balances, points and non-points currencies, tiers, promotions, partners, earn and burn rules, servicing, financial controls and reporting across brands and markets.

API-based integration connects the platform to digital channels, CRM, marketing, payments, finance, data and partner systems. CORA also supports program design, implementation, migration, campaign management, analytics and managed operations.

Contact

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Carlson Marketing – Loyalty Foundation

carlson marketing solutions

Key representative clients

National Australia Bank

NAB Rewards

- Loyalty platform
- Reward store
- Marketing & analytics

Market : Australia

Scale : Not released

Avis Budget Group

Avis Preferred

- Loyalty platform
- Benefits & promotions
- Member servicing

Market : North America & EMEA

Scale : 11 million members

Exxon Mobil

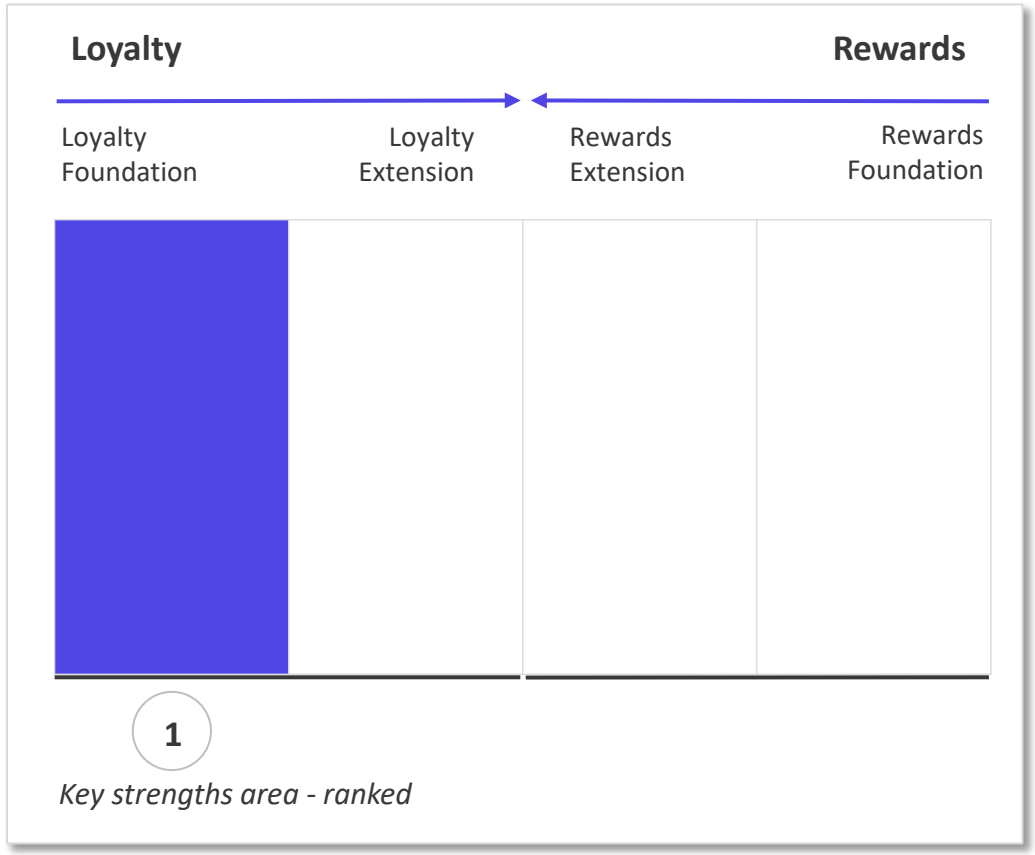
Esso Smiles

- Audience segmentation
- Channel execution

Market : APAC

Scale : Not released

Offering and strengths



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Carlson Marketing – clients and geographies

carlson marketing solutions

Company structure

Head Quarters	:	Ontario, Canada
Financial status	:	Listed TSX:CSU
Founded	:	2024
Key facts	:	Part of CORA Group, a division of Jonas Software and an operating group of Constellation Software Inc. (TSX: CSU)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• Canada • USA
South America		
Australia & New Zealand	2	• Australia
Asia	3	• Hong Kong • Singapore
Europe	4	• United Kingdom • France • Germany
Middle East & Africa	5	• United Arab Emirates

Client categories

Industry	Client concentration rank	Key clients in category
Retail	3	• Nordstrom
Banking	1	• National Australia Bank • HSBC
Travel	2	• Avis Budget Group
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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Comarch

COMARCH

Clients

Markets

North America | South America | Australia & New Zealand | Asia | Europe | Middle East & Africa

Categories

Retail | Banking | Travel | Insurance & Utilities | B2B | Ecosystem & Coalition

Integrations

Security credentials

ISO 27001 | ISO 27018 | SOC 1 | SOC 2 | PCI DSS | GDPR | CCPA | PDPA | HIPAA

About

Comarch Loyalty Marketing is an AI-powered platform designed to help businesses create personalized loyalty programs that drive customer engagement and retention.

Key differentiators include advanced data analytics, gamification features, omnichannel capabilities & enabling tailored promotions across various industries (i.e. retail, travel, and finance.)

The solution boosts customer retention, enhances brand loyalty, and delivers measurable business impact.

Contact

www.comarch.com

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Comarch – Loyalty Foundation

COMARCH

Key representative clients

BP

BPme

- Loyalty marketing system

Market : Multiple markets
Scale : 15 million members

Bradesco / Banco do Brasil

Livelo

- Loyalty marketing system

Market : Brazil
Scale : 18 million members

Alshaya Group

Aura

- Loyalty marketing system

Market : Kuwait, UAE, Bahrain, KSA, Qatar
Scale : 10 million members

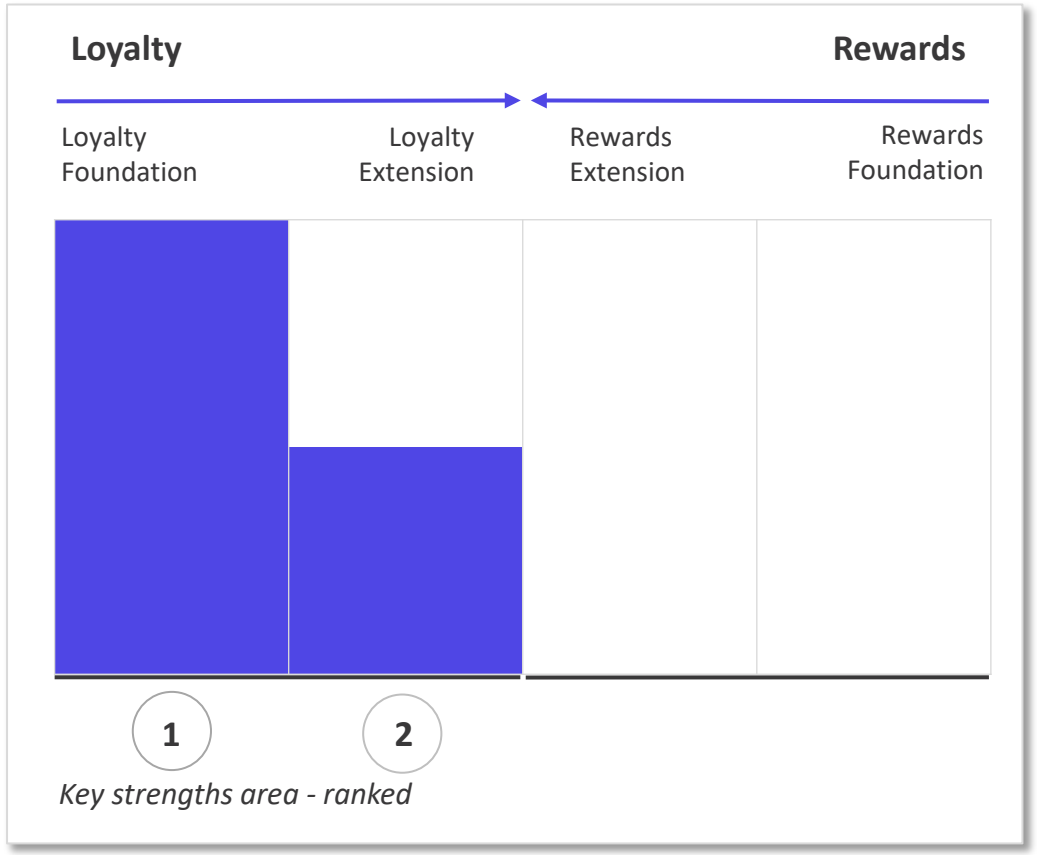
Globe Telecom

Globe Rewards

- Loyalty marketing system

Market : Philippines
Scale : 50 million members

Offering and strengths



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Comarch – clients and geographies

COMARCH

Company structure

Head Quarters	:	Poland
Financial status	:	Owned by CVC Capital Partners
Founded	:	1993
Key facts	:	Acquired by CVC Capital Partners in 2024 in a deal valued at €400 million.

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	4	• Brazil • Colombia • Panama
Australia & New Zealand	6	• Australia
Asia	5	• Philippines • Indonesia • Vietnam
Europe	2	• France • Germany • Italy
Middle East & Africa	3	• KSA • UAE • South Africa

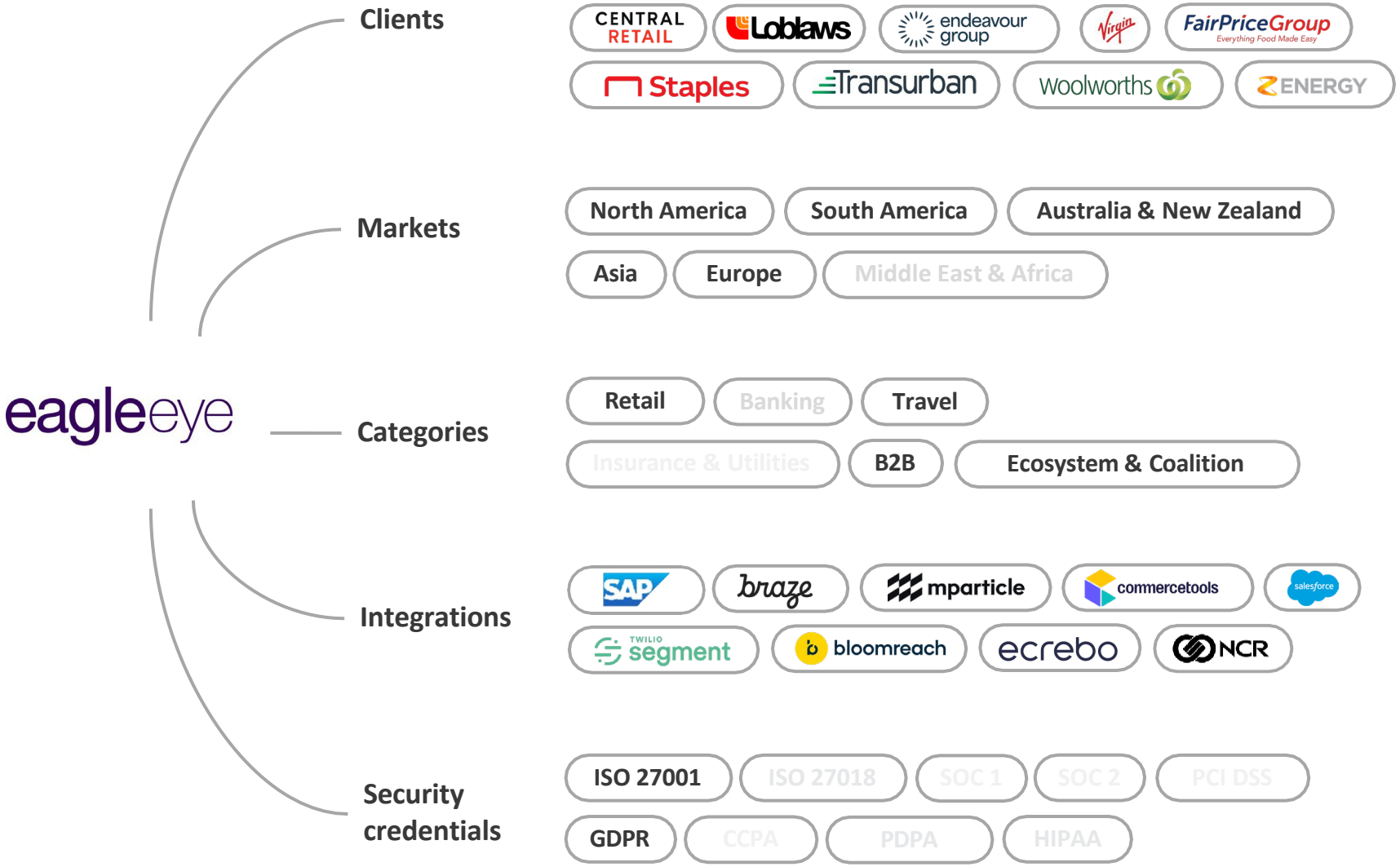
Client categories

Industry	Client concentration rank	Key clients in category
Retail	3	• Auchan • Alshaya • Big C
Banking	2	• Santander • Arab National Bank • Al. Rajhi Bank
Travel	1	• Etihad • JetBlue • SAS
Insurance & Utilities	4	• Old Mutual • True Corporation • Globe Telecom
Business To Business	6	• XL Axiata • BP • IAG
Ecosystem & Coalition	5	• Livelo • Puntos Colombia • Heathrow Airports

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Eagle Eye



About

Eagle Eye is a leading SaaS technology company enabling retail, travel and hospitality brands to earn the loyalty of their end customers by powering their real-time, omnichannel and personalised consumer marketing activities.

Eagle Eye AIR is a cloud-based platform, which provides the most flexible and scalable loyalty and promotions capability in the world. More than 1 billion personalised offers are executed via the platform every week. We are trusted to deliver a secure service at hundreds of thousands of physical POS destinations worldwide, enabling the real-time issuance and redemption of promotional coupons, loyalty offers, gift cards, subscription benefits and more.

The Eagle Eye AIR platform is currently powering loyalty and customer engagement solutions for enterprise businesses all over the world, including Asda, Morrisons, Tesco,Waitrose and John Lewis & Partners, JD Sports, Pret a Manger, Loblaws, Southeastern Grocers, Giant Eagle and the Woolworths Group.

Our EagleAI solution is a modular, customer-centric, and AI-based solution built specifically for the grocery and retail sectors. By using customer data to generate – and execute – personalised customer experiences at scale, EagleAI represents the next generation of data science for retail marketing, one that is focused on meeting each customer's wants and needs individually, optimising promotional spending, and increasing ROI.

Our AI models process and learn from 2.8 billion customer interactions per minute, always optimising to power the next best personalized action to take for every customer. Clients include Carrefour, E.Leclerc and Tesco.

Contact

www.eagleeye.com

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Eagle Eye – Loyalty Foundation

eagleeye

Key representative clients

Woolworths

Everyday Rewards

- Loyalty marketing system
- Subscription management
- Ecosystem loyalty

Market : Australia & New Zealand
Scale : 12 million members

Endeavour Group

- Loyalty marketing system

Market : Australia
Scale : Not disclosed

Central Retail

- Loyalty marketing system
- Ecosystem loyalty

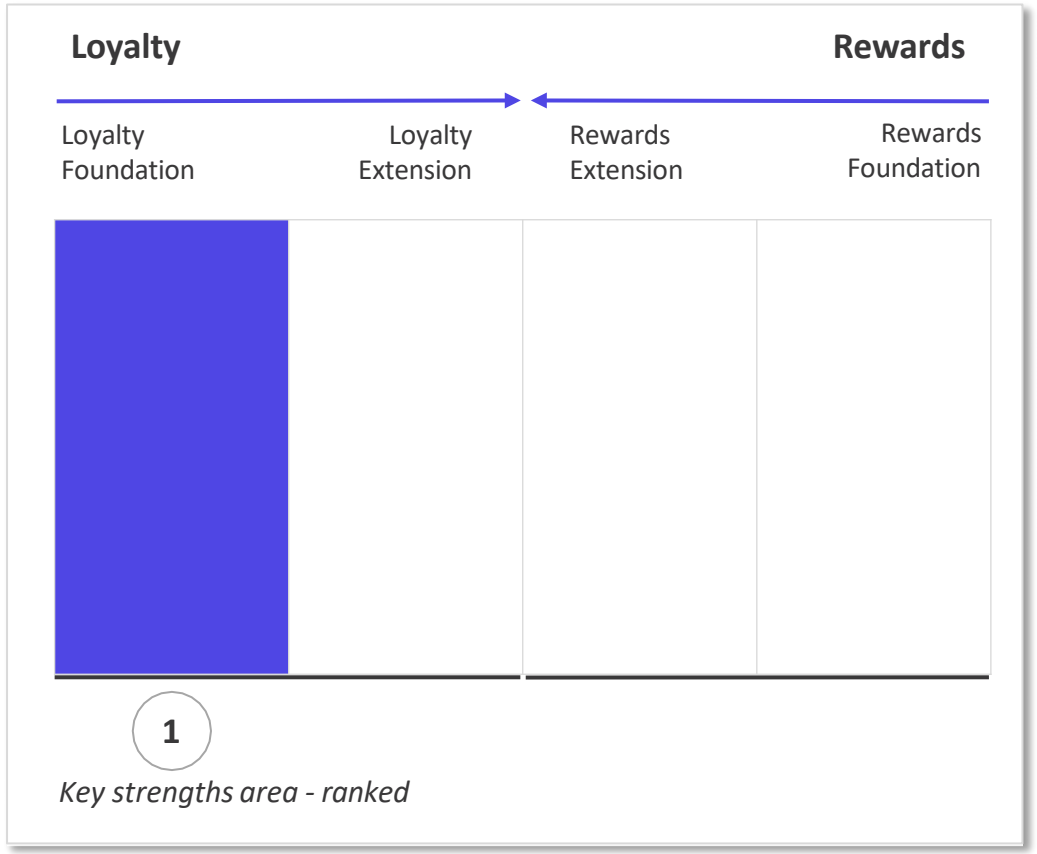
Market : Thailand & Vietnam
Scale : Not disclosed

Loblaws

- Loyalty marketing system
- Subscription management
- Ecosystem loyalty

Market : Canada
Scale : 20 million members

Offering and strengths



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Ellipsis | Loyalty Central™ an Ellipsis company

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Eagle Eye – clients and geographies

Company structure

Head Quarters	:	UK
Financial status	:	Listed on London Stock Exchange (LON:EYE)
Founded	:	2001
Key facts	:	Acquired European AI personalised offers pioneer Untie Nots in 2023. Now named EagleAI, its clients include Carrefour, FairPrice and Tesco.

Global client base

Region	Client concentration rank	Key client countries
North America	3	• USA • Canada
South America	5	• Mexico
Australia & New Zealand	2	• Australia • New Zealand
Asia	4	• Indonesia • Singapore • Thailand
Europe	1	• France • Germany • UK
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Endeavour Group • Central Retail • Woolworths Group
Banking	3	• Loblaws PC Financial • Virgin Red
Travel	2	• Transurban • Virgin Group
Insurance & Utilities		
Business To Business	4	• IMO Car Wash
Ecosystem & Coalition		

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EonX

Clients

Bupa, nib, mastercard, symbion, Henry Schein, Latitude, Zip, agl, Australia Post, Australian Venue Co., Australian Hotels Association, Dream Home Art Union, Proudly RSL QLD since 1956, Smart Group

Markets

North America, South America, Australia & New Zealand, Asia, Europe, Middle East & Africa

Categories

Retail, Banking, Travel, Insurance & Utilities, B2B, Ecosystem & Coalition

Partnerships

mastercard, tyro, zepto, FatZebra, incomm payments, BHN Blackhawk Network, Qantas, Virgin australia

Security credentials

ISO 27001, ISO 27018, SOC 1, SOC 2, PCI DSS, GDPR, CCPA, PDPA, HIPAA

About

EonX is Australia's leading Loyalty Fintech, creating bespoke platforms for organisations looking to inspire engagement, instantly reward, and securely transact with members, customers and employees.

As the loyalty and payments landscape is ever evolving, EonX has become the 'go-to' strategic and tactical partner, developing ecosystems that enrich user experiences today and instill brand relevance for tomorrow.

The experienced team in our full-service agency proudly delivers enterprise ready solutions to some of Australia's largest organisations and progressive brand ambassadors.

Our accreditation as a Level 1 PCI-DSS, ISO 27001 & 9001 and SOC 2 company, is indicative of our commitment and mission to revolutionise the loyalty and payments space globally.

Contact

www.eonx.com

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EonX – Loyalty Foundation

Key representative clients

Bupa

Bupa Life Rewards

- End to end
- Loyalty
- Rewards

Market : Australia

Scale : Not released

Mastercard

Cashrewards

- Gift cards
- Wallet
- White lable (multi-brand)

Market : Australia

Scale : Not released

Symbion

Symbion Elite Rewards

- Loyalty
- Rewards

Market : Australia

Scale : Not released

Australian Venue Co

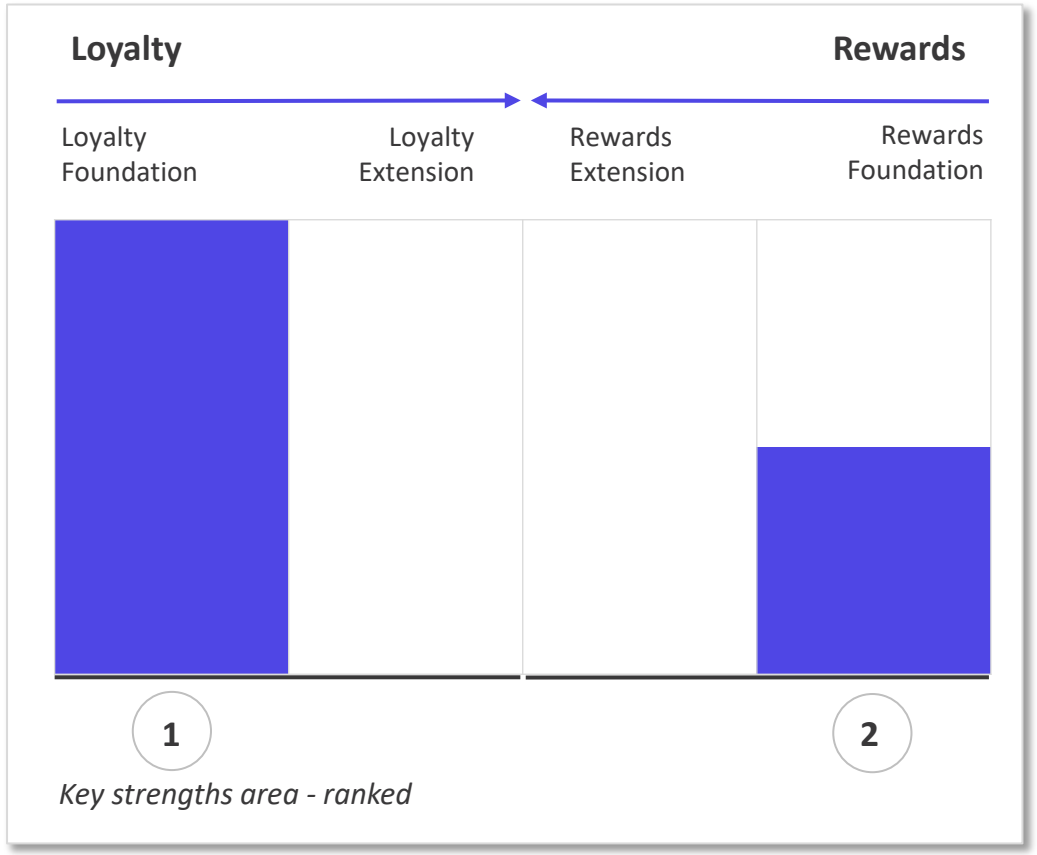
The Pass

- Loyalty
- Rewards

Market : Australia

Scale : Not released

Offering and strengths



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EonX – clients & geographies

Company structure

Head Quarters	:	Melbourne, Australia
Financial status	:	Listed – Eonx.cn
Founded	:	2016
Key facts	:	

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia
Asia		
Europe		
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	4	• Australian Venue Co
Banking	2	• Westpac • NAB • Mastercard
Travel	5	
Insurance & Utilities	3	• Nib • Bupa
Business To Business	1	• Symbion • Henry Schein • Australian Hotels Association
Ecosystem & Coalition		

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Gratifii



Clients

三菱重工空調 · Westpac · hbf · Distributors · RACQ · Motor Trades Association of Australia · Rest · Qantas · NRMA · Microsoft

Markets

North America · South America · **Australia & New Zealand** · **Asia** · Europe · Middle East & Africa

Categories

Retail · **Banking** · **Travel** · **Insurance & Utilities** · **B2B** · Ecosystem & Coalition

Partnerships

SAKURASKY · EMI.. · TALL BOB · Sypht by enChoice · Twilio SendGrid

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · **PCI DSS** · GDPR · CCPA · PDPA · HIPAA

About

Gratifii Limited is an ASX listed rewards and loyalty technology company serving 85+ brands across Australia, New Zealand and Asia. Our platform brings together loyalty technology, a rewards marketplace and end-to-end sourcing and fulfilment, giving organisations a single partner to manage and run a flexible rewards and engagement program.

Rewards sit at the centre of everything we do: the technology, the marketplace, the fulfilment, the digital, social media and creative services all exist to drive them.

Gratifii. Feel Good.

Contact

www.gratifii.com

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Gratifii – Rewards Foundation

Key representative clients

RACQ

- Member benefits portal and app
- Products and offers

Market : Australia

Scale : 1.7 million members

Distributors

- Channel loyalty management
- Event & conference management
- Incentive reward trips

Market : Australia

Scale : 1,000 members

Seagrass

Dining Rewards Club

- Loyalty management
- Gift cards

Market : Australia

Scale : 30,000 members

MTA

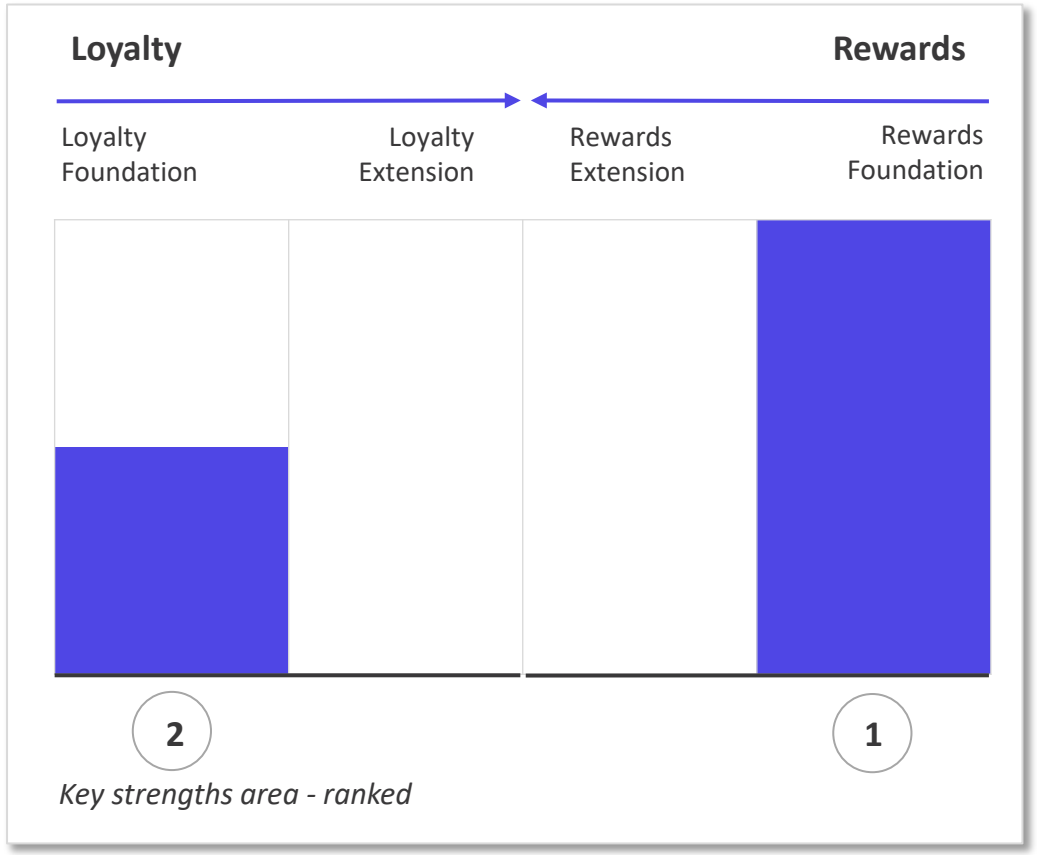
Digital Marketing

- Social media management
- Video, podcast promotion

Market : New Zealand

Scale : 4,000+ members

Offering and strengths



Key strengths area - ranked

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Gratifii – clients and geographies

Company structure

Head Quarters	:	Sydney, Australia
Financial status	:	Listed ASX : GTI
Founded	:	2011
Key facts	:	Previously Mobecom (founded 2011). Listed on ASX (Australia) in 2017. Acquired Neat Ideas (2021), Hachiko (2022), Spendless (2023), Rapport and Club Connect (2024), Mosh Digital (2026)

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia	2	• Hong Kong
Europe		
Middle East & Africa		

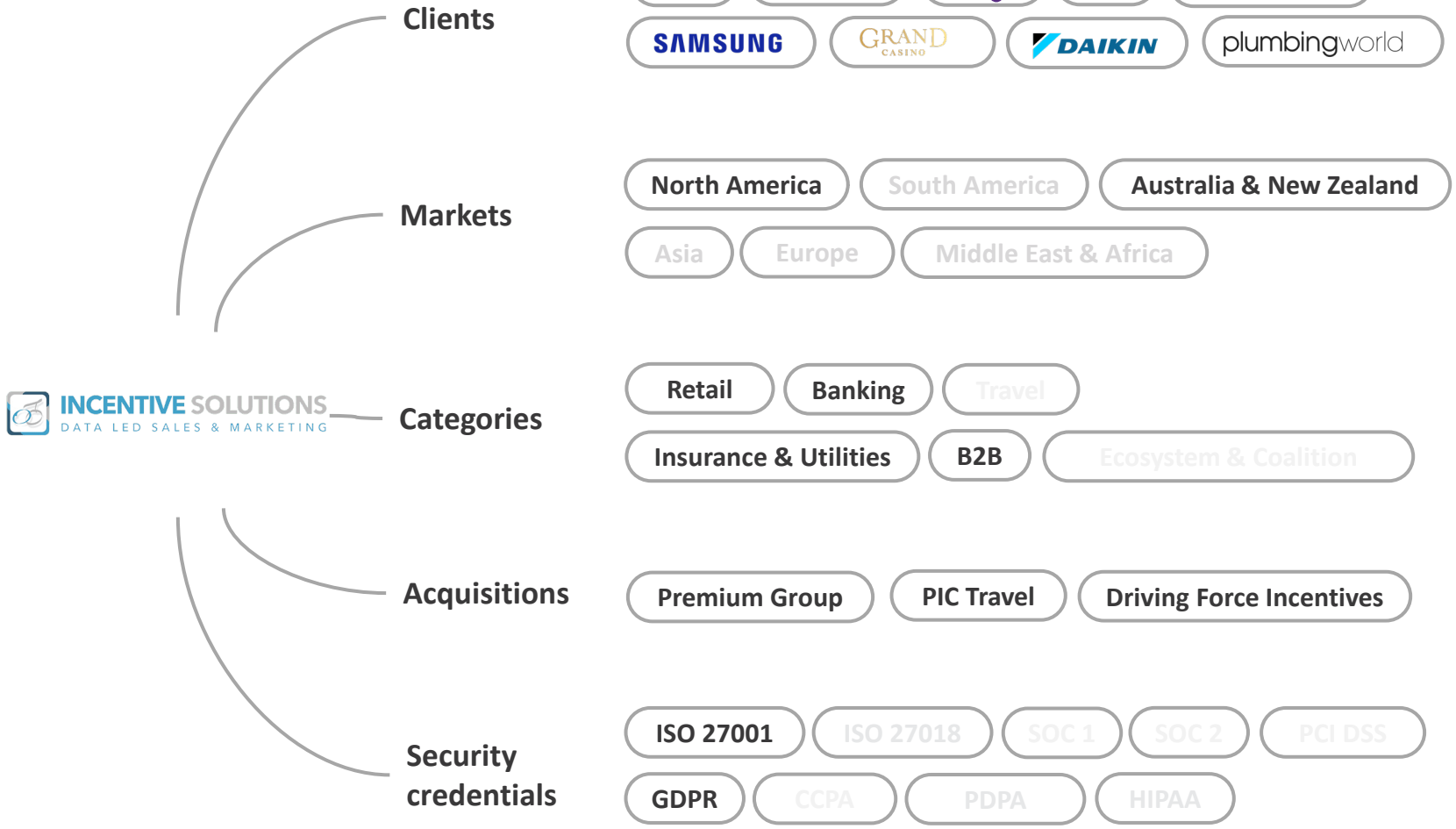
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Kmart • Officeworks • McDonalds
Banking	5	• Westpac • Rest Super • Bank of New Zealand
Travel	3	• Airbnb
Insurance & Utilities	4	• HBF • AA Insurance • See-U
Business To Business	1	• Mitsubishi Hong Kong • The Distributors • Ingram Micro
Ecosystem & Coalition		

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Incentive Solutions



About

For over 25 years market leading clients across APAC and the US have been partnered with Incentive Solutions. We deliver measurable business performance through incentive marketing success.

Everyday tens of thousands of people across the globe engage with our programmes to stay informed, shop for rewards, receive training and education and recognise their people.

Whether your objectives are to retain best customers, ignite channel partners, drive incremental revenue or motivate and recognise employees. Incentive Solutions is your complete, end -to-end incentive performance partner. It's what we do!

We are your genuine business partner. Developing strategy, programme structure, creative design and communications, web build and implementation, and delivering first class programme management. Full service member contact centre, rewards sourcing and fulfilment, detailed analytics, reporting and full data visibility to drive strategy and business decision making.

Our team are passionate, customer driven and highly experienced. We'll deliver our customisable, cloud based, proprietary programme management technology to create solutions based upon your distinct business goals, customers, employees, brand and competitive environment.

Contact

www.incentivesolutions.com.au
Incentivesolutions.co.nz
Rewardpaths.com

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Incentive Solutions – Loyalty Foundation

INCENTIVE SOLUTIONS
DATA LED SALES & MARKETING

Key representative clients

Ideal Electrical

Plugged IN

- Loyalty Foundation

Market : New Zealand
Scale : Not Released

Placemakers

Placemakers Plus

- Reward foundation

Market : New Zealand
Scale : Not Released

Bidfood

Bidclub Rewards

- Loyalty foundation
- Rewards foundation

Market : New Zealand
Scale : Not Released

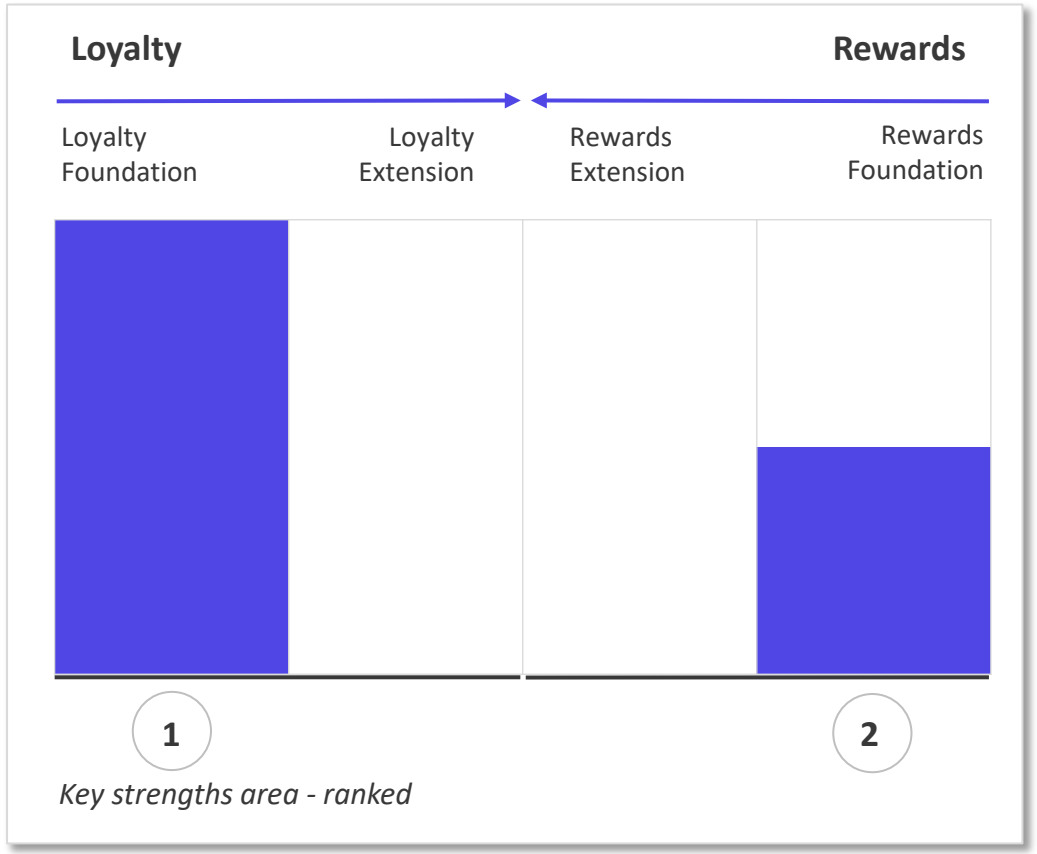
Camp Jellystone

Club Yogi Rewards

- Loyalty foundation

Market : USA
Scale : 350,000

Offering and strengths



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Incentive Solutions – clients and geographies

INCENTIVE SOLUTIONS
DATA LED SALES & MARKETING

Company structure

Head Quarters	:	New Zealand
Financial status	:	Privately held
Founded	:	1996
Key facts	:	Launched subsidiary Rewards Path in the USA in 2008.

Global client base

Region	Client concentration rank	Key client countries
North America	2	• USA
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

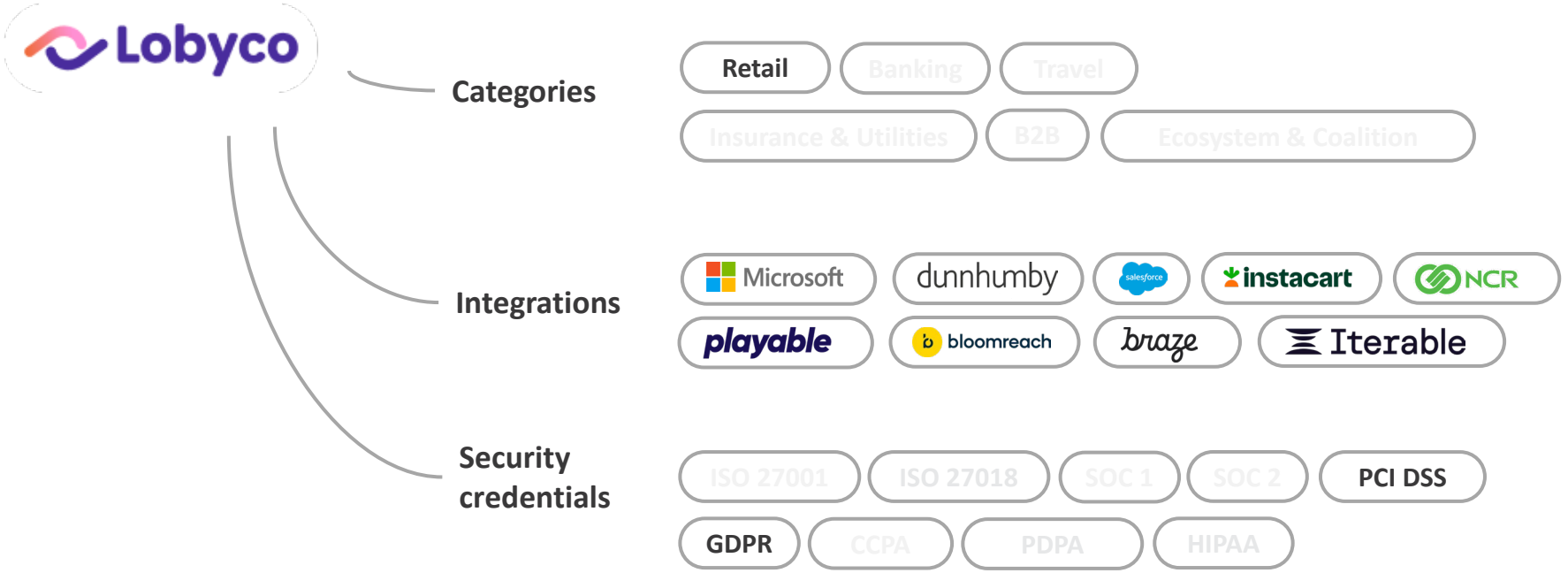
Client categories

Industry	Client concentration rank	Key clients in category
Retail	4	• Fonterra Brands
Banking		
Travel	2	• Club Yogi Rewards
Insurance & Utilities	3	• IAG Insurance
Business To Business	1	• Ideal Electrical • Plumbing World • Bidfood
Ecosystem & Coalition		

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Lobyco



About

Lobyco is a loyalty and promotions platform built for complex retail: many stores, many formats, many systems. It serves grocery, convenience, fuel, pharmacy, liquor, discount, and DIY and homeware retailers across Europe, North America, the Middle East and Australia & New Zealand. The platform was first built inside Coop Denmark, so it was designed by retailers who run stores every day.

It is the most complete loyalty and promotions platform on the market. Loyalty, 200+ promotion types, gamification, 1:1 personalised offers, the app and customer communications all sit in one place. Retailers can reward the right customers rather than discounting across the board, protecting margin across every store and format.

The platform is MACH certified and API-first, and it works with the systems retailers already run, with 20+ POS integrations including NCR and Diebold Nixdorf. Marketers launch and change campaigns themselves without IT. Lobyco Nexus uses AI to allocate over a million personalised offers every week, and lets marketers explore their data through an AI Genie.

Lobyco offers enterprise-grade capability, packaged for regional retailers. Customers stay and recommend it, with retention above 90% and an NPS of 57.

Contact

www.lobyco.com

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Lobyco – Loyalty Foundation

Key representative clients

Tokmanni

Klubi

- Campaign management
- Offers
- Challenges

Market : Finland

Scale : 1 million members

Calgary Co-op

- Campaign management
- Games
- Challenges

Market : Canada

Scale : 440,000 members

AUR

- Campaign management
- Offers
- Mobile app

Market : Australia

Scale : Not released

Foodstuffs

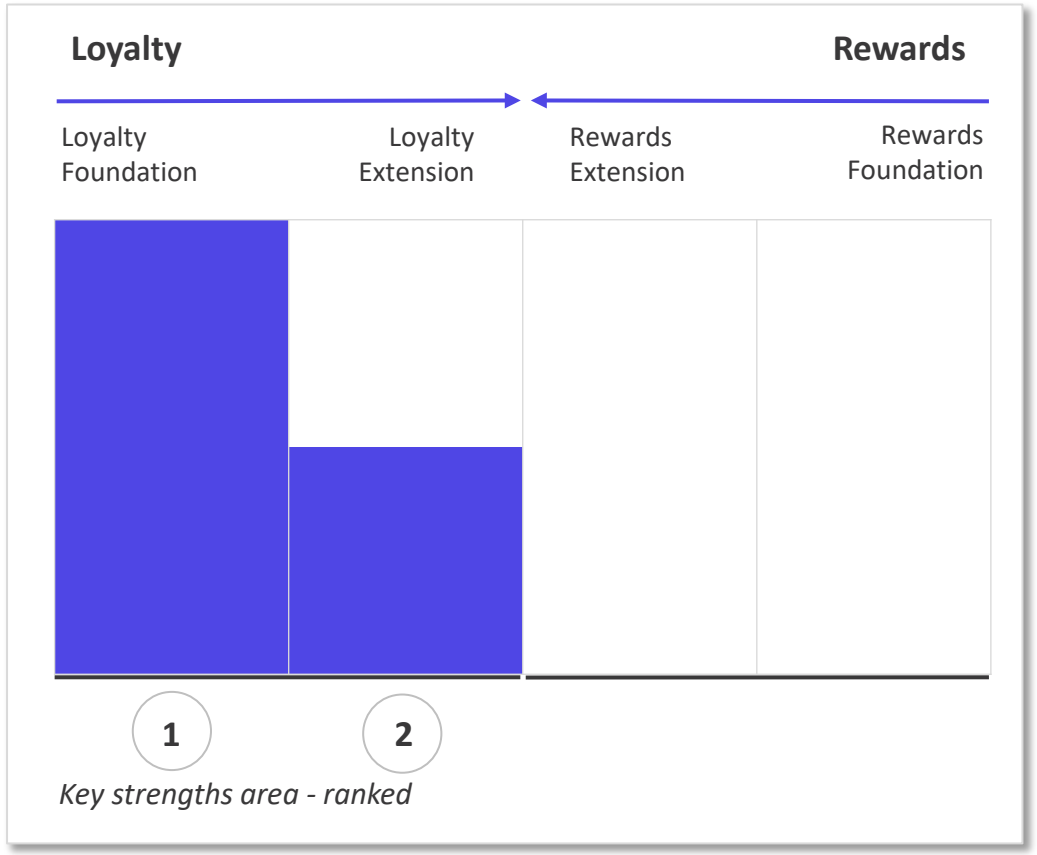
Club+

- Campaign management
- Offers
- Challenges

Market : New Zealand

Scale : 2 million members

Offering and strengths



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Lobyco – clients and geographies

Company structure

Head Quarters	:	Denmark
Financial status	:	Privately held
Founded	:	2020
Key facts	:	Lobyco began as the internal digital department of Coop Denmark. Now a 150-person SaaS company serving retailers in four regions. It has an NPS of 57.

Global client base

Region	Client concentration rank	Key client countries
North America	3	• Canada
South America		
Australia & New Zealand	2	• Australia • New Zealand
Asia		
Europe	1	• Denmark • Finland • Iceland
Middle East & Africa	4	• UAE

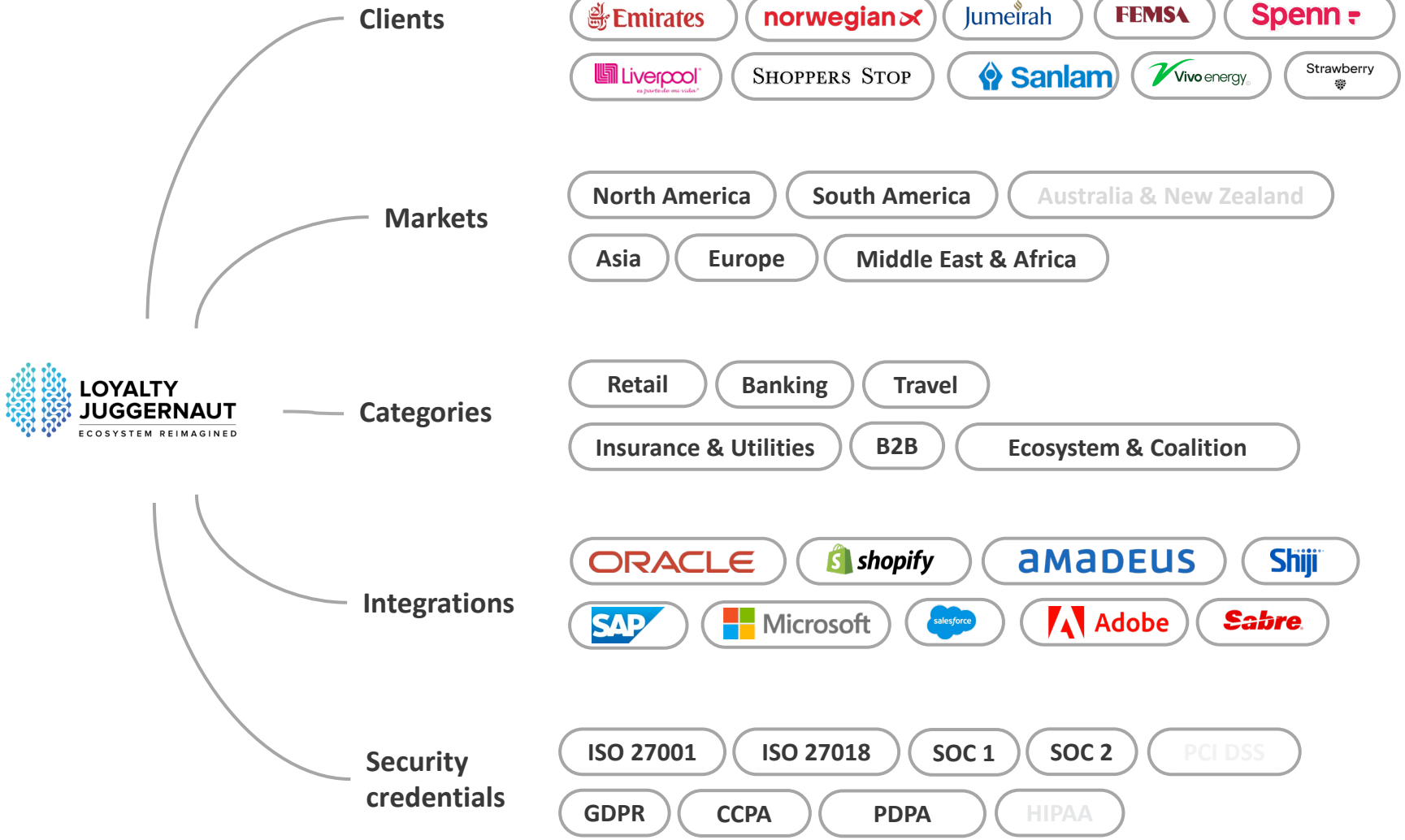
Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Coop Denmark • Foodstuffs • Tokmanni
Banking		
Travel		
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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Loyalty Juggernaut



About

Loyalty Juggernaut helps global brands turn loyalty into an enterprise growth engine. Headquartered in Palo Alto, California, the company serves enterprises across 16 verticals, including airlines, retail, hospitality, telecommunications, financial services, and multi-brand business conglomerates.

Its flagship GRAVTY® platform combines cloud-native microservices architecture with advanced AI and Agentic Systems to power real-time loyalty operations, individualized engagement, partner management, and financial intelligence at enterprise scale. Its capabilities span financial planning and analysis, IFRS-compliant accounting, forecasting, and scenario modeling, giving leaders greater visibility into program profitability, loyalty liabilities, and partner economics.

Complementing its technology, Loyalty Juggernaut's Loyalty Performance Management services bring specialist expertise in strategy, analytics, personalization, and data monetization to help enterprises increase customer lifetime value, unlock new revenue streams, and translate loyalty investments into measurable business outcomes.

Recognized as a Strong Performer in The Forrester Wave™: Loyalty Platforms, Q4 2025, Loyalty Juggernaut combines patented innovation with enterprise-grade security and governance. Its ISO/IEC 42001 certification underscores its commitment to responsible AI, transparency, and human oversight.

Contact

www.lji.io

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Loyalty Juggernaut – Loyalty Foundation

LOYALTY JUGGERNAUT
ECOSYSTEM REIMAGINED

Key representative clients

Emirates

Skywards Everyday Program

- Loyalty Management System
- Partner management
- Promotions & gamification

Market : UAE & global

Scale : Not Released

GHA

GHA Discovery Program

- Loyalty Management System
- Offers, promotions & gamification
- Program intelligence

Market : Global

Scale : 36 million members

Deutsche Telekom

Magenta Moments Program

- Loyalty Management System
- Offers, promotions & gamification
- Partner management

Market : 10 countries,13 languages

Scale : 14 million members

Majid al Futtaim

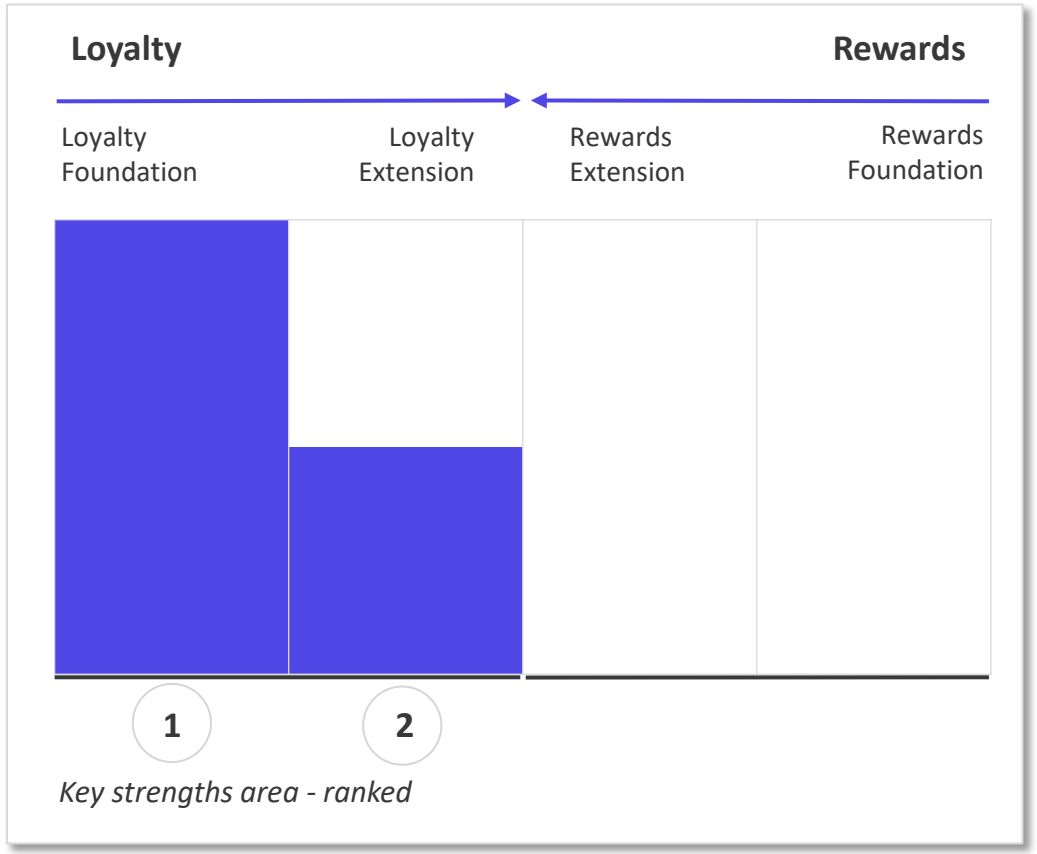
Share Rewards

- Loyalty Management System
- Offers, promotions & gamification
- Customer data platform

Market : UAE, Saudi Arabia, Egypt, Oman

Scale : 14 million members

Offering and strengths



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Loyalty Juggernaut – clients and geographies

Company structure

Head Quarters	:	Palo Alto, California
Financial status	:	Privately held No external funding
Founded	:	2015
Key facts	:	Holds multiple US patents on business rules, first party data tracking, personalization and fraud management. Strong Performer ranking in Forrester Wave.

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada • Mexico
South America	5	• Brazil • Peru • Ecuador
Australia & New Zealand		
Asia	4	• Hong Kong • Vietnam • Philippines
Europe	2	• Germany • Switzerland • Norway
Middle East & Africa	3	• UAE • Saudi Arabia • Morocco

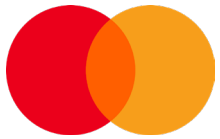
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Grupo Coppel • Carrefour • Oxxo
Banking	3	• Banco Compatamos • Mashreq Bank • Banco Azteca
Travel	1	• Global Hotel Alliance • Westjet • Emirates
Insurance & Utilities	4	• Deutshe Telekom • Sunrise Telecom • Sanlam
Business To Business	5	• Arca Continental • Taj Hotels • Unilever
Ecosystem & Coalition		

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Mastercard



Clients

MYER, Commonwealth Bank, Heritage Bank, QANTAS, LATITUDE, nab, SUNCORP, TELSTRA, Bendigo Bank, humm, HSBC, Westpac

Markets

North America, South America, Australia & New Zealand, Asia, Europe, Middle East & Africa

Categories

Retail, Banking, Travel, Insurance & Utilities, B2B, Ecosystem & Coalition

Partnerships

Pay, COLLINSON, Expedia, CarltonOne, aws, WAYFARER

Security credentials

ISO 27001, ISO 27018, SOC 1, SOC 2, PCI DSS, GDPR, CCPA, PDPA, HIPAA

About

Mastercard is the world's largest loyalty company powering over 800+ financial institution and merchant loyalty programs across the world. We provide both end to end and modular loyalty services from in-depth consulting and design to the provision of configurable API driven platforms, content and partnerships. These are delivered by over 900 loyalty experts with significant on ground expertise in Australia/NZ.

We provide integrated and scheme agnostic solutions across Rewards, Benefits and Offers including our leading Personalized Card Linked Offer programs and Pay with Points capability.

Our leading personalisation software (Dynamic Yield) when combined with a client's product catalogue and Mastercard's data insights, transforms customer interactions in real time and provides a stepping stone into the new world of Agentic Commerce.

More than just a platform provider we provide a true ongoing loyalty partnership and thought leadership with the ability to access additional support via our dedicated Marketing Services and Data Analytics teams.

Contact

www.mastercard.com.au/en-au/business/issuers/grow-manage-your-business/loyalty-solutions.html

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Mastercard Card and Bank Loyalty – Loyalty Foundation

Key representative clients

Westpac

Altitude, hotpoints

- Loyalty Management System
- Personalised card linked offers
- Pay With Rewards

Market : Australia & New Zealand

Scale : Not released

Commonwealth Bank

Yello

- Personalised card linked offers
- Benefits

Market : Australia

Scale : Not released

NAB

NAB Rewards, NAB Goodies

- Loyalty Management System
- Personalised card linked offers
- Benefits

Market : Australia

Scale : Not released

HSBC

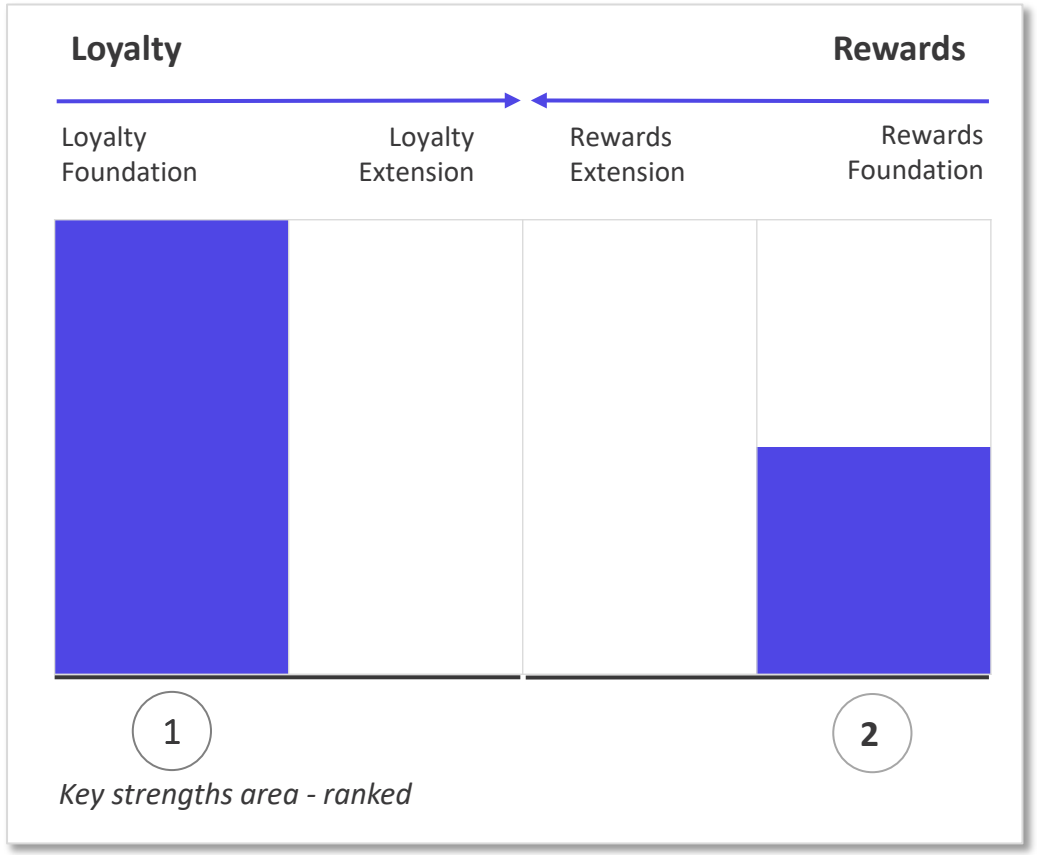
HSBC Rewards

- Loyalty Management System
- Benefits
- Loyalty hub

Market : UK, Hong Kong,Singapore

Scale : Not released

Offering and strengths



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Mastercard Card and Bank Loyalty – clients & geographies

Company structure

Head Quarters	:	USA
Financial status	:	Listed : NYSE: MA
Founded	:	1996
Key facts	:	Acquired Dynamic Yield from McDonalds (2022)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	6	• Brazil • Argentina
Australia & New Zealand	3	• Australia • New Zealand
Asia	4	• Greater China • Singapore • Philippines
Europe	2	• UK • France • Poland
Middle East & Africa	3	• UAE • South Africa • Egypt

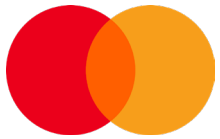
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Coles Mastercard
Banking	1	• Westpac • HSBC • Citi
Travel		
Insurance & Utilities		
Business To Business	3	• Wex
Ecosystem & Coalition		

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Mastercard



Clients

MYER · Commonwealth Bank · Heritage Bank (People first.) · McDonald's · Starbucks · QANTAS · LATITUDE · nab · SUNCORP · TELSTRA · Bendigo Bank · humm · HSBC · Westpac

Markets

North America · South America · Australia & New Zealand · Asia · Europe · Middle East & Africa

Categories

Retail · Banking · Travel · Insurance & Utilities · B2B · Ecosystem & Coalition

Partnerships

Apple Pay · COLLINSON · Expedia · CarltonOne · aws · WAYFARER

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

Mastercard is the world's largest loyalty company powering over 800+ financial institution and merchant loyalty programs across the world. We provide both end to end and modular loyalty services from in-depth consulting and design to the provision of configurable API driven platforms, content and partnerships. These are delivered by over 900 loyalty experts with significant on ground expertise in Australia/NZ.

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More than just a platform provider we provide a true ongoing loyalty partnership and thought leadership with the ability to access additional support via our dedicated Marketing Services and Data Analytics teams.

Contact

www.mastercard.com.au/en-au/business/issuers/grow-manage-your-business/loyalty-solutions.html

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Mastercard Merchant Loyalty – Rewards Foundation

Key representative clients

Telstra

- Loyalty management system
- Personalisation
- Card linked loyalty

Market : Australia

Scale : Not released

Suncorp Group

- Loyalty management system
- Card Linked Offers

Market : Australia

Scale : Not released

Renti rewards

- Loyalty management system
- Card Linked Loyalty

Market : New Zealand

Scale : Not released

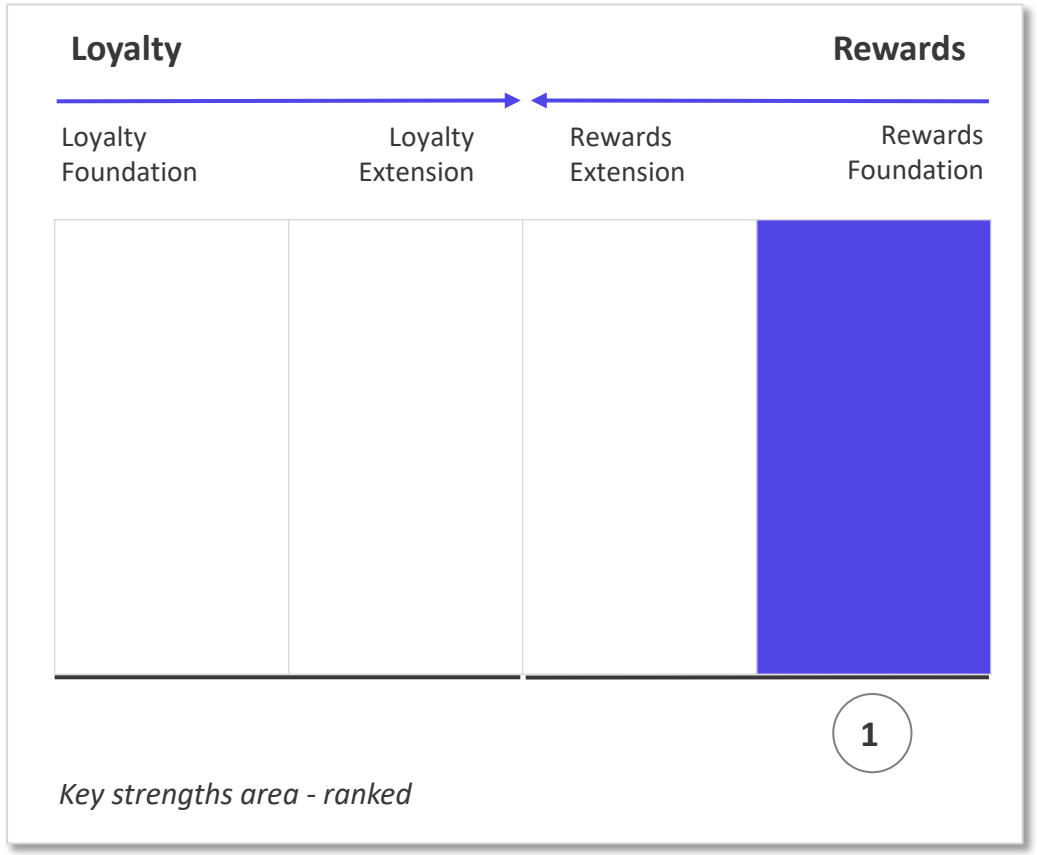
Qantas

- Personalised card linked offers

Market : Australia

Scale : Not released

Offering and strengths



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Verified Vendor

Mastercard Merchant Loyalty – clients & geographies

Company structure

Head Quarters	:	USA
Financial status	:	Listed : NYSE: MA
Founded	:	1966
Key facts	:	Acquired Dynamic Yield from McDonalds (2022)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	6	• Brazil • Argentina
Australia & New Zealand	3	• Australia • New Zealand
Asia	4	• Greater China • Singapore • Philippines
Europe	2	• UK • France • Poland
Middle East & Africa	3	• UAE • South Africa • Egypt

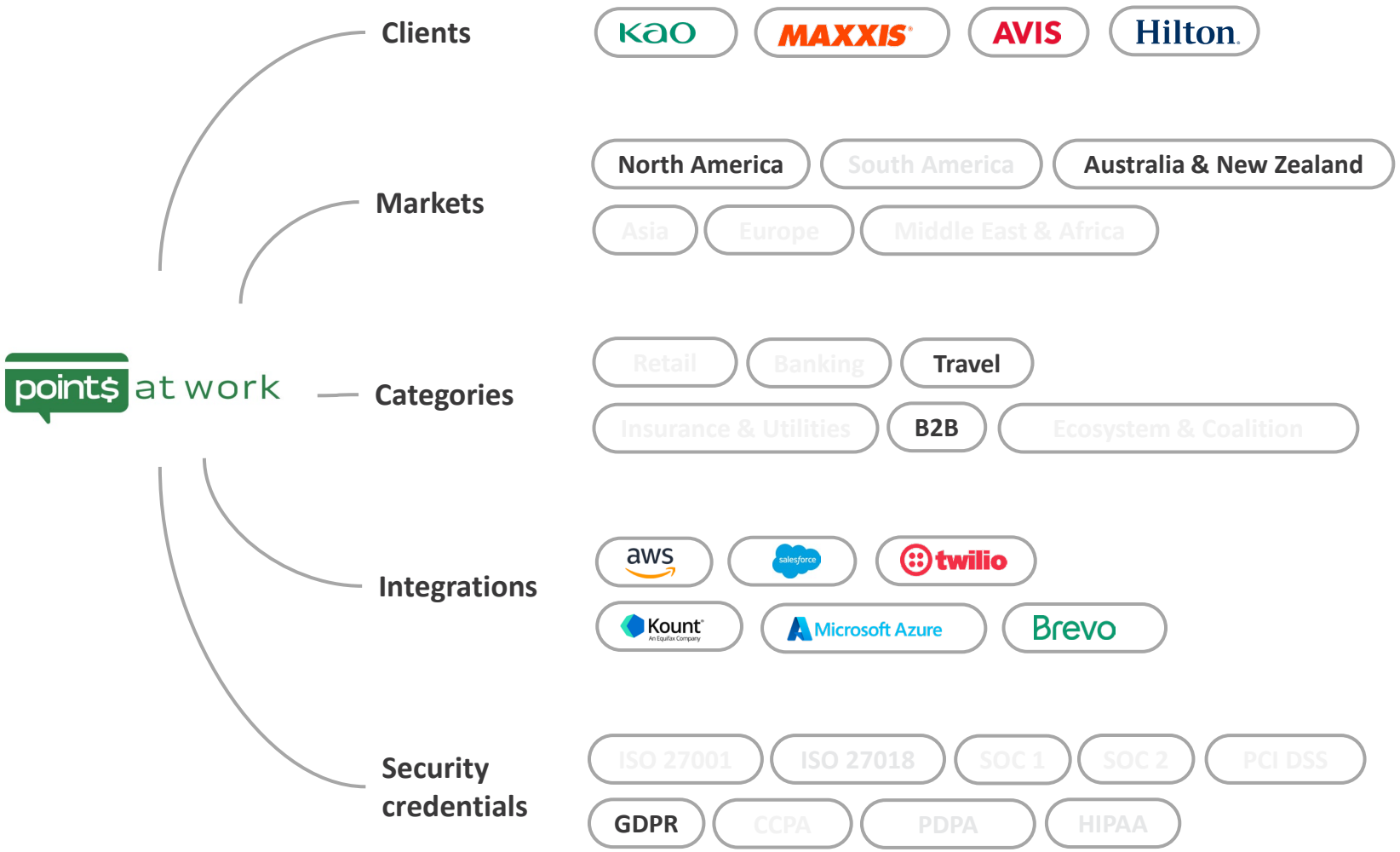
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Myer • CapitaLand
Banking		
Travel	3	• American Airlines • Qantas
Insurance & Utilities	1	• Telstra • Suncorp Group • Southern Cross Health
Business To Business		
Ecosystem & Coalition		

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Points At Work



About

Points at Work is CORA Loyalty's B2B engagement and incentive platform for employees, dealers, distributors, sales teams and channel partners. It combines real-time points, tiers, promotions, claims, learning, communications, rewards and reporting in a branded experience. The platform supports multi-country and multi-level partner structures, integrates with existing systems through APIs, SSO and data feeds, and can be supported by campaign, creative, analytics and managed services.

Contact

www.coraloyalty.com

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Points At Work – Loyalty Foundation

Key representative clients

KAO

KAO Salon Alliance

- Platform
- Salon & stylist incentives
- Rewards catalogue

Market : USA, Canada, Australia, NZ

Scale : Not released

Maxxis

Maxxis Accelerate Program

- Dealer & distributor incentives
- Claims & points tracking
- Promotions

Market : North America

Scale : Not released

Avis

Unlimited Rewards

- Loyalty platform
- Digital rewards card
- Campaign management

Market : North America

Scale : Not released

Hilton

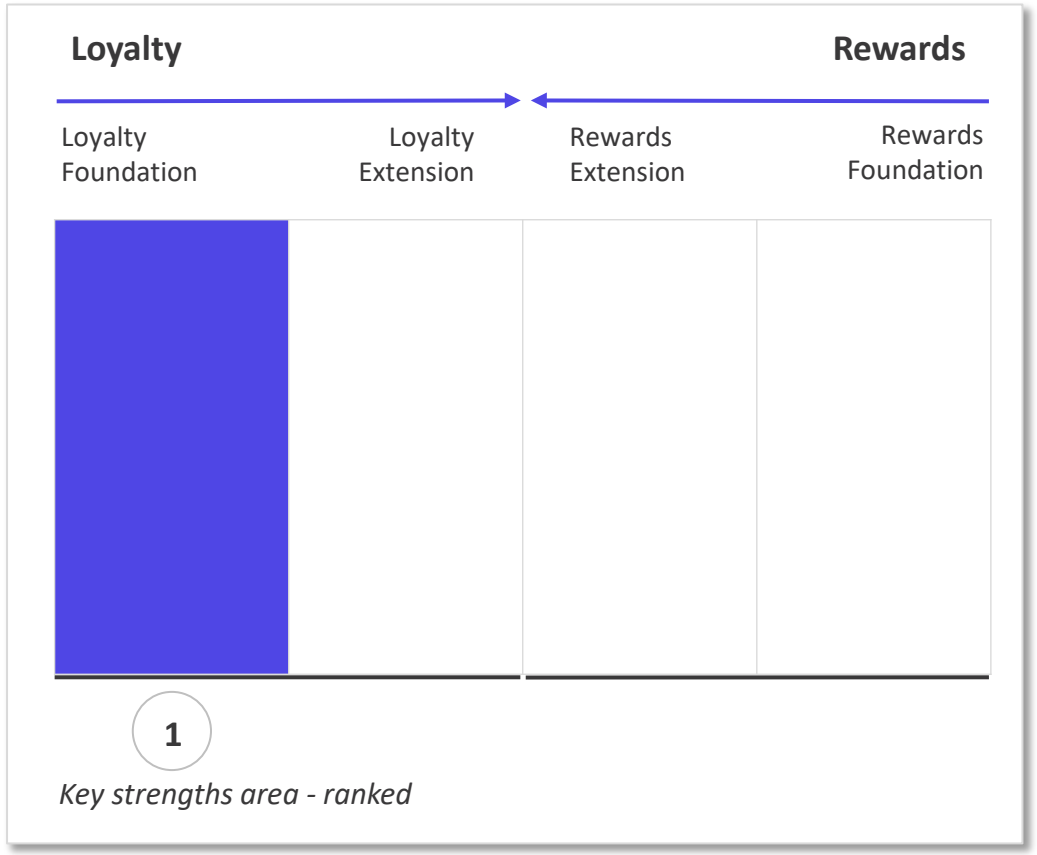
Unlimited Rewards

- Loyalty platform
- Member portal
- Campaign management

Market : North America

Scale : Not released

Offering and strengths



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Points At Work – clients and geographies

Company structure

Head Quarters	:	Ontario, Canada
Financial status	:	Listed TSX:CSU
Founded	:	2024
Key facts	:	Part of CORA Group, a division of Jonas Software and an operating group of Constellation Software Inc. (TSX: CSU)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• Canada • USA
South America		
Australia & New Zealand	2	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

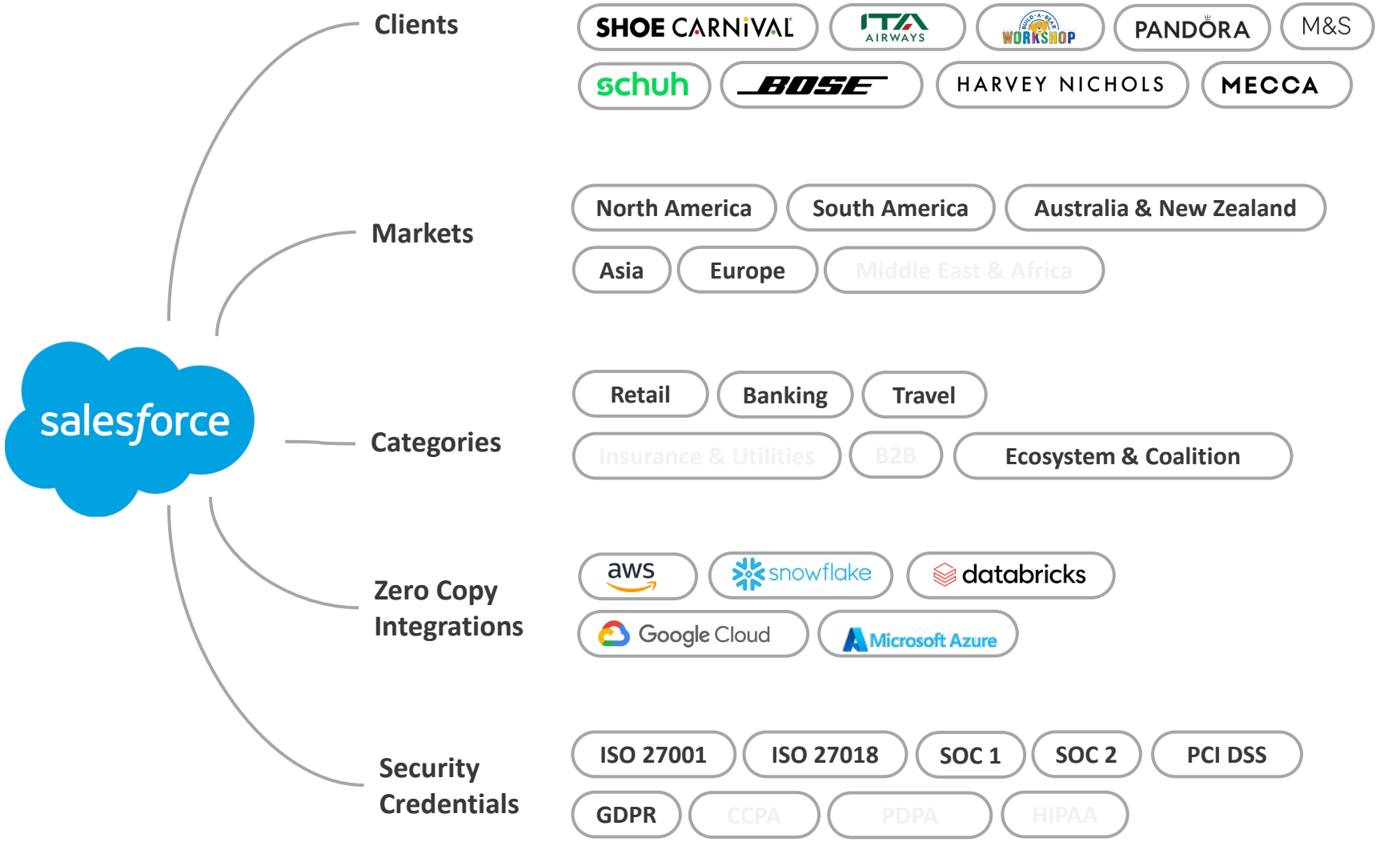
Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking		
Travel	2	• Avis • Hilton
Insurance & Utilities		
Business To Business	1	• KAO • Maxxis • Hilton
Ecosystem & Coalition		

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Salesforce Loyalty



About

Build lifetime loyalty through connected and differentiated experiences. Built on the world's #1 CRM, Loyalty Management gives businesses in any industry the flexibility to configure their loyalty initiatives to fit their business needs. An end-to-end loyalty platform, Loyalty Management empowers organizations to create intelligent, personalized engagements that drive value for the customer and increase customer lifetime value and ROI for the business.

Transform loyalty with the world's #1 CRM.

Loyalty Management, built on the Salesforce platform, helps organizations deliver innovative programs for customer recognition, reward, and retention. Loyalty Management is a unified, cross-industry solution that offers a host of features that enable you to plan and design loyalty programs, manage members, and partners. You can also track members' activities, reward members, and manage promotions.

Loyalty Management is an end-to-end solution that helps you create intelligent, personalized engagements that increase customer loyalty. Loyalty Management is versatile and can cater to B2B and B2C business needs in any industry. With the Loyalty Management app, create and set up loyalty programs. Track members' activities and reward them with points or vouchers. With Loyalty Program Partners, build a strong network of brand advocates for your organization. Boost customer engagement and get a better return on your investment with promotions. Let members track their loyalty benefits from the Loyalty Member Portal.

Contact

www.salesforce.com

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Salesforce Loyalty – Loyalty Foundation

Key representative clients

Harvey Nichols

Harvey Nichols Rewards

- Loyalty management system

Market : United Kingdom
Scale : Not Released

ITA Airways

Volare

- Loyalty Management System

Market : Italy
Scale : 3 million members

Mecca

Beauty Loop

- Loyalty management system

Market : Australia
Scale : Not Released

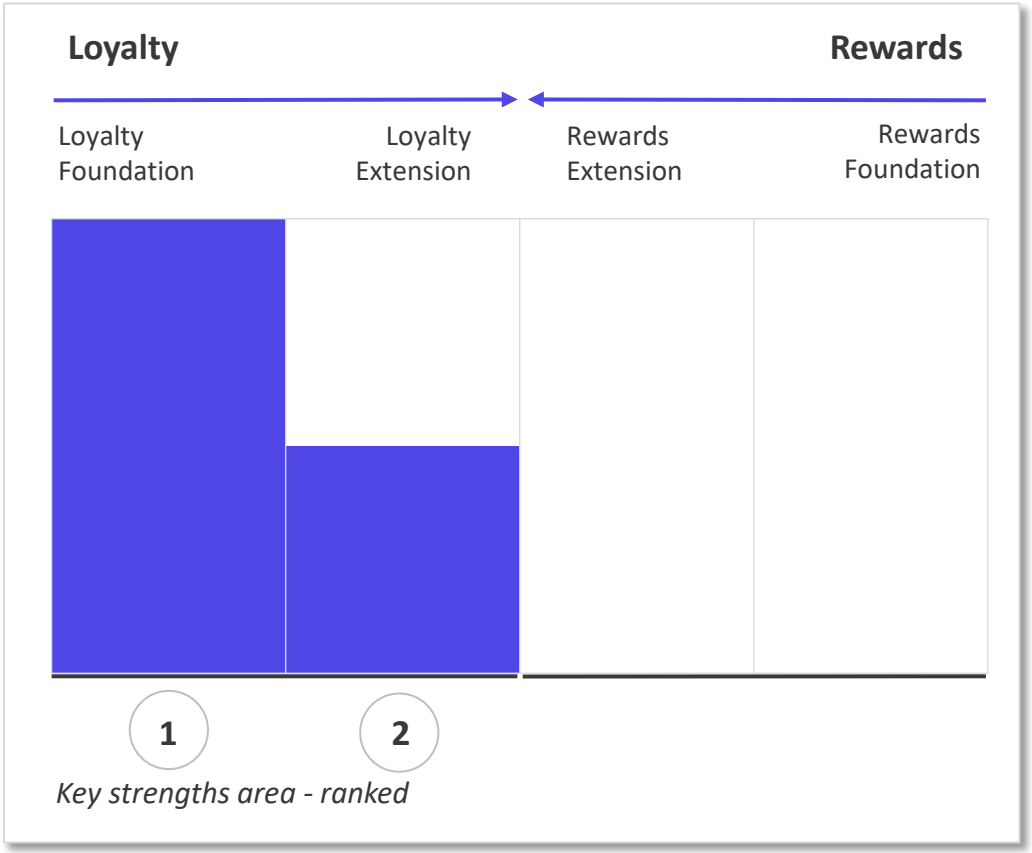
Marks & Spencer

Sparks

- Loyalty Management System

Market : UK
Scale : Not Released

Offering and strengths



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Salesforce Loyalty – clients & geographies

Company structure

Head Quarters	:	USA
Financial status	:	Listed – CRM:NYSE
Founded	:	Salesforce – 1999 (launched loyalty 2021).
Key facts	:	Loyalty built in-house by Salesforce. Integrated to the Salesforce ecosystem.

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	5	• Brazil
Australia & New Zealand	3	• Australia • New Zealand
Asia	4	• Japan • Thailand
Europe	2	• United Kingdom • Italy • Jungary
Middle East & Africa		

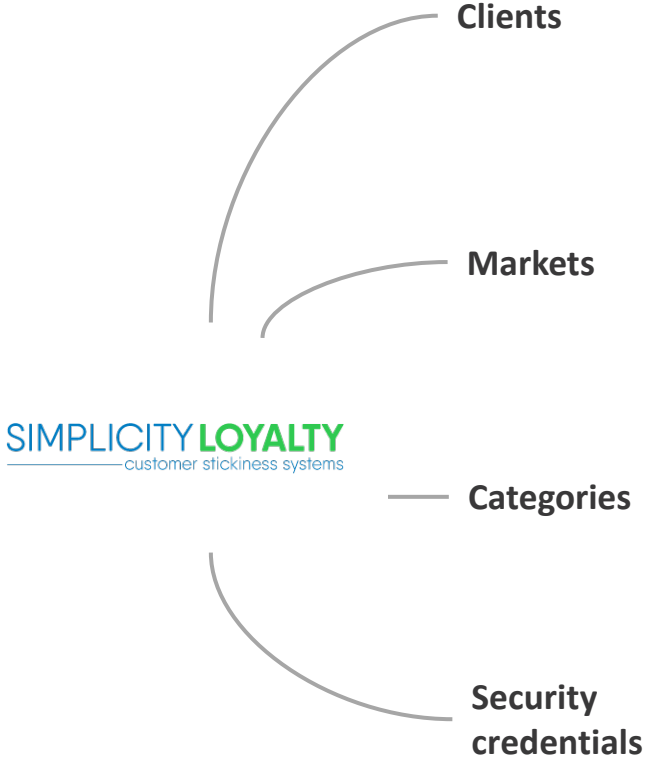
Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Bose • Mecca • Harvey Nichols
Banking	4	
Travel	2	• ITA Airways • Flight Centre Travel Group • Nok Air
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition	3	• MOL Group

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Simplicity Loyalty



Clients

SUBWAY, PlaceMakers, genesis, Nectar money, corYs, STIHL, mico, Dulux, Schneider Electric

Markets

North America | South America | Australia & New Zealand | Asia | Europe | Middle East & Africa

Categories

Retail | Banking | Travel | Insurance & Utilities | B2B | Ecosystem & Coalition

Security credentials

ISO 27001 | ISO 27018 | SOC 1 | SOC 2 | PCI DSS | GDPR | CCPA | PDPA | HIPAA

About

Simplicity Loyalty is an award-winning Australasian provider of enterprise loyalty technology. Its fully configurable, rapidly deployed full stack platform powers B2B, B2C and coalition programmes across retail, quick-service restaurants, automotive, financial services and trade, combining loyalty, rewards and customer engagement in one integrated single codebase solution.

- Unique configuration technology enabling rapid deployment and straightforward programme changes
- Single-codebase mobile app and web portal for faster, lower-cost rollout
- Extensive reward earning and fulfilment options spanning products, services, physical vouchers and digital gift and rewards
- Integrated marketing tools for email, push notifications and fulfilment, with support for third-party platforms
- Flexible hosting options, including cloud, in-house and vendor-managed private cloud

Contact

www.simplicityloyalty.com

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Simplicity Loyalty – Loyalty Foundation

SIMPLICITY LOYALTY
customer stickiness systems

Key representative clients

Subway

Subcard

- Online ordering, offers, rewards
- Marketing production
- Business intelligence

Market : Australia, NZ, South Korea

Scale : Not released

Schneider Electric

Club Clipsal

- Offers, vouchers, rewards
- Marketing production
- Business intelligence

Market : Australia

Scale : Not released

Mico

Mico Trade Edge

- Offers, vouchers, rewards
- Marketing production
- Business intelligence

Market : New Zealand

Scale : Not released

Genesis Energy

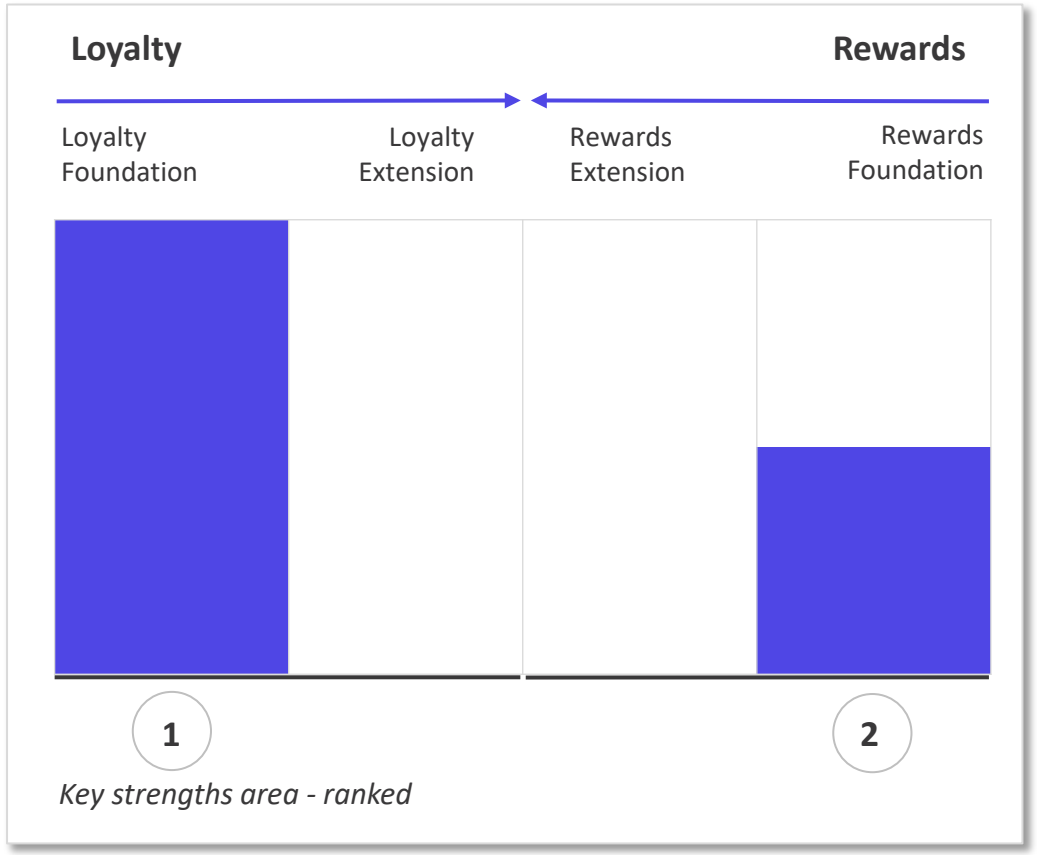
Power Shout

- Rewards & redemption
- Business intelligence

Market : New Zealand

Scale : Not released

Offering and strengths



Key strengths area - ranked

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Simplicity Loyalty – clients and geographies

SIMPLICITY LOYALTY
customer stickiness systems

Company structure

Head Quarters	:	Auckland, New Zealand
Financial status	:	Privately held
Founded	:	2002
Key facts	:	

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Subway
Banking	4	• Nectar Money
Travel		
Insurance & Utilities	3	• Genesis Energy
Business To Business	1	• Stihl • Corys • Mico
Ecosystem & Coalition		

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Smart Loyalty



Rinnai · SUZUKI · Bunnings warehouse · Hirepool · valspar
active ELECTRICAL SUPPLIERS LTD · FUSO · SUBARU · Farm Source · Carrier TOSHIBA
HONDA · FLUIDRA · Philmac · PFG AUSTRALIA

North America · South America · **Australia & New Zealand**
Asia · Europe · Middle East & Africa

Retail · Banking · Travel
Insurance & Utilities · **B2B** · **Ecosystem & Coalition**

CALTEX · Z ENERGY · OfficeMax · CARTER'S tyre service
Mobil · initio · NZ Safety Blackwoods · BizCover · BONNET

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS
GDPR · CCPA · PDPA · HIPAA

About

Founded in 1997, Smart Loyalty specialises in B2B growth, customer loyalty, employee incentives and reward fulfilment. We deliver all-inclusive loyalty solutions for more than 500 partner businesses, reaching over 20,000 small to medium-sized member businesses across New Zealand and Australia.

Our dedicated team excels in consulting, programme implementation, marketing, and account management services. Through our expertise, businesses of all sizes have built lasting, profitable relationships with their customers, driving growth and value in a competitive marketplace. We take pride in our ability to tailor loyalty solutions to meet the unique needs of every business we work with.

At Smart Loyalty, we are committed to continuous innovation and excellence. We constantly refine our strategies and leverage the latest technologies to provide our clients with cutting-edge loyalty solutions that stand out in the market. Whether you are looking to improve customer retention, increase employee engagement, or enhance overall business performance, we have the expertise and resources to help you achieve your goals. Let us help you build stronger, more profitable relationships with your customers, ensuring long-term success and growth for your business.

Contact

smartloyaltyhq.com

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Smart Loyalty – Loyalty Foundation

SMARTLOYALTY

Key representative clients

Fonterra

Farm Source Rewards

- Reward Fulfilment

Market : New Zealand
Scale : Not released

Bunnings

- Loyalty management
- Reward fulfilment

Market : New Zealand
Scale : Not released

Thinkwater

- Loyalty Management
- Rewards Fulfilment

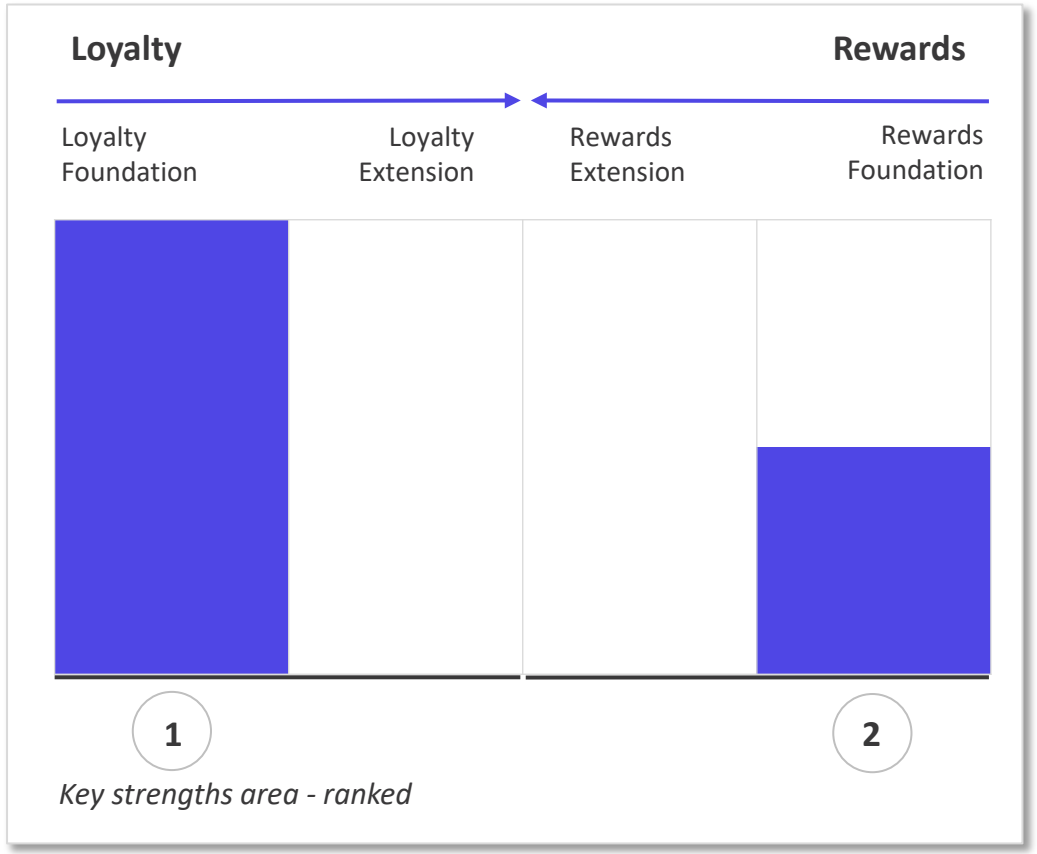
Market : Australia & New Zealand
Scale : Not released

Subaru

- Loyalty Management
- Rewards Fulfilment
- Gifting

Market : New Zealand
Scale : Not released

Offering and strengths



Key strengths area - ranked

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Smart Loyalty – clients and geographies

SMARTLOYALTY

Company structure

Head Quarters	:	New Zealand
Financial status	:	Privately held
Founded	:	1997
Key facts	:	Smart Loyalty runs the Smart Trade B2B coalition loyalty program.

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

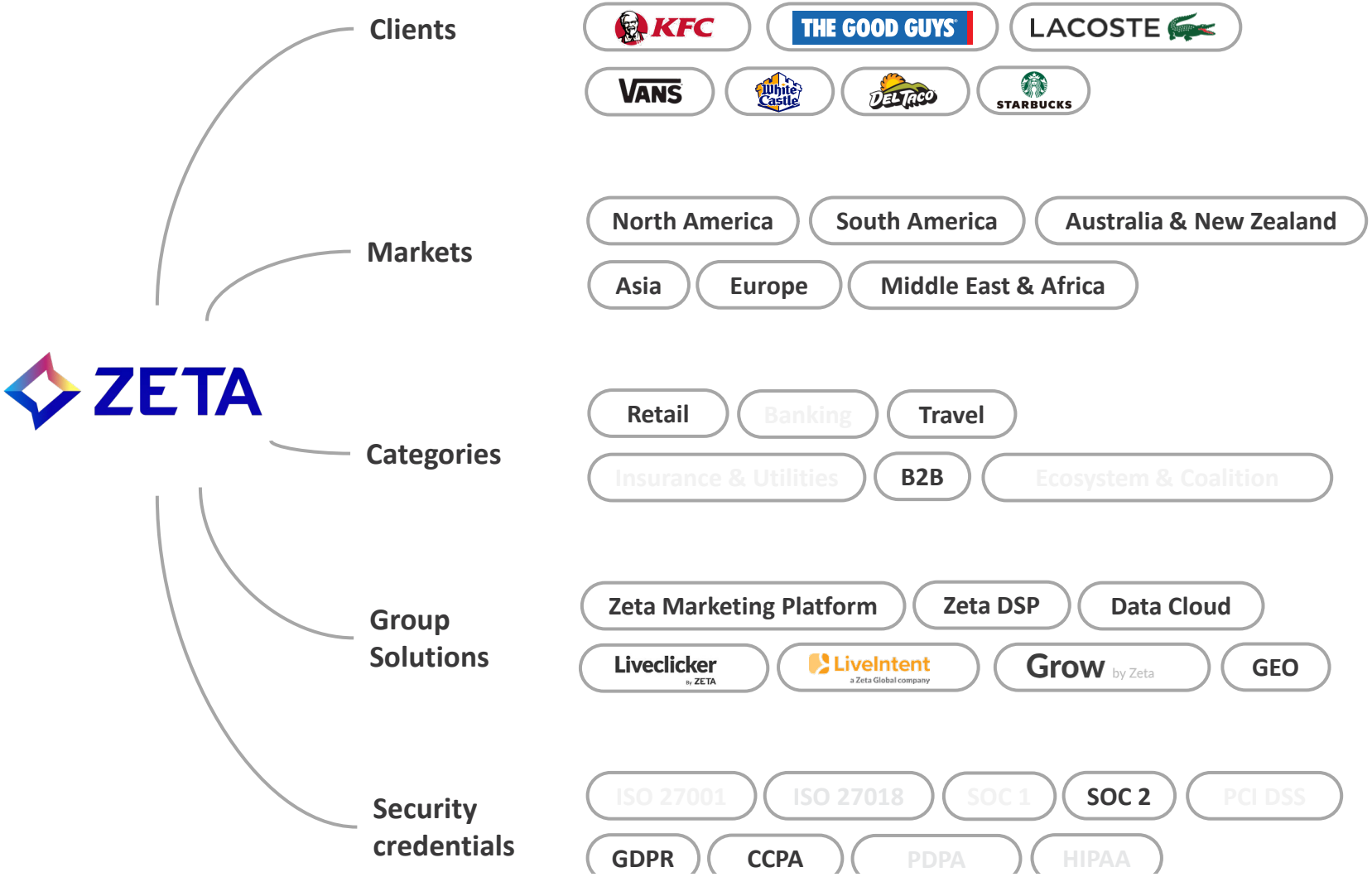
Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking		
Travel		
Insurance & Utilities		
Business To Business	2	• Fonterra Farm Source • Honda • Rinnai
Ecosystem & Coalition	1	• Bunnings • Hirepool • Fuso

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Zeta Loyalty



About

Zeta Global (NYSE: ZETA) is the intelligent AI infrastructure company helping enterprises transform proprietary data into enterprise intelligence. The Zeta Data Cloud and Athena by Zeta™ connect proprietary enterprise knowledge with advanced AI to enable better decisions, more effective customer engagement, and stronger business outcomes. With one of the industry's largest proprietary data assets, Zeta helps organizations accelerate AI transformation and build durable competitive advantage. Founded in 2007 by David A. Steinberg and John Sculley, Zeta is headquartered in New York City with offices worldwide. Learn more at www.zetaglobal.com.

Contact

www.zetaglobal.com

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Zeta Loyalty – Loyalty Foundation

ZETA

Key representative clients

KFC

KFC Rewards

- Loyalty management system
- Gamification

Market : Not released

Scale : Not released

Starbucks

Starbucks Rewards

- Gamification
- Email

Market : Not released

Scale : Not released

Vans

Vans Family

- Loyalty management system
- Gamification

Market : Not released

Scale : Not released

Columbia

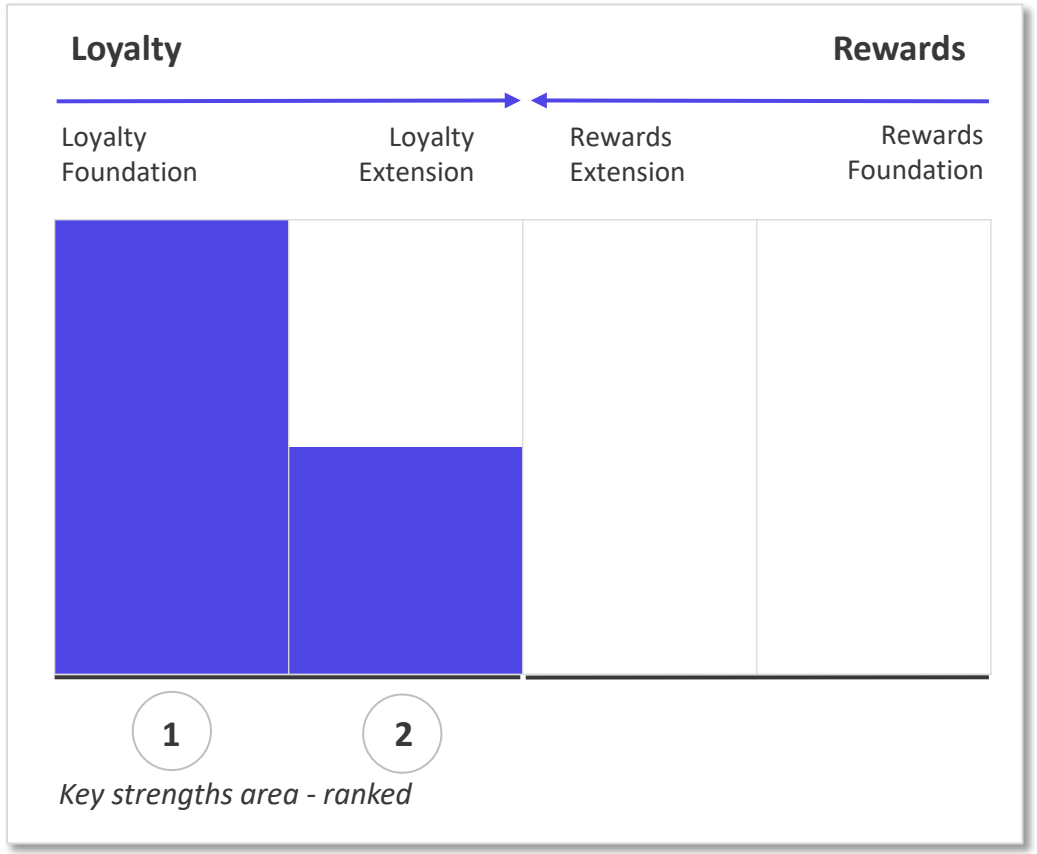
Columbia Greater Rewards

- Loyalty management system
- Gamification
- Mobile wallet

Market : USA

Scale : Not released

Offering and strengths



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Zeta Loyalty – clients and geographies

Company structure

Head Quarters	:	New York, United States
Financial status	:	Listed NYSE:ZETA. IPO 2021
Founded	:	2007
Key facts	:	Purchased Marigold's Enterprise assets in November 2025, including Cheetah Digital, Marigold Loyalty, Sailthru and Selligent.

Global client base

Region	Client concentration rank	Key client countries
North America	1	• United States • Canada
South America	6	• Brazil • Argentina
Australia & New Zealand	5	• Australia • New Zealand
Asia	4	• Japan • Hong Kong • India
Europe	2	• United Kingdom • Germany • Bulgaria
Middle East & Africa	3	• UAE • South Africa

Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Columbia • Vans • The North Face
Banking		
Travel	2	• Cayman Airlines • Europcar
Insurance & Utilities		
Business To Business	3	• PGG Wrightson
Ecosystem & Coalition		

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CATEGORY 02

Loyalty Extension

Capabilities that extend and differentiate a core loyalty platform.

This is → Emerging and differentiating capabilities that build on a foundational solution's capabilities.

Includes →

Providers	generally smaller and growing
Crossovers	some are available from foundational providers; some also perform as foundational solutions

Example → Customer Data Platform (CDP)

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Elevate Loyalty

Clients

Not released

Markets

North America | South America | **Australia & New Zealand**

Asia | **Europe** | Middle East & Africa

Categories

Retail | Banking | Travel

Insurance & Utilities | **B2B** | Ecosystem & Coalition

Launches

Loyalty Economics

Partnerships

Pokitpal | Merit | CarltonOne Engagement | Tall Bob

BHN Blackhawk Network | tillo | EML | epay

Security Credentials

ISO 27001 | ISO 27018 | SOC 1 | SOC 2 | PCI DSS

GDPR | CCPA | PDPA | HIPAA

About

A loyalty experience agency. Elevate provides end-trend support from initial design through to implementation, ongoing management and optimisation.

Tech-agnostic and commercially focused, Elevate specialises in creating loyalty solutions that drive customer retention, partner and channel performance, sales growth and long-term value.

Contact

www.elevateloyalty.com

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Elevate Loyalty – Loyalty Extension

ELEVATE LOYALTY

Key representative clients

Mitsubishi Heavy Industries

PowerPlus Installer & Consumer Cashback

- Implementation & Management
- Communications
- Marketing

Market : Australian & New Zealand

Scale : Not Released

Dicker Data

DAS Rewards & Connect Rewards

- Implementation & Management
- Communications
- Marketing plan

Market : Australia & New Zealand

Scale : 1,400 partners

MyMoto

MyMoto Rewards

- Loyalty management
- Rewards acquisition
- Partner sourcing

Market : Australia

Scale : 120,000

Bendix

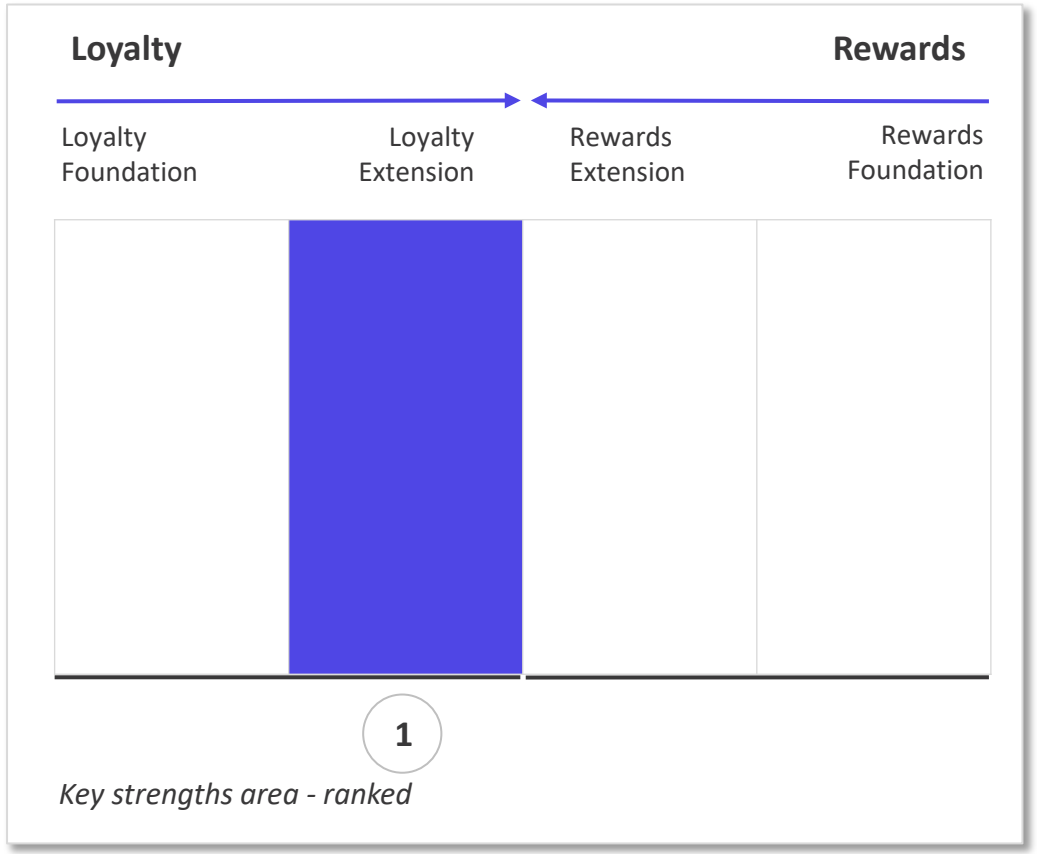
Rewards Plus

- Implementation and Management
- Program design
- Gamification

Market : Australia & New Zealand

Scale : 800 organizations

Offering and strengths



Key strengths area - ranked

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Elevate Loyalty – clients and geographies

ELEVATE LOYALTY

Company structure

Head Quarters	:	Melbourne, Australia
Financial status	:	Privately held
Founded	:	2022
Key facts	:	Launched OneTap Group (global) in 2023

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe	2	• United Kingdom
Middle East & Africa		

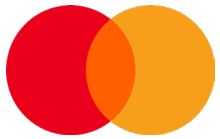
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Sigma Healthcare
Banking		
Travel		
Insurance & Utilities		
Business To Business	1	• Dicker Data • Bendix • Mitsubishi Heavy Industries
Ecosystem & Coalition		

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Mastercard



Clients

MYER, Commonwealth Bank, Heritage Bank, QANTAS, LATITUDE, nab, SUNCORP, TELSTRA, Bendigo Bank, humm, HSBC, Westpac

Markets

North America, South America, Australia & New Zealand, Asia, Europe, Middle East & Africa

Categories

Retail, Banking, Travel, Insurance & Utilities, B2B, Ecosystem & Coalition

Partnerships

Pay, COLLINSON, Expedia, CarltonOne, aws, WAYFARER

Security credentials

ISO 27001, ISO 27018, SOC 1, SOC 2, PCI DSS, GDPR, CCPA, PDPA, HIPAA

About

Mastercard is the world's largest loyalty company powering over 800+ financial institution and merchant loyalty programs across the world. We provide both end to end and modular loyalty services from in-depth consulting and design to the provision of configurable API driven platforms, content and partnerships. These are delivered by over 900 loyalty experts with significant on ground expertise in Australia/NZ.

We provide integrated and scheme agnostic solutions across Rewards, Benefits and Offers including our leading Personalized Card Linked Offer programs and Pay with Points capability.

Our leading personalisation software (Dynamic Yield) when combined with a client's product catalogue and Mastercard's data insights, transforms customer interactions in real time and provides a stepping stone into the new world of Agentic Commerce.

More than just a platform provider we provide a true ongoing loyalty partnership and thought leadership with the ability to access additional support via our dedicated Marketing Services and Data Analytics teams.

Contact

www.mastercard.com.au/en-au/business/issuers/grow-manage-your-business/loyalty-solutions.html

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Mastercard Personalisation – Loyalty Extension

Key representative clients

McDonalds

- Personalisation - Dynamic Yield

Market : Multiple markets

Scale : Not released

Myer

- Personalisation - Dynamic Yield
- Card Linked Loyalty
- Data Insights

Market : Australia

Scale : Not released

The Warehouse Group

- Personalisation - Dynamic Yield

Market : New Zealand

Scale : Not released

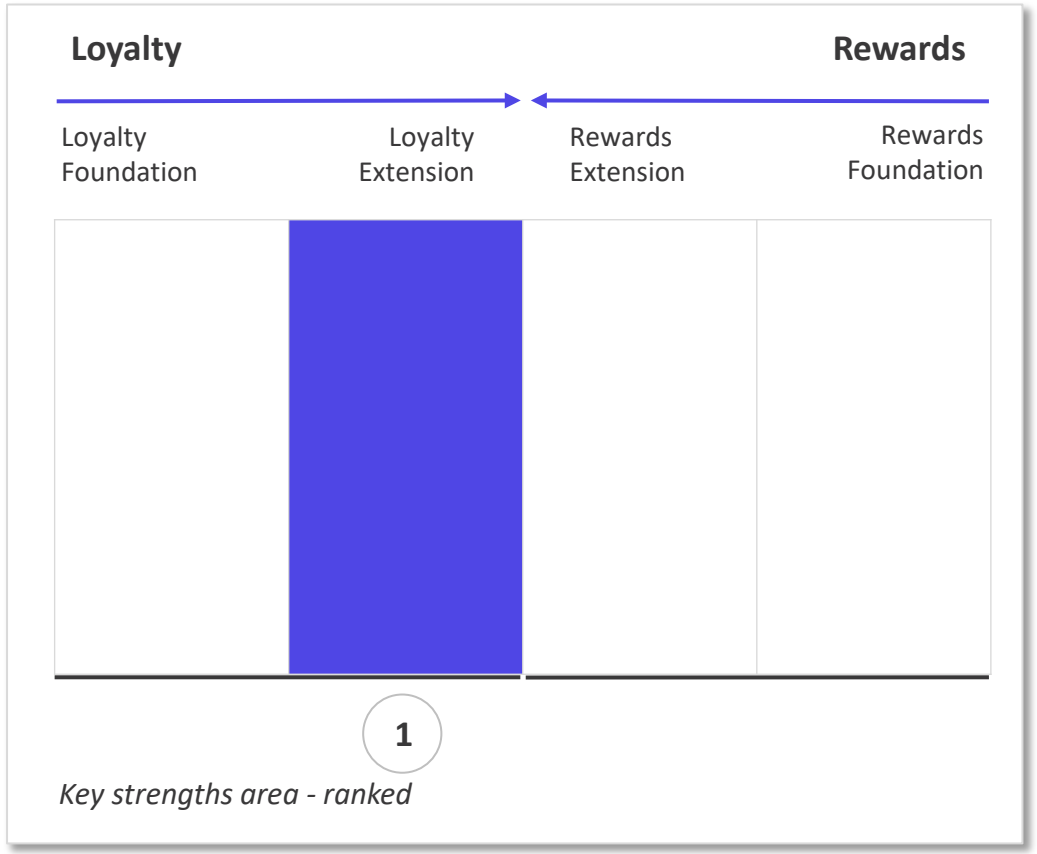
UOB

- Personalisation - Dynamic Yield

Market : Singapore

Scale : Not released

Offering and strengths



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Mastercard Personalisation – clients & geographies

Company structure

Head Quarters	:	USA
Financial status	:	Listed : NYSE: MA
Founded	:	1966
Key facts	:	Acquired SessionM from Salesforce (2019) Acquired Dynamic Yield from McDonalds (2022)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	6	• Brazil • Argentina
Australia & New Zealand	3	• Australia • New Zealand
Asia	4	• Greater China • Singapore • Philippines
Europe	2	• UK • France • Poland
Middle East & Africa	3	• UAE • South Africa • Egypt

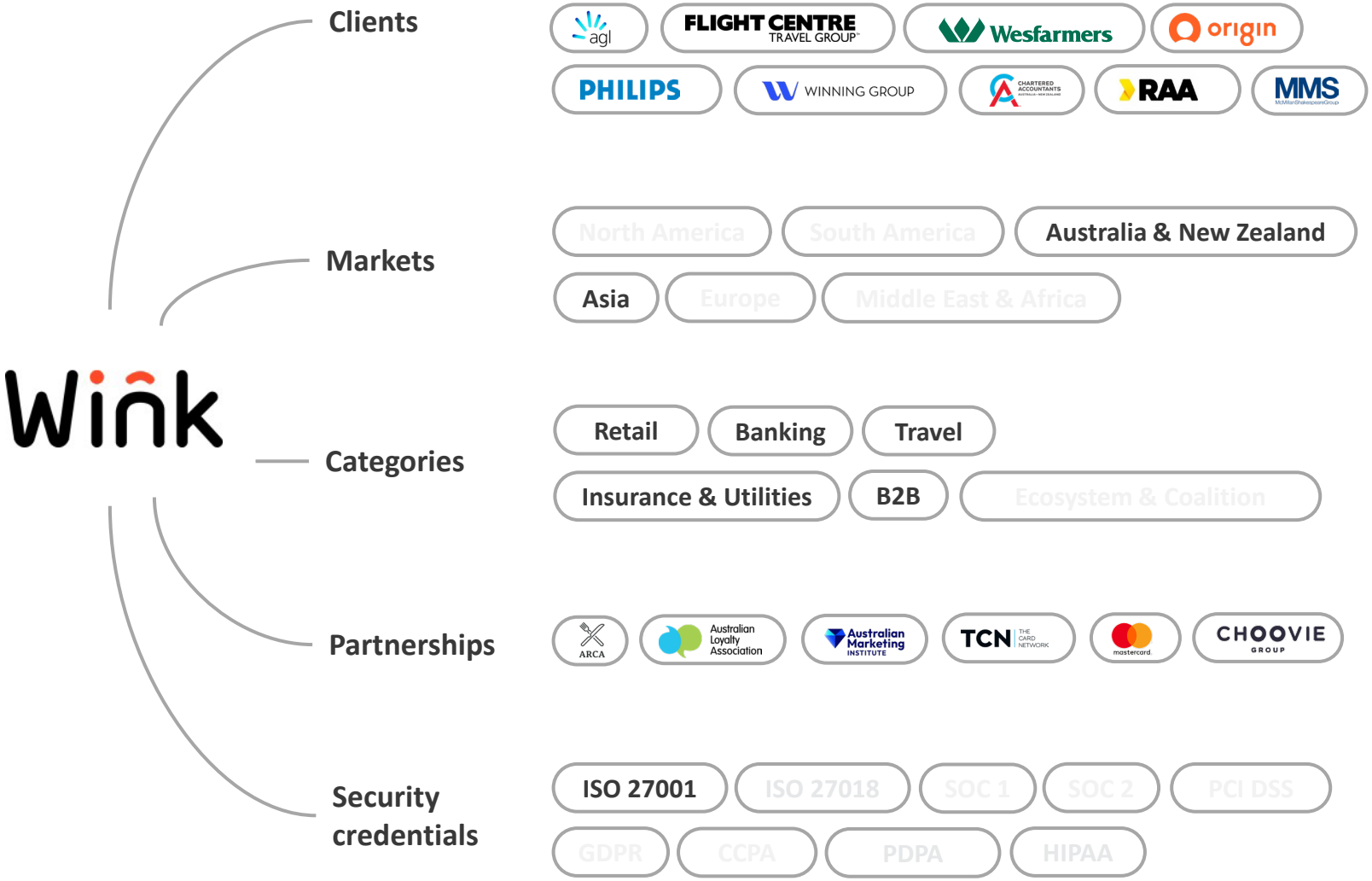
Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• Ikea • Myer • Michael Koors
Banking	2	• Latitude • ING • UOB
Travel	3	• Belmond • JetBlue
Insurance & Utilities	4	• Reliance • Telstra
Business To Business		
Ecosystem & Coalition		

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Verified Vendor

Wink



About

We've walked in your shoes

We understand the unique challenges you face. We've been responsible for loyalty, engagement, acquisition, retention, spend and share of wallet driving in big brands and businesses in Australia and internationally.

Every member of our team has had direct responsibility for commercial and customer experience in B2C, B2B and B2B2C environments.

We don't just hire agency people. We are a group of experienced professionals who have worked on both sides so we can deliver the style of service you and your customers want, while consistently bringing innovation and automation.

Contact

www.thinkwink.com.au

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Wink – Rewards Extension

Key representative clients

Mastercard

Mastercard Travel Rewards

- Rewards Foundation

Market : Asia

Scale : 10 million members

HCF

Thank You

- Rewards Extension
- Marketplace partnerships

Market : Australia

Scale : 2.5 million

Auto & General

- Rewards extension
- Marketplace partnerships
- Promotions

Market : Australia

Scale : 3 million members

Flight Centre Travel Group

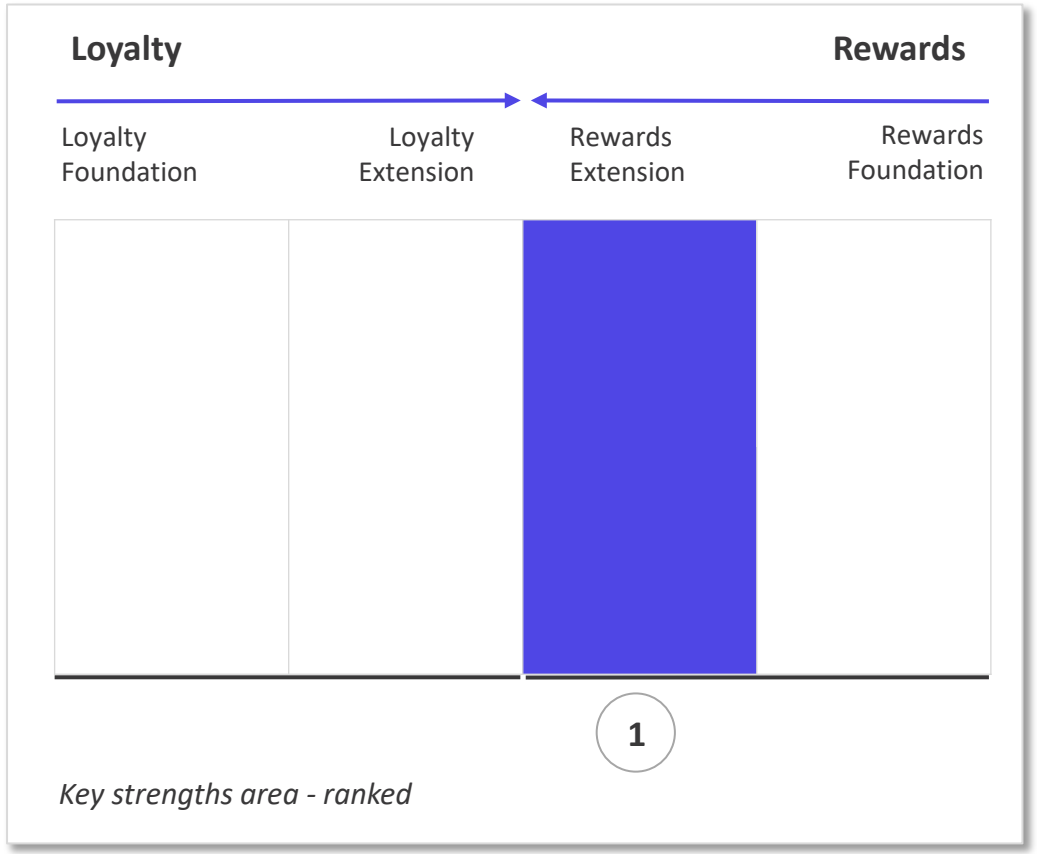
World360 Rewards

- Rewards Extension
- Marketplace partnerships
- Promotions

Market : Australia

Scale : 600,000

Offering and strengths



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Verified Vendor

Wink – clients and geographies

Company structure

Head Quarters	:	Australia
Financial status	:	Privately held
Founded	:	2020
Key facts	:	APAC Loyalty & Engagement Agency Team of the Year 2024, 2025 & 2026.

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia	2	• Singapore • China
Europe		
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	5	• Phillips • Wesfarmers • Winning Group
Banking	2	• Mastercard • Bank of China • Westpac
Travel	3	• The Star Entertainment • BridgeClimb • Flight Centre Travel Group
Insurance & Utilities	1	• HCF • AJG Gallagher Insurance • Auto & General
Business To Business	4	• Civica • Australian Motoring Services • McMillan Shakespeare
Ecosystem & Coalition		

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CATEGORY 03

Rewards Foundation

The everyday reward types loyalty programs rely on.

This is → Most common rewards types used in all industry categories.

Includes → **Specialists** scaled, delivering the execution

Example → Gift cards

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CarltonOne



Clients

HSBC · O.C.TANNER · mastercard · COLOYAL · antavo AI LOYALTY CLOUD · PINNACLE REWARDS · Klarna

Markets

North America · South America · Australia & New Zealand · Asia · Europe · Middle East & Africa

Categories

Retail · Banking · Travel · Insurance & Utilities · B2B · Ecosystem & Coalition

Integrations

Microsoft Azure · PingIdentity · okta · salesforce · snowflake · MuleSoft · HubSpot

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

CarltonOne empowers businesses to grow through a powerful PaaS platform built for Engagement, Loyalty, and Channel programs. Our unmatched global rewards engine supports 190+ countries with over 10 million rewards, enabling partners to launch and resell automated recognition, loyalty, or incentive solutions at scale. Whether you're looking to engage employees, customers, or sales channels, CarltonOne lets you reach any audience, anywhere, with seamless online transactions. Our eCommerce experience is fully customizable—offering everything from broad reward catalogues to highly curated campaigns that drive behaviour and results.

Contact

www.carltonone.com

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CarltonOne – Rewards Foundation

Key representative clients

Apple

- Rewards store

Market : Global
Scale : Not Released

Mastercard

- Rewards store

Market : Global
Scale : Not Released

Sysco

- Loyalty management system

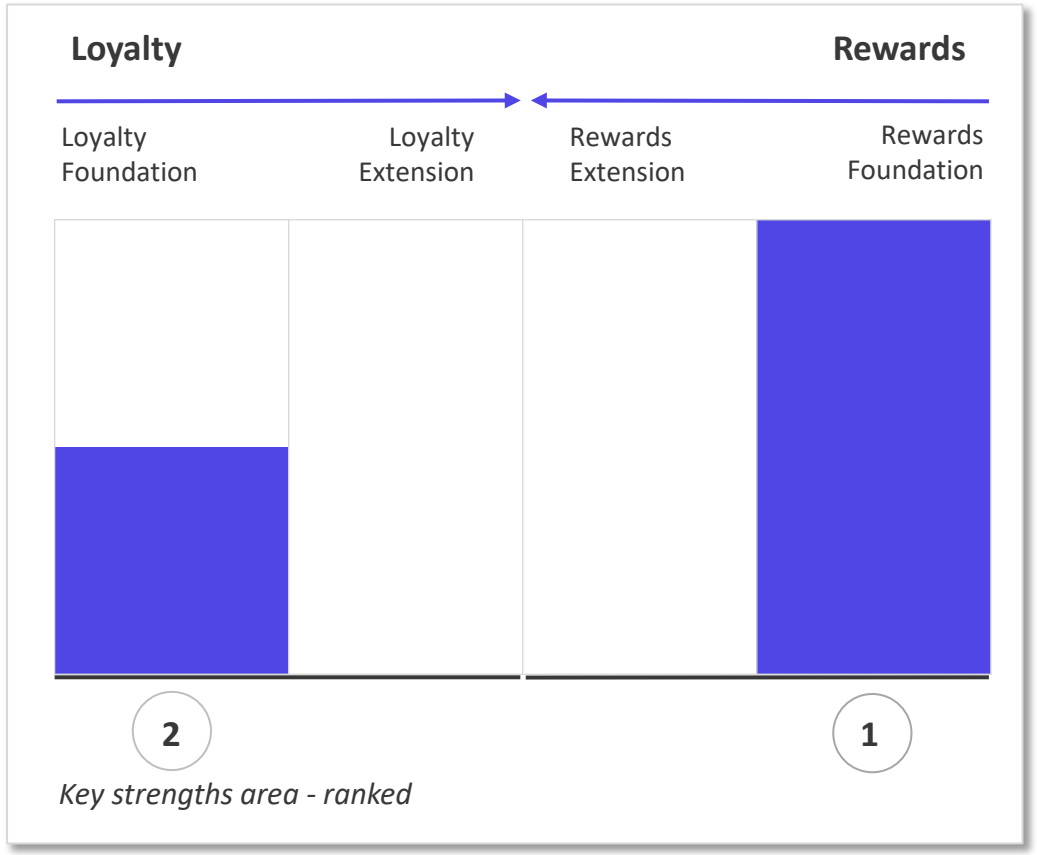
Market : UK
Scale : Not Released

BMW

- Loyalty management system

Market : USA
Scale : Not Released

Offering and strengths



Key strengths area - ranked

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CarltonOne – clients & geographies

Company structure

Head Quarters	:	Canada
Financial status	:	Privately held
Founded	:	1988
Key facts	:	Grew revenues 4X and EBITDA 6X between 2017 and 2024. Goldman Sachs Asset Management invested in 2024.

Global client base

Region	Client concentration rank	Key client countries
North America	1	• USA • Canada
South America	2	• Mexico • Argentina • Brazil
Australia & New Zealand	6	• Australia • New Zealand
Asia	5	• Singapore
Europe	3	• Germany
Middle East & Africa	4	• South Africa

Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking	2	• Mastercard • Klarna
Travel		
Insurance & Utilities		
Business To Business	1	• Apple • Mastercard • Antavo
Ecosystem & Coalition		

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Verified Vendor

Collinson

COLLINSON

Clients

CHANGI airport group · CHASE · mastercard · CATHAY · SEPHORA · eurostar · RADISSON HOTELS · Uber · JUMEIRAH · KHAN BANK · BAYER · IKEA · Virgin

Markets

North America · South America · Australia & New Zealand · Asia · Europe · Middle East & Africa

Categories

Retail · Banking · Travel · Insurance & Utilities · B2B · Ecosystem & Coalition

Group Companies

Collinson Insurance · Collinson International · value dynamx · Airport Dimensions · Collinson investments

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

Collinson is the global, privately-owned company dedicated to helping the world to travel with ease and confidence. We work with the world's leading payment networks, over 1,400 banks, 90 airlines and 20 hotel groups worldwide. We deliver market-leading airport experiences, loyalty and customer engagement, and insurance solutions for over 400 million end consumers.

We are also the operator of Priority Pass, the world's original and leading airport experiences programme. Travellers can access a network of 1,700+ lounges and travel experiences, helping to elevate the journey into something special.

Private ownership means we can focus on the values that are important to us. These drive everything we do and result in us acting with integrity and agility while making long-term investments and decisions.

Contact

www.collinsongroup.com

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Collinson – Loyalty Foundation

Key representative clients

Mastercard

Mastercard Airport Experiences

- Lounge access

Market : Global
Scale : Not released

IAG Loyalty

British Airways Executive Club

- + Iberia Plus, Vueling Club
- + Aer Club

Market : Multiple
Scale : 35 million members

Sephora

Sephora Beauty Pass

- Loyalty management system
- Communications

Market : Saudi Arabia
Scale : Not released

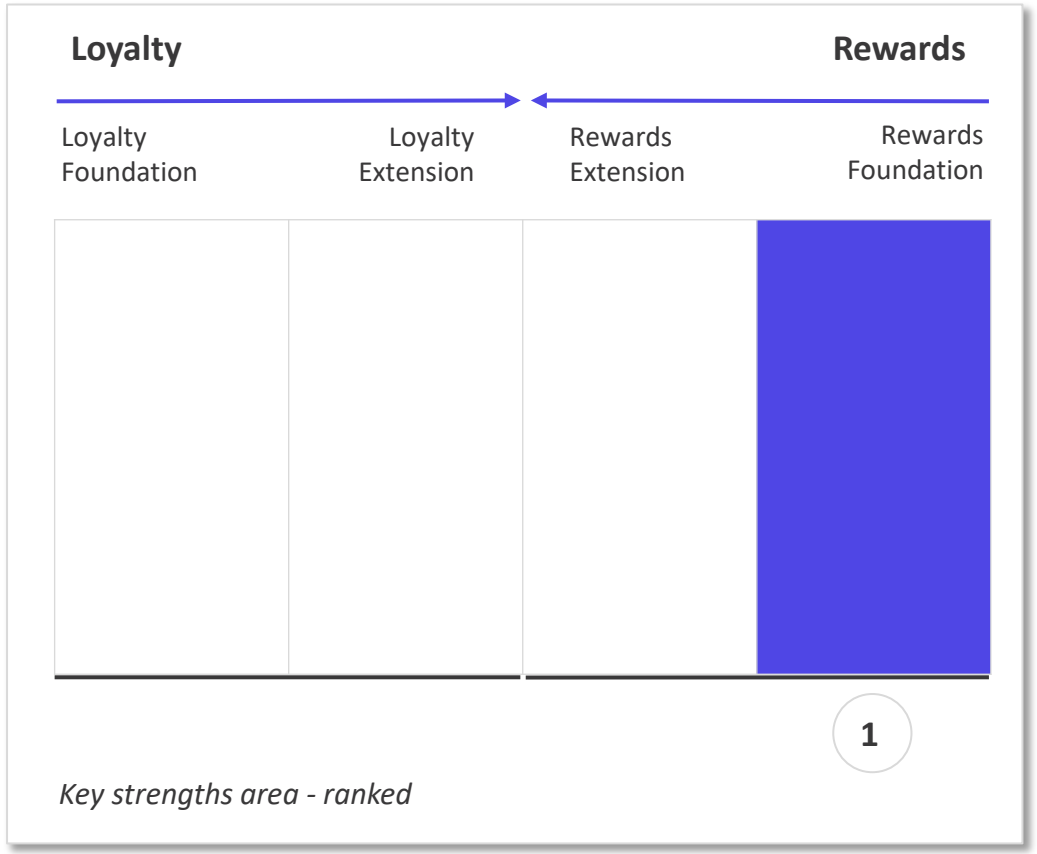
Chase

Chase Sapphire Reserve

- Digital membership
- Lounge access

Market : USA
Scale : 1.6 million members

Offering and strengths



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Collinson – clients and geographies

Company structure

Head Quarters	:	London, United Kingdom
Financial status	:	Privately held
Founded	:	1985
Key facts	:	Owner of Priority Pass (airport lounges) and Valudynamx (card linked offers). Owner of LoungeKey Pass and SmartDelay

Global client base

Region	Client concentration rank	Key client countries
North America	5	• USA
South America	4	• Brazil • Chile
Australia & New Zealand	6	• Australia
Asia	3	• Singapore • China • Japan
Europe	1	• United Kingdom • Greece • Romania
Middle East & Africa	2	• Saudi Arabia • Mongolia • UAE

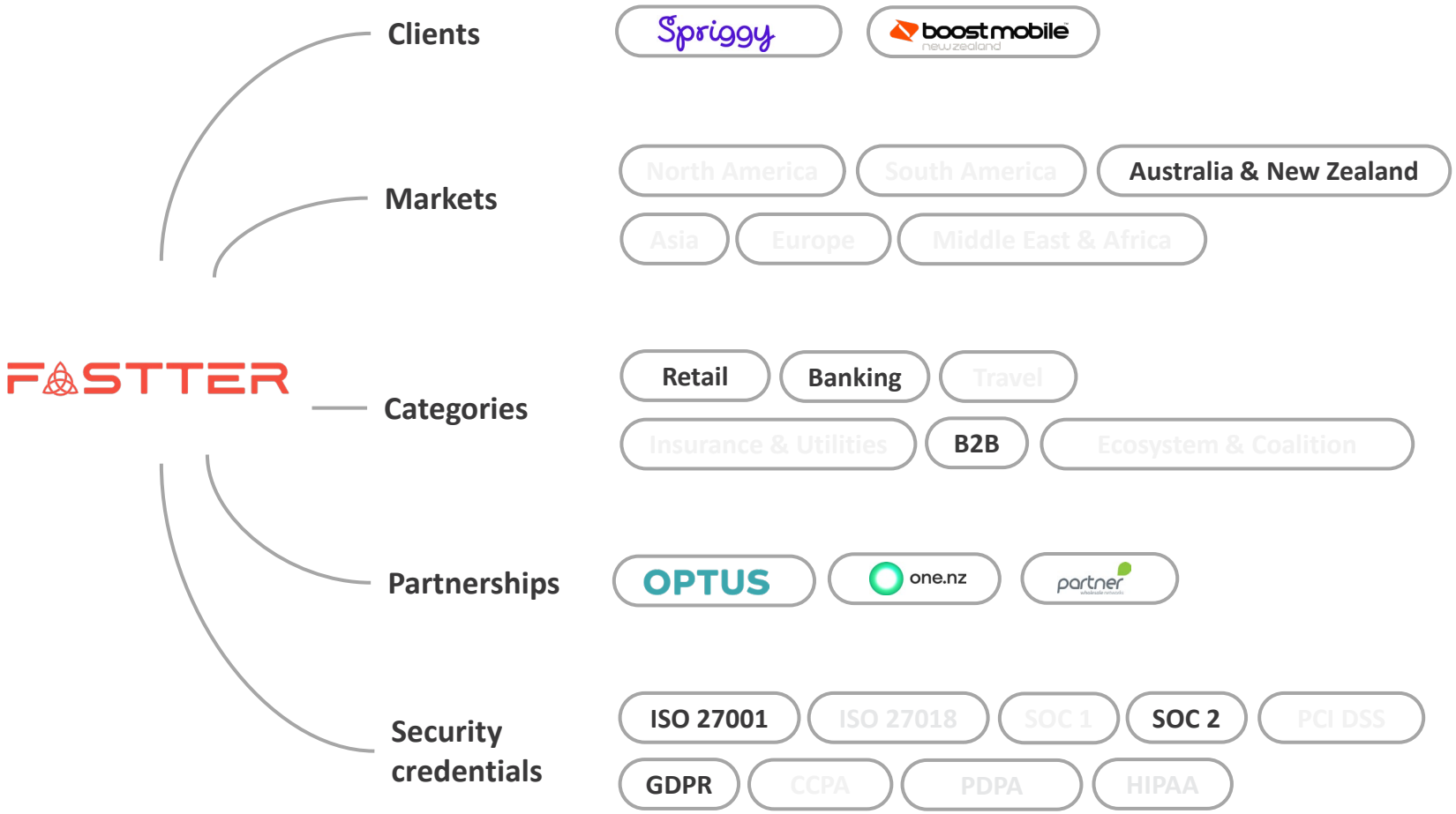
Client categories

Industry	Client concentration rank	Key clients in category
Retail	3	• Sephora • Hackett London • Ikea
Banking	2	• Mastercard • NAB • Revolut
Travel	1	• Saudia • Uber • Virgin Red
Insurance & Utilities	4	• Telstra
Business To Business		
Ecosystem & Coalition		

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Verified Vendor

Fastter



About

First there was the branded credit card, now there is Fastter branded mobile.

Fastter creates, enables and grows branded mobile experiences that reduce churn and keep customers loyal for longer.

We require zero capital outlay from our brand partners to create a revenue generating telco strategy that supports and aligns with the objectives of their existing loyalty initiatives.

At Fastter we've made a point of making things very simple: $0 up front costs, 0 risk and live in 90 days. Our proposition is underpinned by the delivery of loyalty benefits from day one and a revenue share model that realises growing financial returns.

Fastter works collaboratively with our brand partners to develop USPs that resonate deeply with their customers.
Our enablement studio approach is a world first and we're passionate about helping brands launch mobile experiences that nail their niche and reward their customers.

Contact

www.fastter.au

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Fastter – Rewards Foundation

Key representative clients

Spriggy Mobile

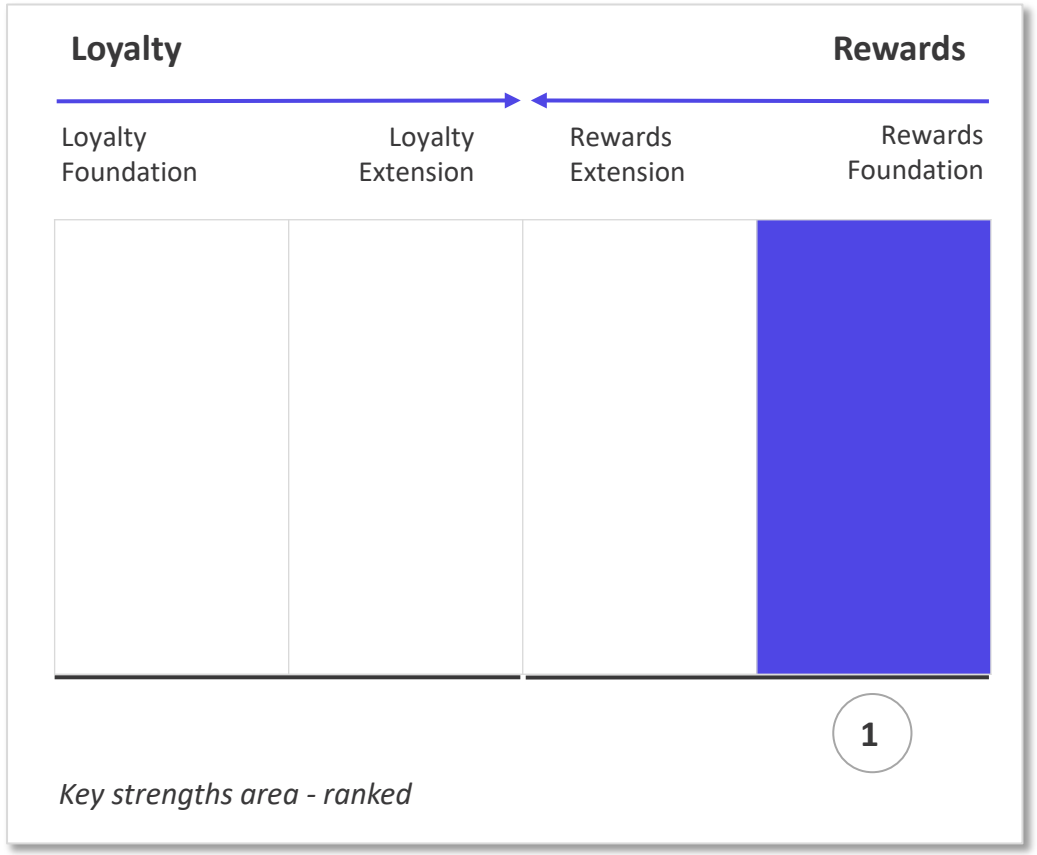
Spriggy Mobile

- Telco rewards

Market : Australia

Scale : Not released

Offering and strengths



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Fastter – clients and geographies

Company structure

Head Quarters	:	Sydney, Australia
Financial status	:	Privately held
Founded	:	2023
Key facts	:	Partnered with Optus.

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia
Asia		
Europe		
Middle East & Africa		

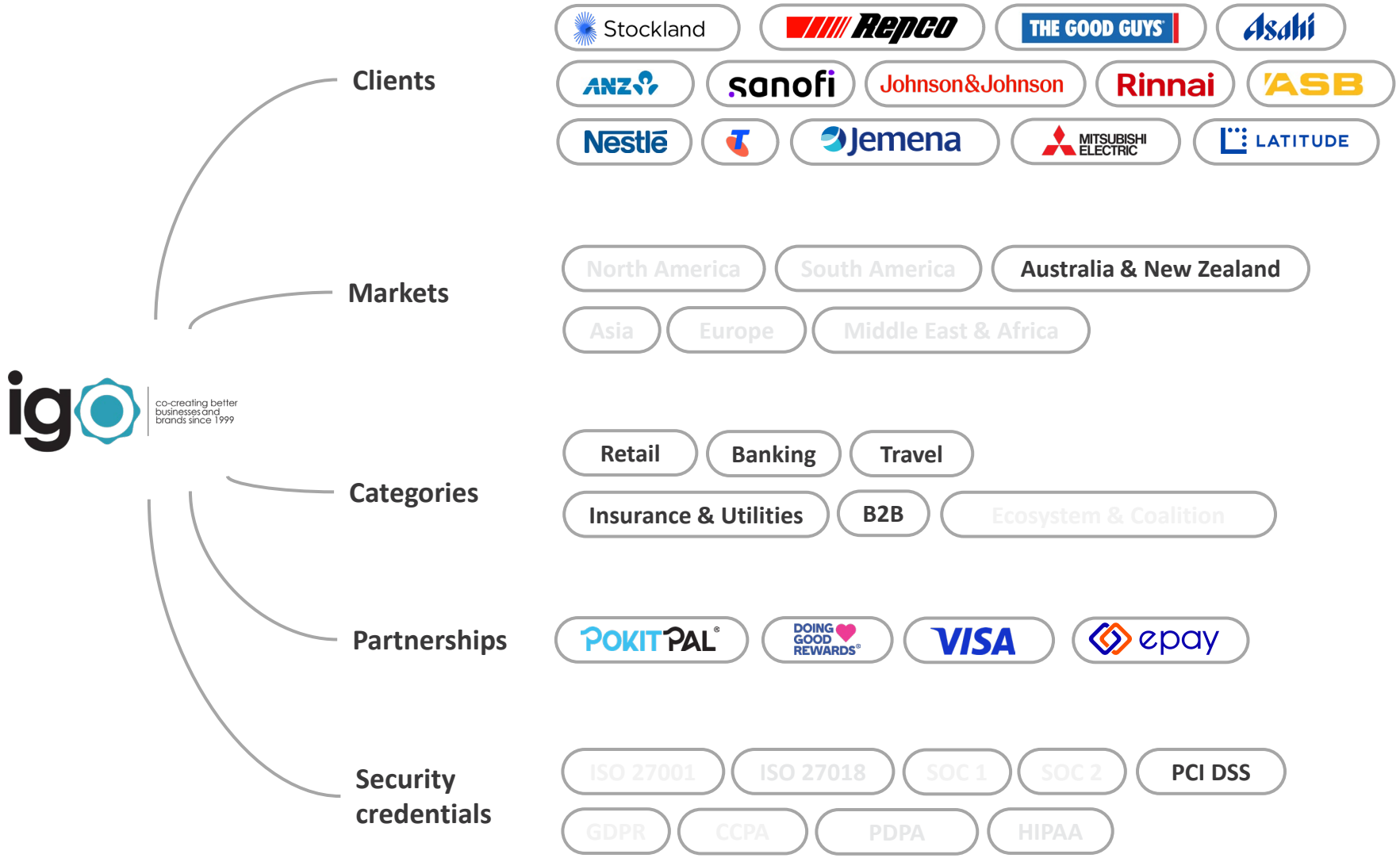
Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	
Banking	1	• Spriggy
Travel		
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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iGoDirect



igo co-creating better businesses and brands since 1999

About

Established in 1999, the iGoDirect Group is a rewards and promotional technology provider with end-to-end solutions in prepaid, gift cards, consumer promotions and data analytics. iGoDirect has been at the forefront of direct marketing and the evolving digital landscape, leveraging its proven technologies and innovative platforms.

As a Principal Member of Visa, we have obtained an issuing licence in Australia and strengthened our position in the fast-growing prepaid payments market. We enable clients to deliver frictionless customer experiences and fresh innovation within the payments, loyalty and rewards sectors.

Boasting hundreds of thousands of members, iGoDirect manages YourSayPays; a platform that invites consumers to participate in surveys and competitions in return for gift cards. We also run Rewards Come True and True Rewards, working with brands to formulate cashback, loyalty, and reward programs to uplift sales targets and contribute to consumer and employee satisfaction.

Contact

www.igodirect.com.au

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iGoDirect – Rewards Foundation

Key representative clients

Asahi

- Consumer promotions
- Consumer rewards
- Loyalty foundation

Market : Australia

Scale : Not released

ANZ

- Consumer promotions
- Consumer rewards
- Data driven communications

Market : Australia

Scale : Not released

Canon

- Consumer promotions
- Consumer rewards
- Loyalty foundation

Market : Australia & New Zealand

Scale : Not released

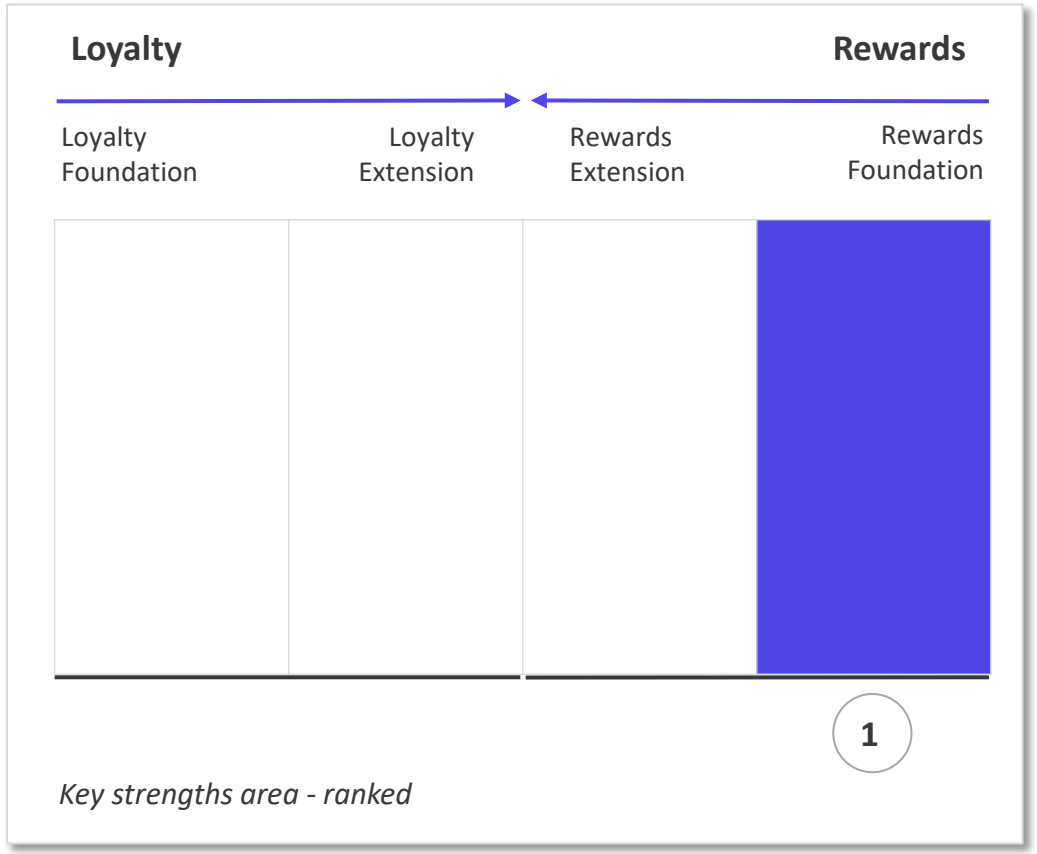
Stockland

- Consumer promotions
- Consumer rewards
- Loyalty foundation

Market : Australia

Scale : Not released

Offering and strengths



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iGoDirect – clients and geographies

Company structure

Head Quarters	:	Sydney, Australia
Financial status	:	Privately held
Founded	:	1999
Key facts	:	Holds an AFS licence and is a Visa Principal Member. Launched Web 2 Wallet with Visa in 2024

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

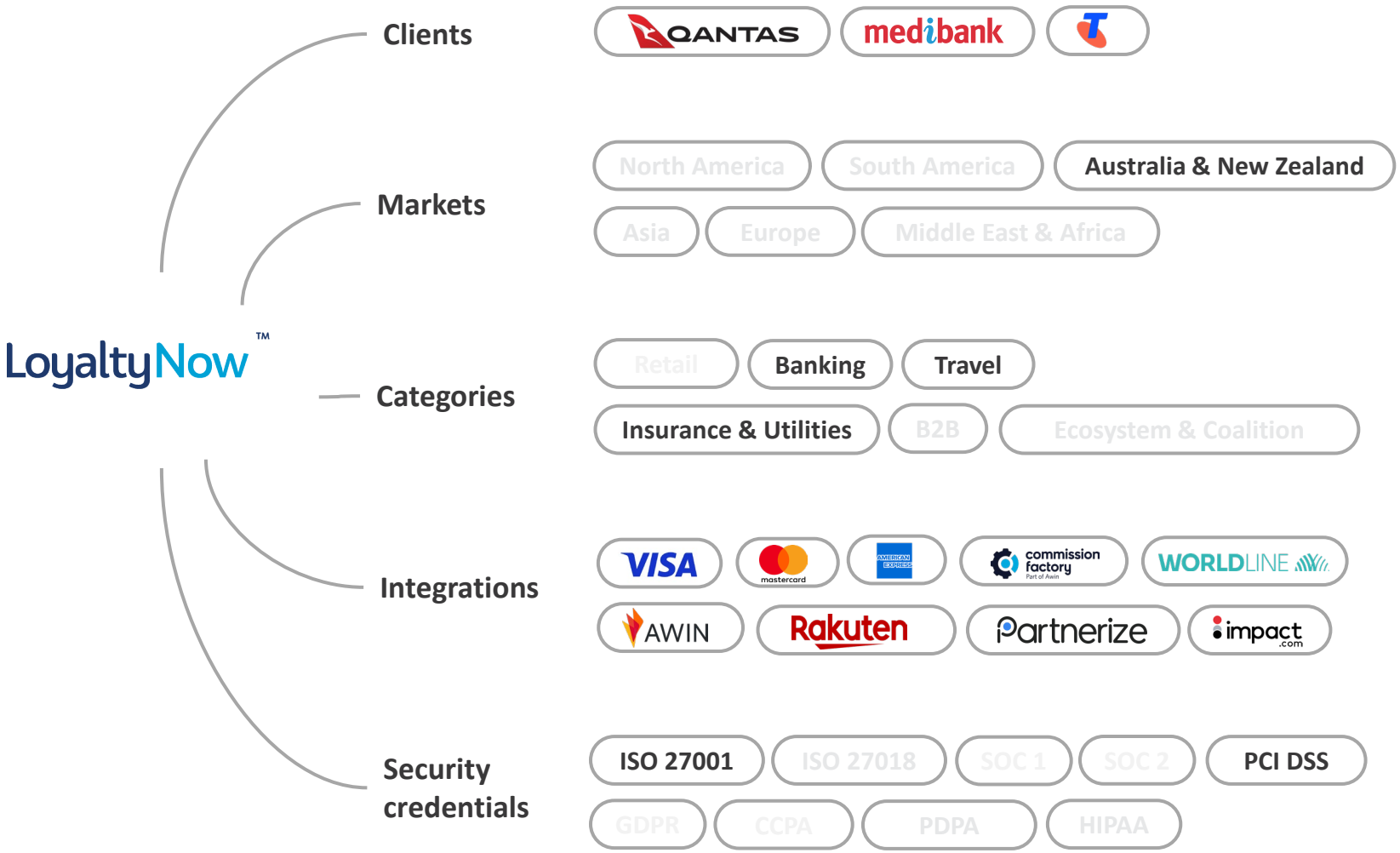
Client categories

Industry	Client concentration rank	Key clients in category
Retail	3	• The Good Guys • Repco
Banking	2	• ASB • ANZ • Latitude
Travel	5	• APT
Insurance & Utilities	4	• Telstra • Jemena
Business To Business	1	• Rinnai • Sanofi • Mitsubishi Electric
Ecosystem & Coalition		

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Verified Vendor

Loyalty Now



About

Loyalty Now is a PCI DSS Level 1 certified Loyalty Tech SaaS platform that connects millions of members of leading payment networks, loyalty programs and merchants, offering unmatched data, functionality, and features.

Using a payment-linked approach, including connectivity with Amex, Visa and Mastercard, Loyalty Now's platform provides a frictionless and bank agnostic solution to create or augment your fully branded state of the art customer loyalty and rewards ecosystem.

Loyalty Now's APIs are an easy way to leverage a comprehensive, unified platform to achieve more from your customer loyalty programs. Loyalty Now facilitates comprehensive reporting and data analysis opportunities, alongside an easy to use promotional tool, branded messaging and instant reward communications.

Contact

www.loyaltynow.com

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Loyalty Now – Rewards Foundation

LoyaltyNow™

Key representative clients

Qantas

Qantas Frequent Flyer

- Card linked Offers program

Market : Australia
Scale : Not released

Medibank

Live Better Rewards

- Card Linked Offers program
- Merchant offer sourcing

Market : Australia
Scale : Not released

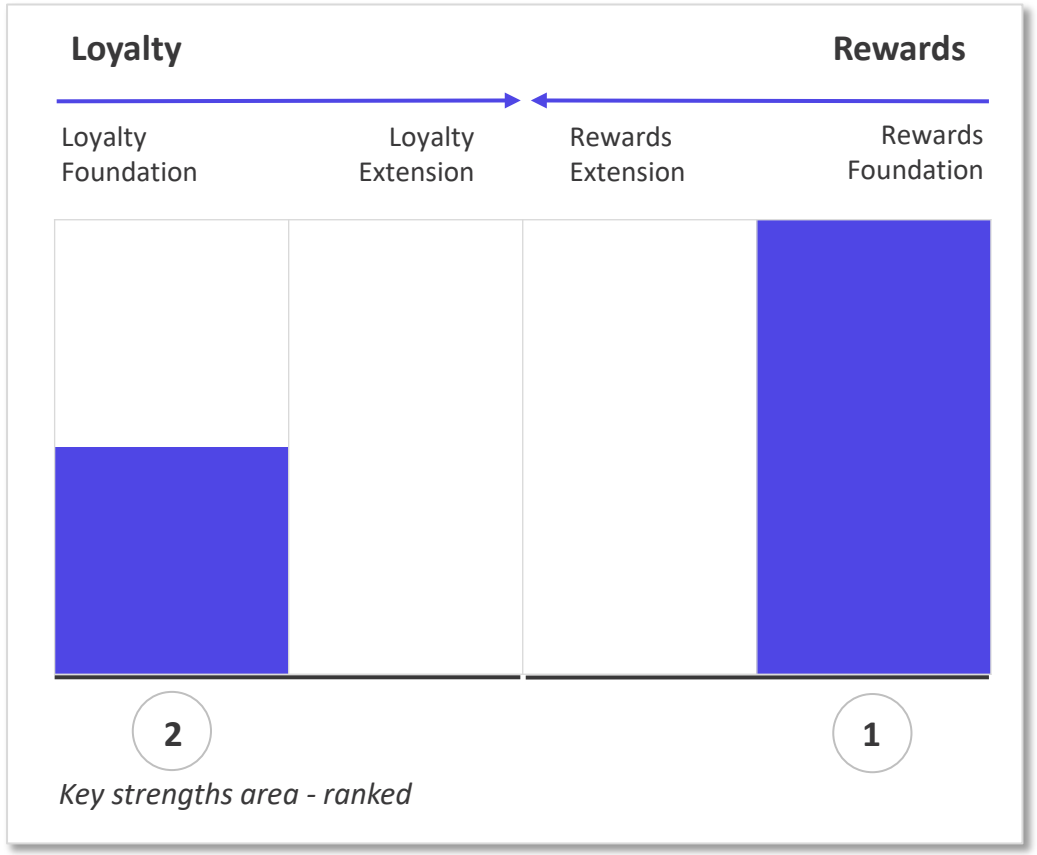
Telstra

Telstra Plus

- Card linked offers program
- Merchant offer sourcing

Market : Australia
Scale : Not released

Offering and strengths



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Loyalty Now – clients and geographies

Company structure

Head Quarters	:	Australia
Financial status	:	Privately held
Founded	:	2016
Key facts	:	Acquired by Database Consulting Australia in 2025

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia		
Europe		
Middle East & Africa		

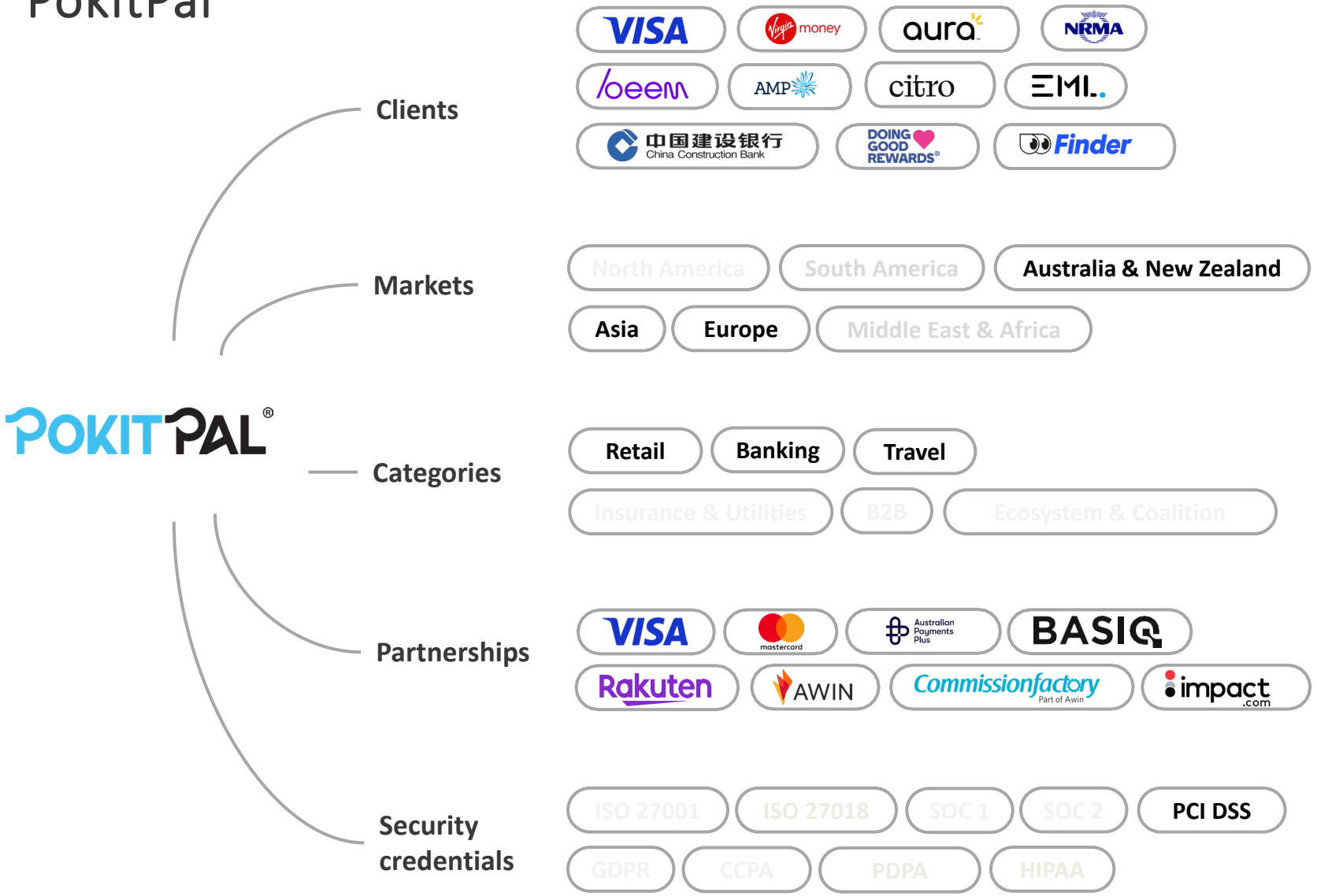
Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking		
Travel	1	• Qantas
Insurance & Utilities	2	• Medibank • Telstra
Business To Business		
Ecosystem & Coalition		

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PokitPal



About

PokitPal is a complete, proven rewards platform, licensed by banks, insurers, airlines, member organisations and fintechs across Australia and New Zealand, and rewards more than 15 million users through its clients' platforms. Clients launch a fully operated program, as a white-label app, embedded web or API, under a single agreement. PokitPal takes on the technology, vendors, operations, security, cost and delivery risk, so clients can stay focused on their core proposition.

What clients get.

Every way members spend, rewarded. Card-linked offers in store through direct Visa and Mastercard scheme relationships, plus online offers through Rakuten, AWIN, Commission Factory, Commission Junction, Partnerize and Impact, and eGift cards. Members earn at 1,000+ retailers, including Woolworths, BIG W, Liquorland, Milkrun and Chemist Warehouse.

Open banking, put to work. PokitPal turns bank account data into spend insights, segmentation, personalised offers and Round-Ups that move spare change into savings, investments or contributions. Clients see where members spend and can act on it.

Personalisation at three levels.

- PokitPal RewardsIQ uses transaction data to personalise each member's offers.
- PokitPal Smart Audiences lets clients segment their member base using their own internal segmentation.
- PokitPal Precision applies external, client-owned data to tailor rewards even further.

Rewards members value. Cash, points or bespoke burn options, such as paying down a premium, covering an excess or redeeming with a partner.

Why license instead of build.

PokitPal has spent more than a decade building and refining its platform. Licensing removes the capital outlay and delivery risk, gets members value in a fraction of the time, and lets the client keep ownership of the member relationship and the brand.

Contact

www.pokitpal.com

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PokitPal – Rewards Foundation

Key representative clients

EML

- Card Linked Offers

Market : Australia
Scale : 400,000 members

Beem

Market : Australia
Scale : 2.5 million members

NRMA

myNRMA Rewards

- Card Linked Offers

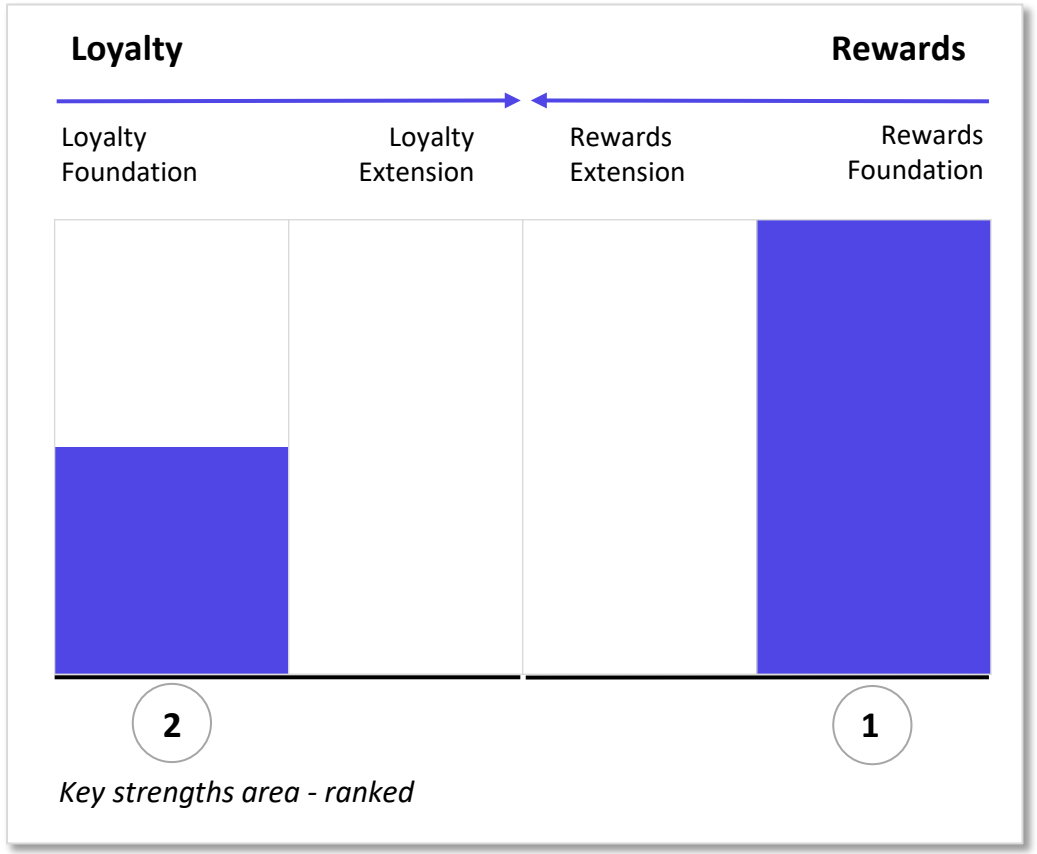
Market : Australia
Scale : 3.1 million members

Finder

- Card Linked Offers
- Round Ups

Market : Australia
Scale : Not released

Offering and strengths



Key strengths area - ranked

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PokitPal – clients and geographies

Company structure

Head Quarters	:	Australia
Financial status	:	Privately held. $6.5m capital raised. Latest round 2023 - $2m raised.
Founded	:	2019
Key facts	:	PokitPal pivoted from an advertising business in 2019. Partnerships with VISA and LUX Rewards (UK)

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia • New Zealand
Asia	3	• China
Europe	2	• United Kingdon
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	2	• Chemist Warehouse • Woolworths • Liquorland
Banking	1	• Visa • EML
Travel	3	• Booking.com
Insurance & Utilities	4	• NRMA • CIMET
Business To Business		
Ecosystem & Coalition		

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Popink



Clients

laybyland, KRISSHOP, LUXURYESCAPES, FREQUENT FLYER, flybuys, Westpac, Woolworths, velocity frequent flyer

Markets

North America, South America, **Australia & New Zealand**, Asia, Europe, Middle East & Africa

Categories

Retail, **Banking**, Travel, Insurance & Utilities, B2B, **Ecosystem & Coalition**

Partnerships

Ascenda, carlson marketing solutions, mastercard, ita group., CarltonOne, J&C

Security Credentials

ISO 27001, ISO 27018, SOC 1, SOC 2, PCI DSS, GDPR, CCPA, PDPA, HIPAA

About

Popink is the leading rewards aggregator and distributor in Australia. We are all about rewarding your customers and giving each an individual flawless experience!

From working with our clients to understand the program strategy, we carefully curate a catalogue that optimises the customer's redemption options.

Our clients have peace of mind that Popink manages the end to end process on our Clients' behalf to source, procure, store, and finally deliver merchandise rewards to the member/customer's door.

Contact

www.popink.com.au

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Popink – Rewards Foundation

Key representative clients

Flybuys

Flybuys

- Merchandise rewards

Market : Australia
Scale : 10 million members

Ascenda

ANZ Rewards

- Merchandise rewards

Market : Australia
Scale : Not released

Loylogic

Etihad Guest Rewards

- Merchandise rewards

Market : Australia
Scale : Not released

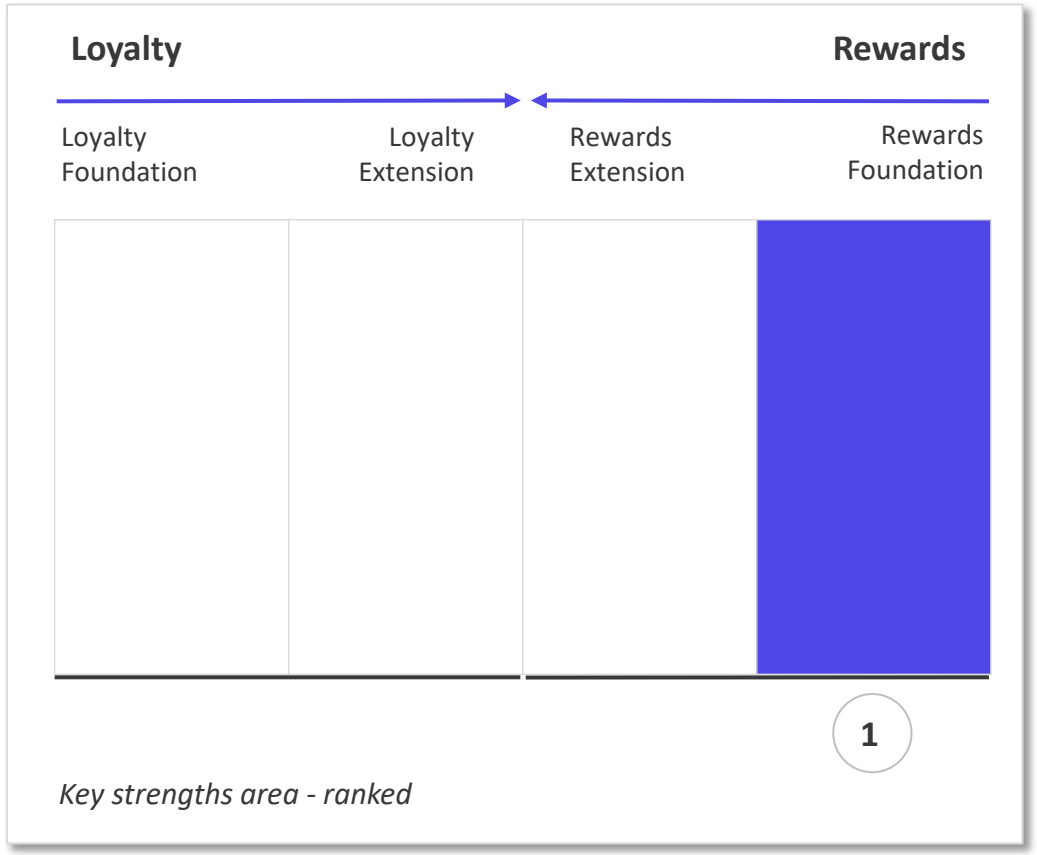
Collinson

CommBank Awards

- Merchandise rewards

Market : Australia
Scale : Not released

Offering and strengths



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Popink – clients and geographies

Company structure

Head Quarters	:	Australia
Financial status	:	Privately held
Founded	:	2005
Key facts	:	

Global client base

Region	Client concentration rank	Key client countries
North America		
South America		
Australia & New Zealand	1	• Australia
Asia		
Europe		
Middle East & Africa		

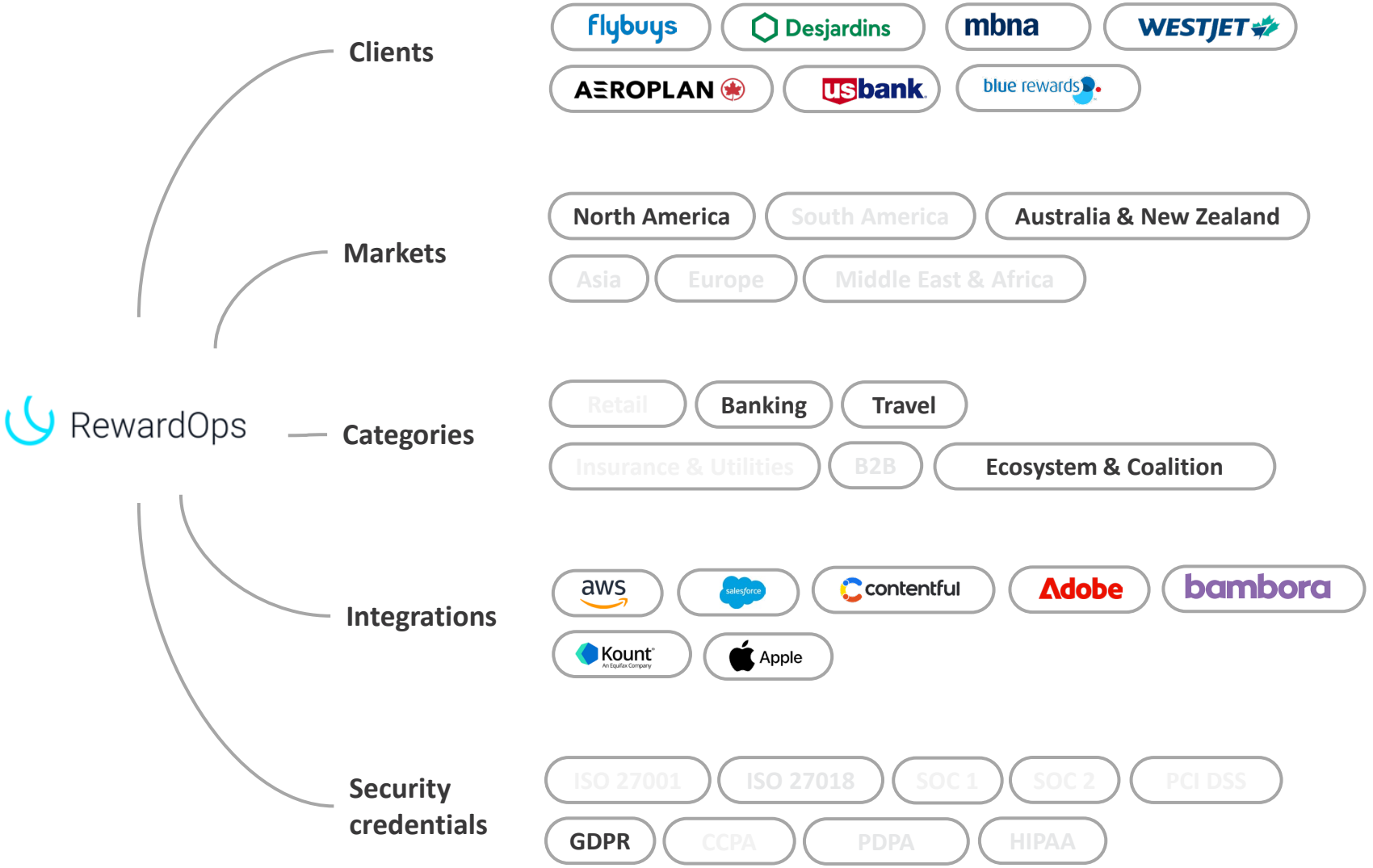
Client categories

Industry	Client concentration rank	Key clients in category
Retail	4	• Woolworths
Banking	3	• Westpac Group Rewards • ANZ Rewards • NAB Rewards
Travel	2	• Velocity Frequent Flyer • Etihad Guest Rewards
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition	1	• Flybuys

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RewardOps



About

CORA Loyalty Rewards, powered by RewardOps, provides enterprise rewards marketplace and fulfilment technology for large loyalty programs.

It brings together supplier access, catalogue management, branded storefronts, pricing, inventory, order management, fulfilment and reporting in one modular platform.

Clients can deploy a complete rewards experience or add selected capabilities alongside an existing loyalty system, supporting merchandise, gift cards, travel, experiences and affiliate offers.

Contact

www.coraloyalty.com

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RewardOps – Rewards Foundation

RewardOps

Key representative clients

US Bank

US Bank Rewards

- Rewards catalogue & marketplace
- Branded storefronts
- Order management & fulfilment

Market : USA

Scale : 10 million members

WestJet

WestJet Rewards Store

- Loyalty eStore
- Merchandise, Gift Cards, Affiliates
- Order management & fulfilment

Market : Canada

Scale : Not released

Flybuys

Flybuys

- Rewards marketplace
- Catalogue and supplier mgmt.
- Order management & fulfilment

Market : Australia

Scale : Not released

Blue Rewards

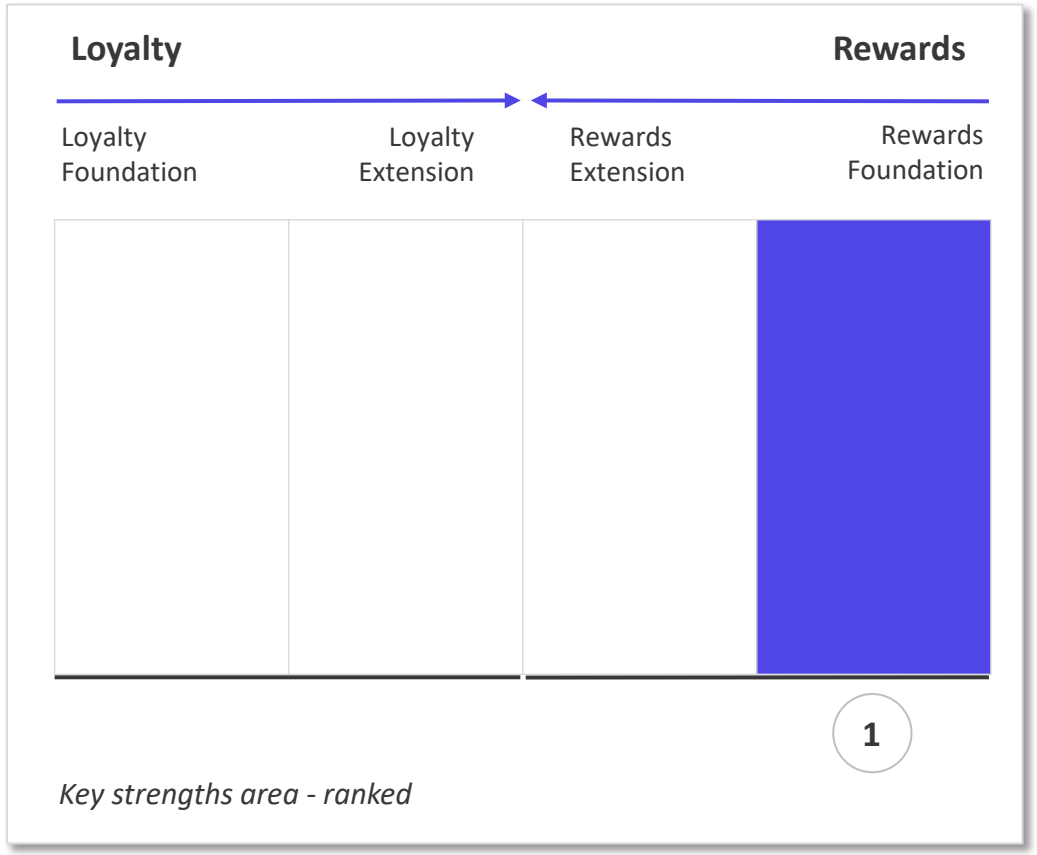
Blue Rewards

- Digital Concierge
- Rewards discovery & member engagement

Market : Canada

Scale : 10 million

Offering and strengths



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RewardOps – clients and geographies

RewardOps

Company structure

Head Quarters	:	Ontario, Canada
Financial status	:	Listed TSX:CSU
Founded	:	2013
Key facts	:	Part of CORA Group, a division of Jonas Software and an operating group of Constellation Software Inc. (TSX: CSU)

Global client base

Region	Client concentration rank	Key client countries
North America	1	• Canada • USA
South America		
Australia & New Zealand	2	• Australia
Asia		
Europe		
Middle East & Africa		

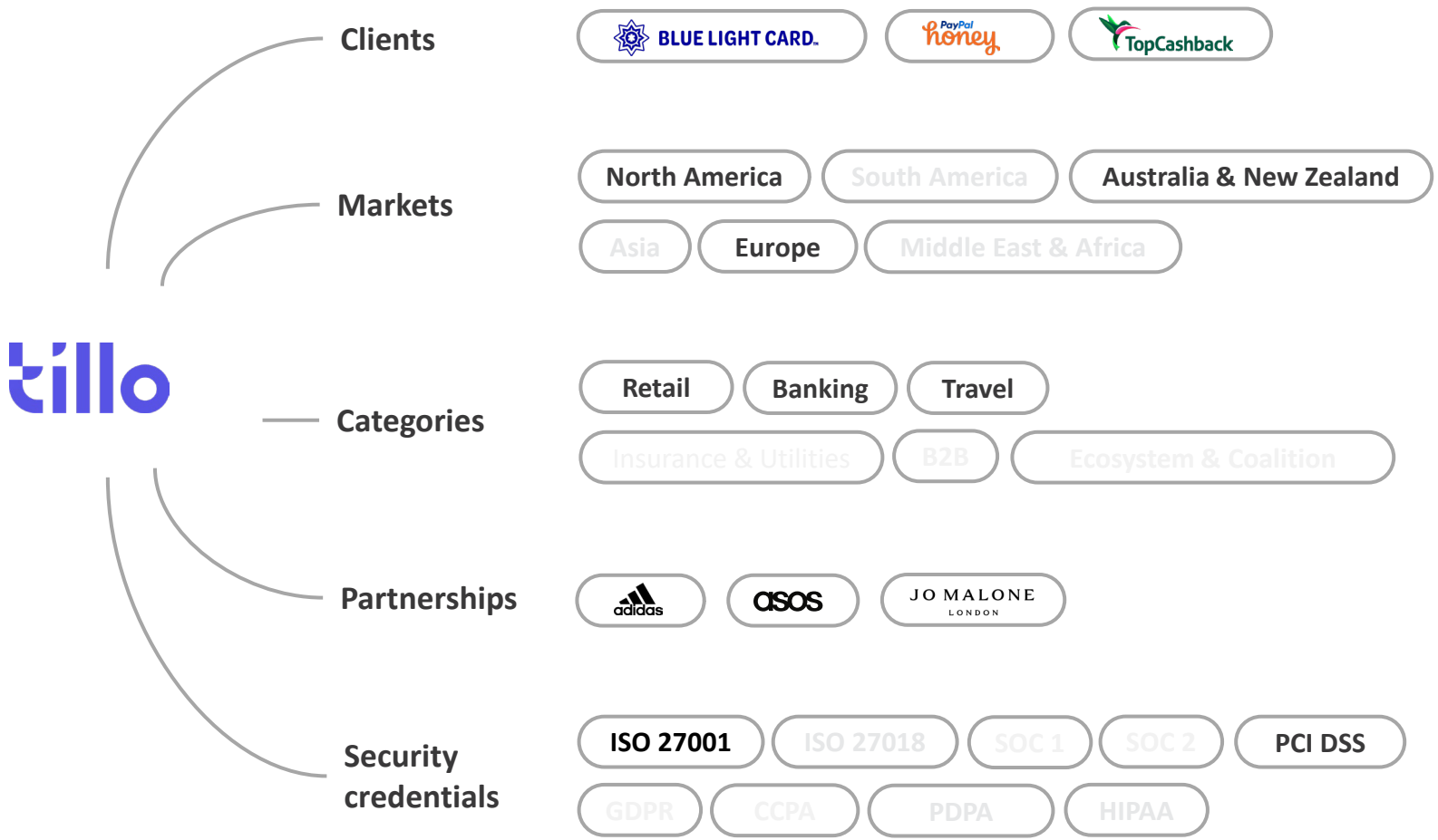
Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking	1	• US Bank • Desjardins • MBNA
Travel	2	• Air Canada • WestJet
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition	3	• Flybuys • Blue Rewards

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Verified Vendor

Tillo



About

Tillo makes gift cards, rewards, and incentives simple, efficient, and profitable, challenging the market with a best-in-class, plug-and-go API that offers businesses a seamless connection to more than 5,000 global brands consumers love.

Tillo is the first global gift card network purpose-built for both brands and buyers, turning gift cards into a growth engine and a revenue driver. More than 4,000 buyers use the network to unlock engagement and growth through sustained partnerships, helping people's money go further, inspiring lasting loyalty, and building meaningful relationships.

Following its 2026 acquisition of Amilon, the Tillo Group operates across 41 markets and 25 currencies, and has processed more than $8.5 billion in gift cards through its award-winning platform.

A single integration enables organizations to save time and focus on what they do best, while growing their revenue and keeping their customers and employees happy.

Contact

www.tillo.com

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Verified Vendor

Tillo – Rewards Foundation

Key representative clients

TopCashback

- Gift cards

Market : United Kingdon
Scale : 15 million members

JamDoughnut

- Gift cards

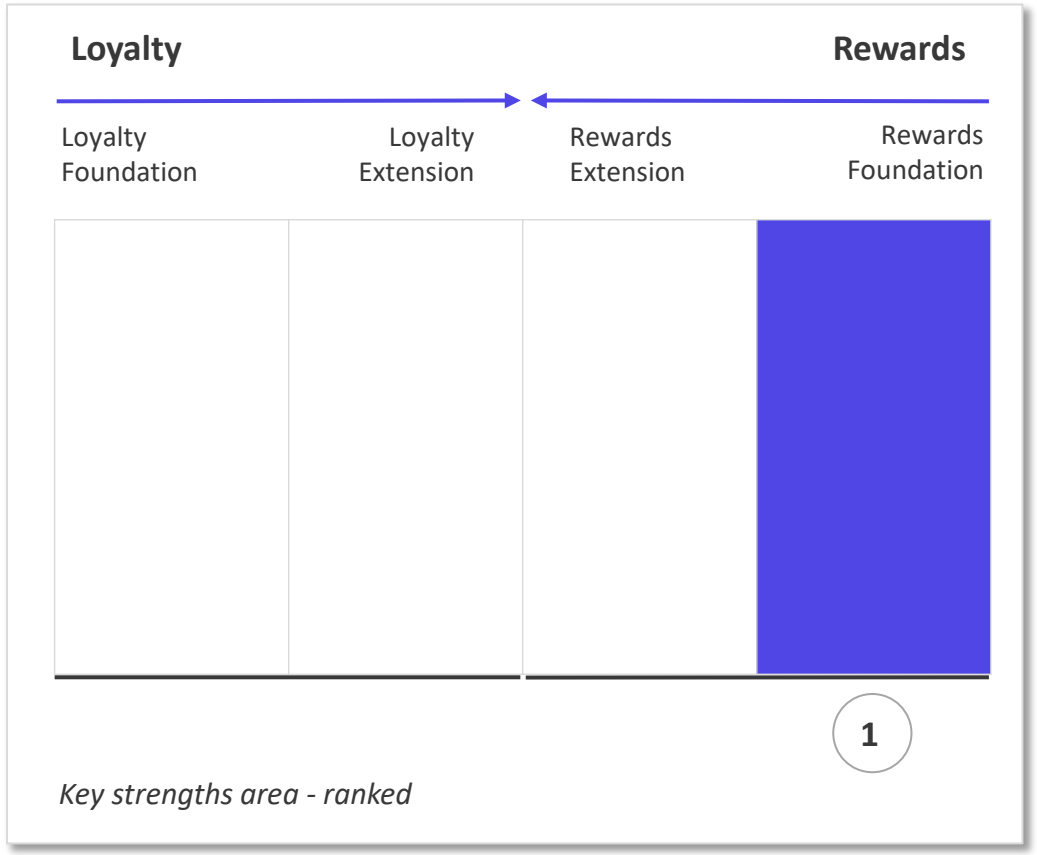
Market : United Kingdon
Scale : 150,000

Quidco

- Gift cards

Market : UK, Europe
Scale : Not released

Offering and strengths



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Verified Vendor

Tillo – clients and geographies

Company structure

Head Quarters	:	United Kingdom
Financial status	:	Privately help
Founded	:	2016
Key facts	:	Seed round investors included Passion Capital, CIP and Conviction. Investment from PE firm Tenzing in May 2025. Acquired Amilon in 2026.

Global client base

Region	Client concentration rank	Key client countries
North America	2	• USA
South America		
Australia & New Zealand	3	• Australia
Asia		
Europe	1	• United Kingdom • Italy
Middle East & Africa		

Client categories

Industry	Client concentration rank	Key clients in category
Retail	1	• TopCashback • JamDoughnut • Quidco
Banking	2	• Sprive • Banked
Travel	3	• Lastminute.com
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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CATEGORY 04

Rewards Extension

Newer rewards and experiences that set programs apart.

This is → Emerging and differentiating rewards and experience capabilities.

Includes → **Specialists** smaller, niche offerings

Example → Pay Using Points in store

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Verified Vendor

Loyalty Status Co

LOYALTY STATUS CO.

Clients

AIRFRANCE KLM GROUP · Royal Jordanian · Lufthansa · Etihad Airways · Kenya Airways · SAS · Emirates · Vietnam Airlines · malaysia airlines · Royal Air Maroc · FRONTIER · Avolta

Markets

North America · South America · Australia & New Zealand · Asia · Europe · Middle East & Africa

Categories

Retail · Banking · Travel · Insurance & Utilities · B2B · Ecosystem & Coalition

Awards

Aviation Festival – 2022 Global Aviation Startup of the Year

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

Loyalty Status Co is an award-winning travel technology company that powers customer acquisition and loyalty ancillary products for the world's largest travel brands.

Best known for powerful customer acquisition tools StatusMatch, GetStatus, Loyalty subscriptions and innovative brand campaigns.

Contact

www.loyaltystatus.com (B2B website)
www.statusmatch.com (B2C website)

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Verified Vendor

Loyalty Status Co – Rewards Exension

Key representative clients

Air France KLM

Flying Blue

- Status Booster–member engagement
- Status Match – HVC acquisition

Market : France, Netherlands
Scale : 20 million members

Vietnam Airlines

LotusMiles

- Status Booster–member engagement
- Status Match – HVC acquisition

Market : Vietnam & others
Scale : 6 million members

Royal Air Maroc

Safar Flyer Loyalty

- Status Booster–member engagement
- Status Match – HVC acquisition

Market : Morocco, Europe
Scale : 1.5 million member

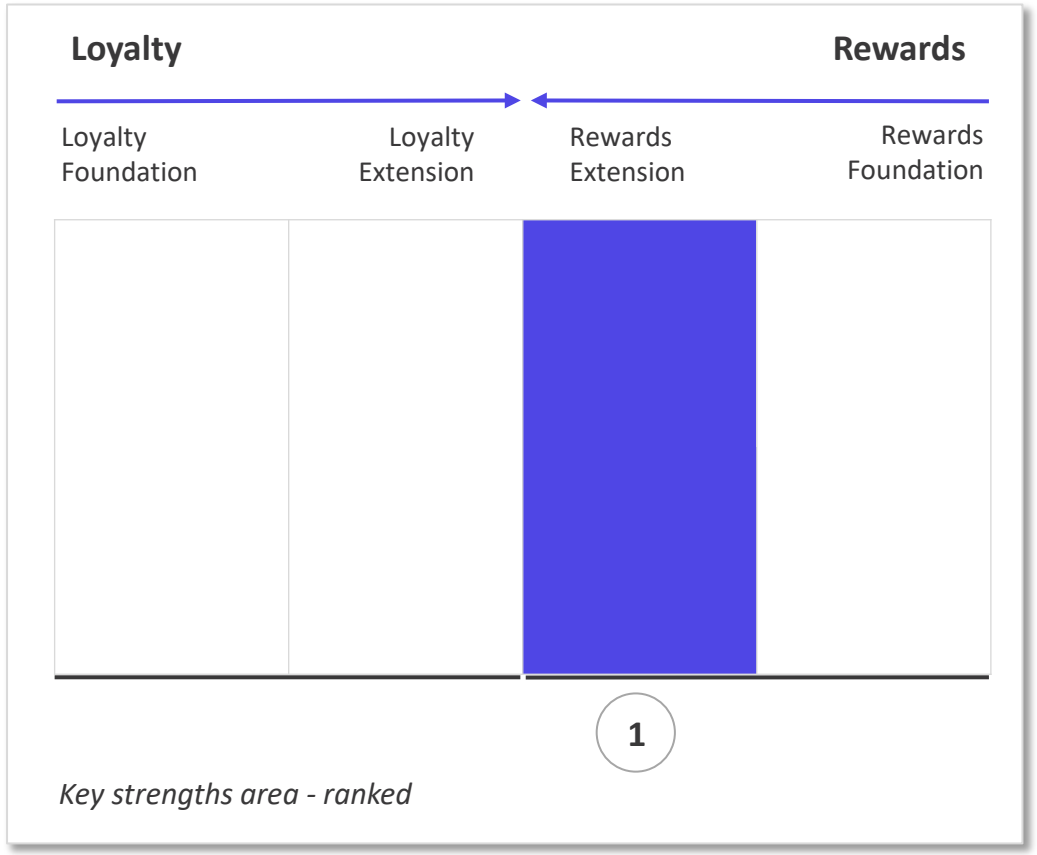
Frontier

Frontier Miles

- Status Booster–member engagement
- Status Match – HVC acquisition
- Credit card verification

Market : USA
Scale : 8 million members

Offering and strengths



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Loyalty Status Co

Company structure

Head Quarters	:	Singapore
Financial status	:	Privately held
Founded	:	2020
Key facts	:	Originally StatusMatch.

Global client base

Region	Client concentration rank	Key client countries
North America	3	• USA • Canada
South America	5	• Chile
Australia & New Zealand		
Asia	2	• Vietnam • India • Thailand
Europe	1	• Germany • France • Austria
Middle East & Africa	4	• UAE • Jordan • South Africa

Client categories

Industry	Client concentration rank	Key clients in category
Retail		
Banking		
Travel	1	• Lufthansa • Etihad • Emirates
Insurance & Utilities		
Business To Business		
Ecosystem & Coalition		

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UNCATEGORISED

Un-Verified Vendors

Representatives from multiple categories.

This is → Vendors from multiple categories we've reviewed but not verified.

Includes → Public, un-verified information.

Example → Annex Cloud has worked with Origin historically.

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Annex Cloud



origin, BYD, Harley-Davidson, Henkel, Philip Morris International, Harrods, TaylorMade, GPC Genuine Parts Company

North America, South America, Australia & New Zealand, Asia, Europe, Middle East & Africa

Retail, Banking, Travel, Insurance & Utilities, B2B, Ecosystem & Coalition

SAP, Microsoft, salesforce, Adobe, klaviyo, shopify, BIGCOMMERCE, currency alliance

ISO 27001, ISO 27018, SOC 1, SOC 2, PCI DSS, GDPR, CCPA, PDPA, HIPAA

About

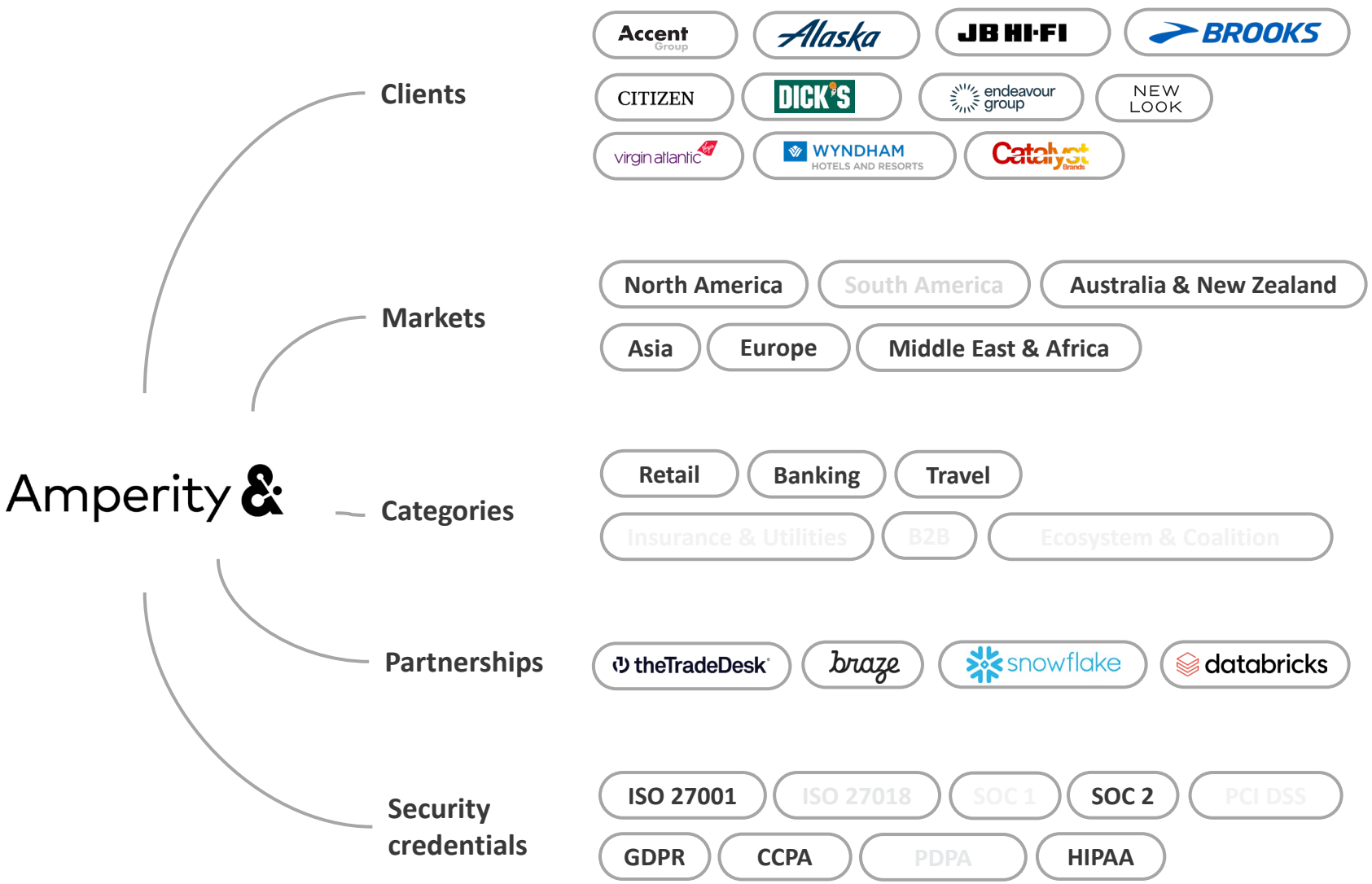
For more than 10 years, Annex Cloud has been the worldwide leader in technology that transforms customer loyalty experiences for global enterprises. Powered by the comprehensive, agile, and scalable Loyalty Experience Platform™ solution suite, Annex Cloud customers can capture and act on zero- and first-party data to seamlessly engage, recognize, reward and add value across the entire customer journey—from awareness to purchase to retention, loyalty and advocacy. More than 125 integrations with market-leading technologies enable consistent, personalized, omnichannel experiences. The platform is SaaS-based and highly configurable, eliminating the need for costly, time-consuming development.

Contact

www.annexcloud.com

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Amperity



About

Amperity helps brands act on trusted customer context. Its AI-powered Customer Data Platform resolves identity and unifies fragmented data with real-time signals to power more relevant decisions across marketing, service, analytics, and AI systems.

Amperity combines AI-powered identity resolution, flexible Customer 360 data models, real-time customer signals, analytics, segmentation, journeys, and activation. Its lakehouse-native architecture supports Snowflake, Databricks, and BigQuery environments, with flexible deployment options that help brands maintain control of their data.

More than 400 leading brands worldwide, including Accent Group, Alaska Airlines, DICK'S Sporting Goods, BECU, and Wyndham Hotels & Resorts, rely on Amperity to improve customer experiences and drive measurable growth.

Founded in 2016, Amperity operates globally with offices in Seattle, New York City, London, and Melbourne.

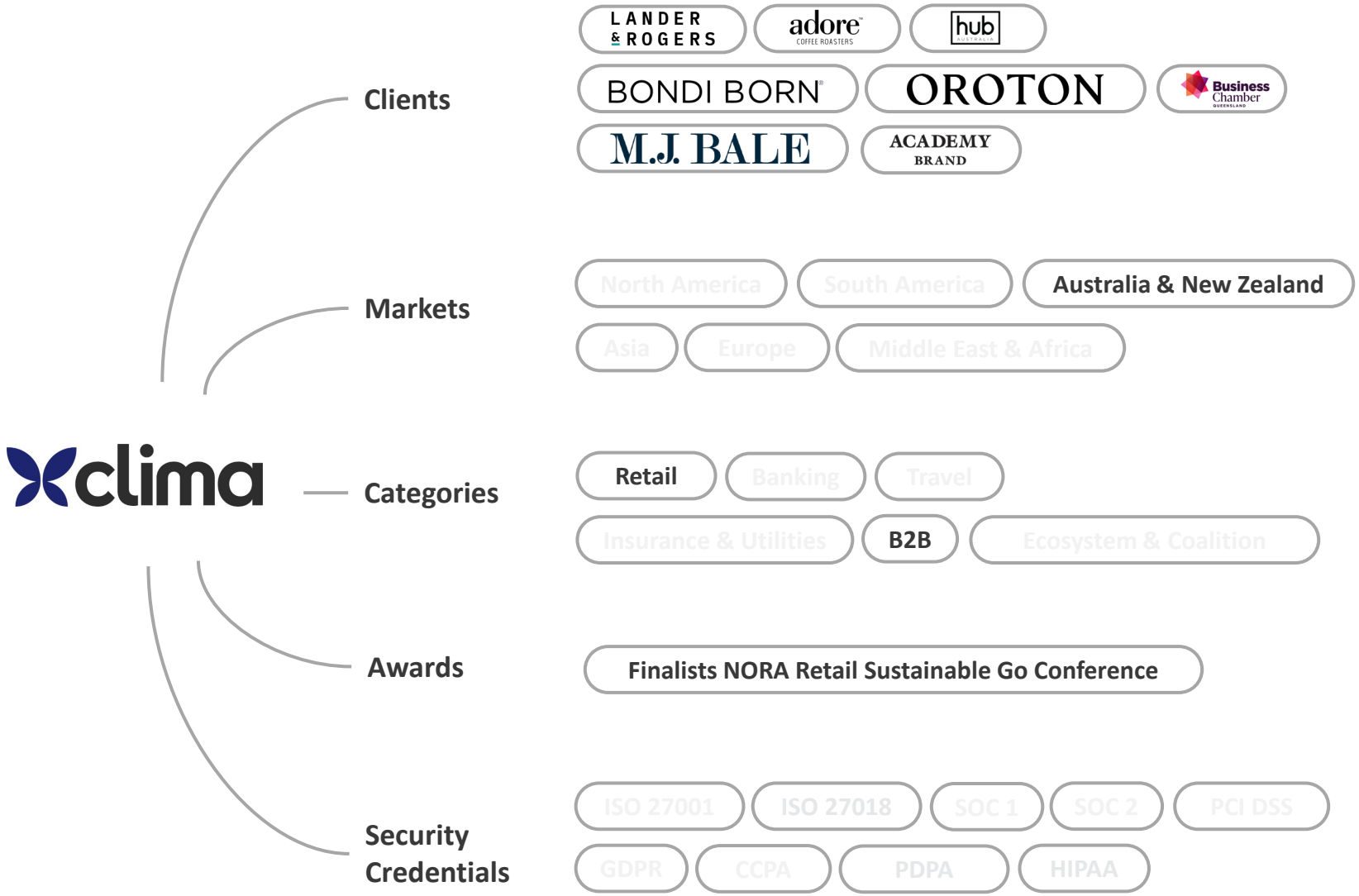
Contact

www.amperity.com

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Clima



About

Clima offers a complete service to help business offset their carbon emissions & start the journey towards becoming 100% carbon neutral. All Clima carbon offsets are fully certified, traceable & transparent with a wide range of Australian and International projects to chose from.

Clima's innovative point of sale engagement tool empowers retailers to involve their customers in their offsetting initiatives by offering a choice of projects to support, allowing customers to actively participate in the retailer's sustainability efforts. This creates higher customer engagement, brand loyalty and awareness of the meaningful impact responsible climate action can create.

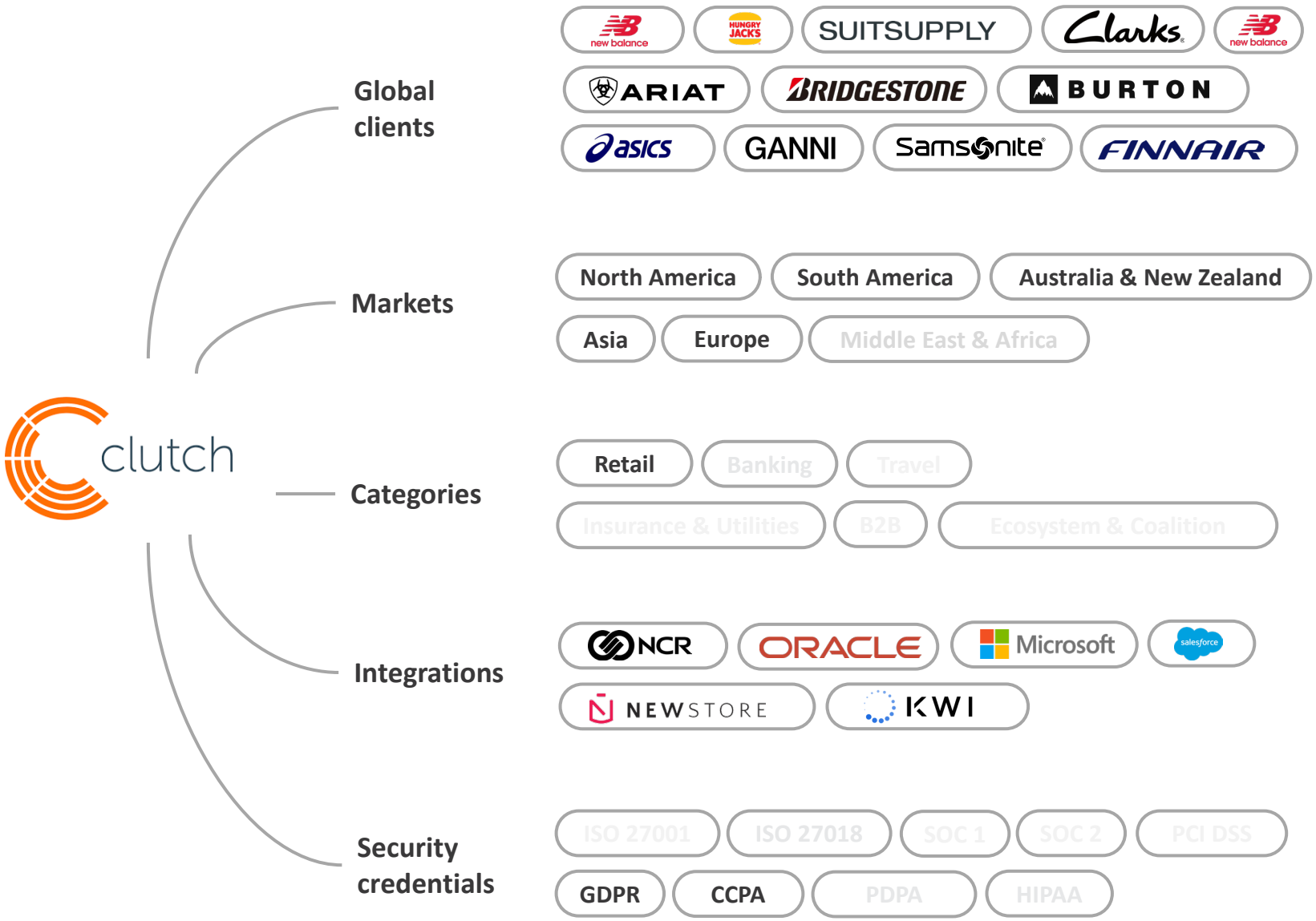
Contact

www.clima.com.au

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Verified Vendor

Clutch



About

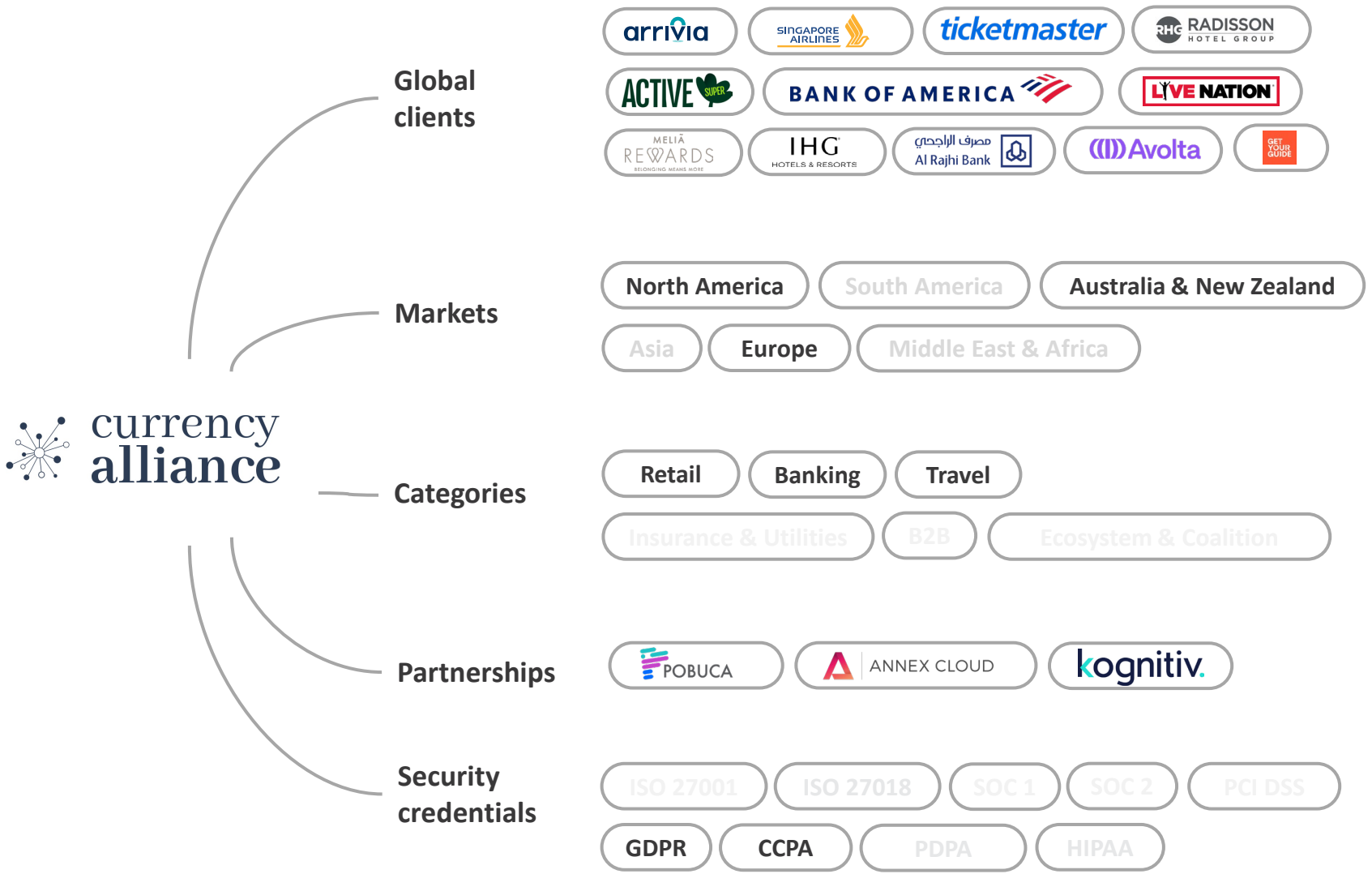
Clutch is a customer marketing platform for B2C brands. Today, marketers struggle because they have customer data stored in many different places. This makes it difficult to know how and when to reach their customers and with what message. Clutch offers a way to centralize this information, make sense of it, and act on it with personalized messages that lead to more purchases and increased brand loyalty. The Clutch platform offers a variety of solutions including data management, marketing automation, loyalty, stored value, and CRM as well as mobile, email, and direct mail campaign capabilities.

Contact

www.clutch.com

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Currency Alliance



About

Currency Alliance was created in 2015 as a pure B2B technology provider to enable easy connectivity with partners to issue, redeem, or exchange loyalty currencies at low cost between collaborating brands.

Most loyalty programs work well for frequent customers, but few stand-alone programs are relevant for the majority of customers who engage with lower frequency. Collaborating with local or global partners enables customers to earn faster and have more choice for how they redeem.

Currency Alliance enables an API-first, SaaS platform that makes it easy to find new partners, establish commercial agreements, get access to consistent reporting and handle reconciliation/settlement services. Implementation takes only a few days with no up-front costs.

Selected partners can issue, redeem, or exchange loyalty points/miles via API, batch file reporting, manually, or via the Universal Points Terminal webapp - that operates in any browser at any retail location without the need to integrate with the Point-of-Sale.

Contact

www.currencyalliance.com

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Datamine



Clients

FREEDOM · EVT · MY Plan Manager · ANIMATES · AMP · bp · Restaurant Brands · AIR NEW ZEALAND · 2degrees · LesMills

Markets

North America · South America · **Australia & New Zealand** · Asia · Europe · Middle East & Africa

Categories

Retail · **Banking** · **Travel** · Insurance & Utilities · B2B · Ecosystem & Coalition

Partnerships

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

Imagine if you could move beyond guesswork to address your most important business problems.

With over 25 years experience, Datamine is a leading data science, marketing automation consultancy and product developer dedicated to enabling businesses to implement smart, data-driven decisions. Using our 150+ different solution types, including segmentation, profiling, churn detection and modelling, operational excellence, strategic direction and performance improvement, we deliver repeatable success across a range of industry sectors, such as banking, telecommunications, energy, retail, insurance, travel, FMCG, government and healthcare.

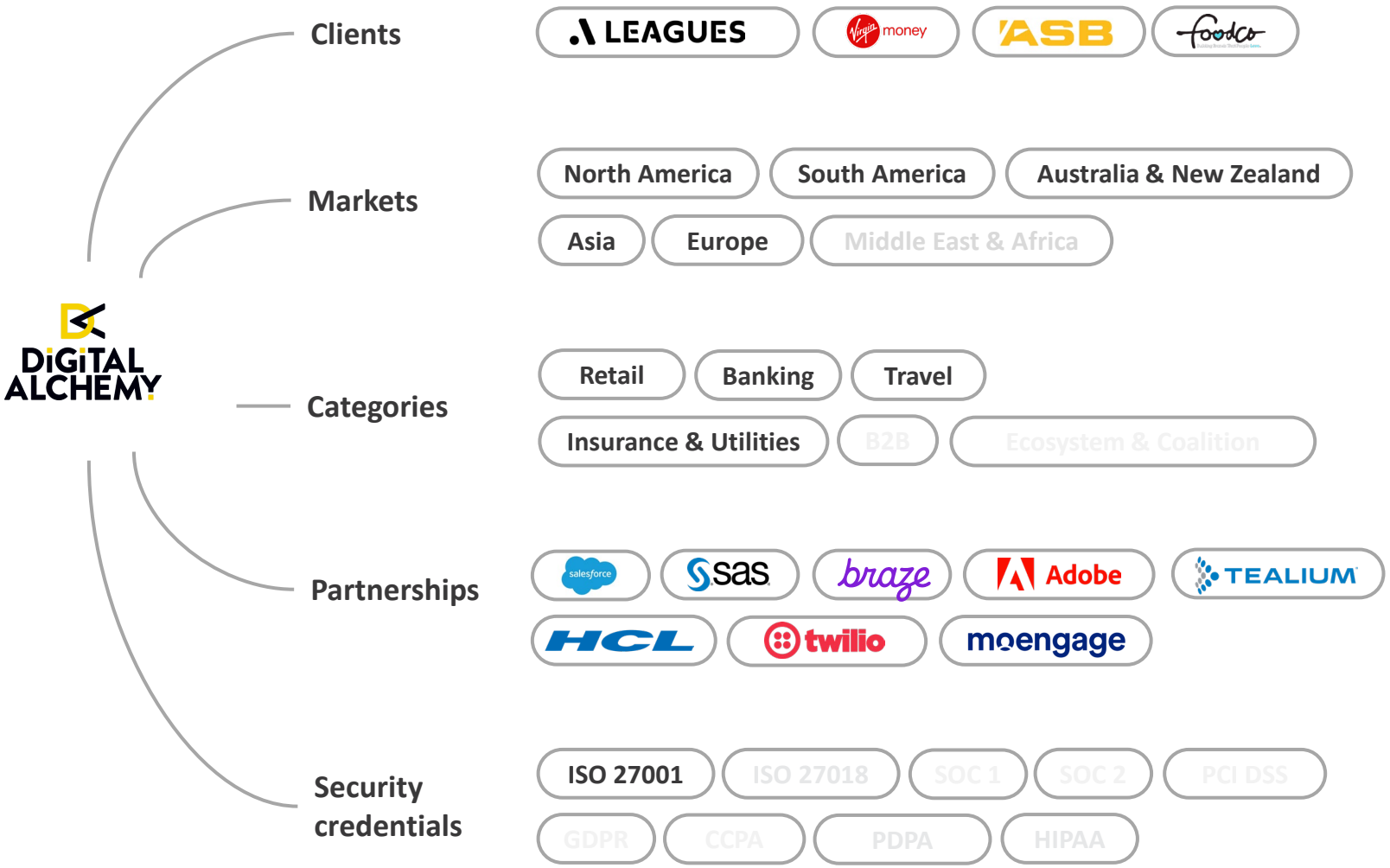
Datamine is all about connecting and empowering people to benefit from data science and marketing automation, every day. With a focus on collaboration, innovation and pragmatic excellence, we're passionate about giving organisations the knowledge they need to unlock the value in their data.

Contact

www.datamine.com

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Digital Alchemy



About

Founded in 2003 in a two bedroom apartment in Sydney, Digital Alchemy (DA) had a humble beginning.

DA set an agenda to drive transformation across the industry through data-driven marketing. Since then DA has grown to be the largest and most trusted Database Marketing Services Provider in Asia Pacific.

We have worked alongside numerous brands across the region to keep them well ahead of their competitors and help them to consistently satisfy their own customers – by ensuring they remain customer-centric and relevant.

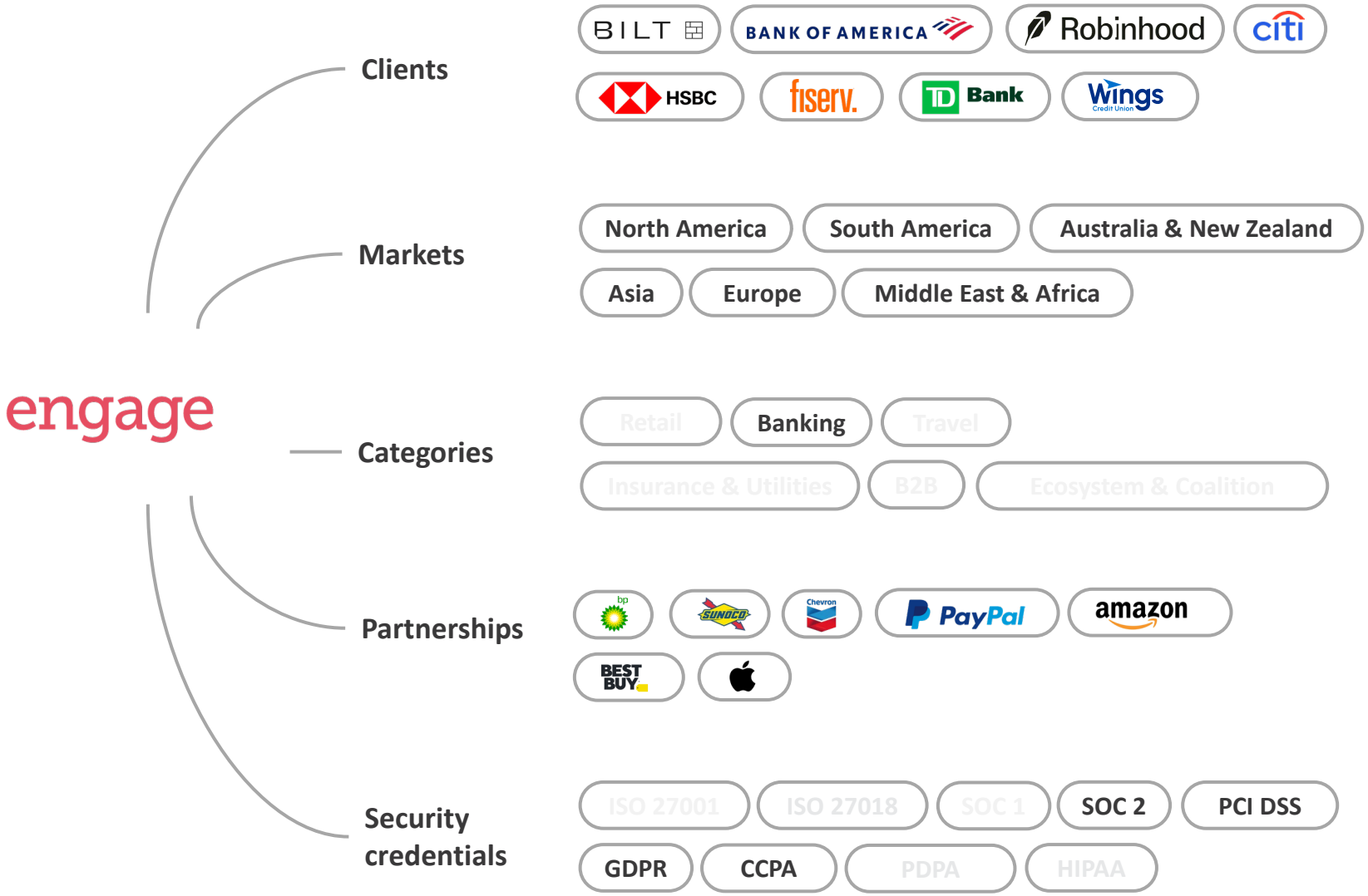
The entire team is consistently working to be on the edge of innovation, drive thought leadership in our industry, and remain a trusted relationship partner with our clients.

Contact

www.digitalalchemy.global

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Engage People



About

At Engage People our goal is to bring innovation and impact to loyalty programs around the world. We're an innovative technology company, a leader in Loyalty programs, but at our core we are a Solution Provider with over 25 years of experience. We start from the beginning what you want to achieve, from there we develop an integrated solution that includes the optimal technology, the ideal marketing and content, coupled with the best Loyalty options in the industry including pay with points. All of this to deliver your objectives, whether they are sales and profit, loyalty, recruitment, or retention….everything is connected.

By applying a global solution to your market challenges, we help you understand your consumer, connect your brand, and inspire engagement. By understanding your challenges and goals we help you determine the actions and outcomes that will close those gaps. We do this by using data driven, targeted, and tested initiatives, keeping you ahead of your competition, to deliver against your objectives.

Our Mission, Vision, & Values

- Mission: To integrate loyalty into every consumer transaction
- Vision: To create technology that enables a loyalty experience in every consumer transaction
- Values:Integrity/Teamwork/Diversity/Innovation/ Courage

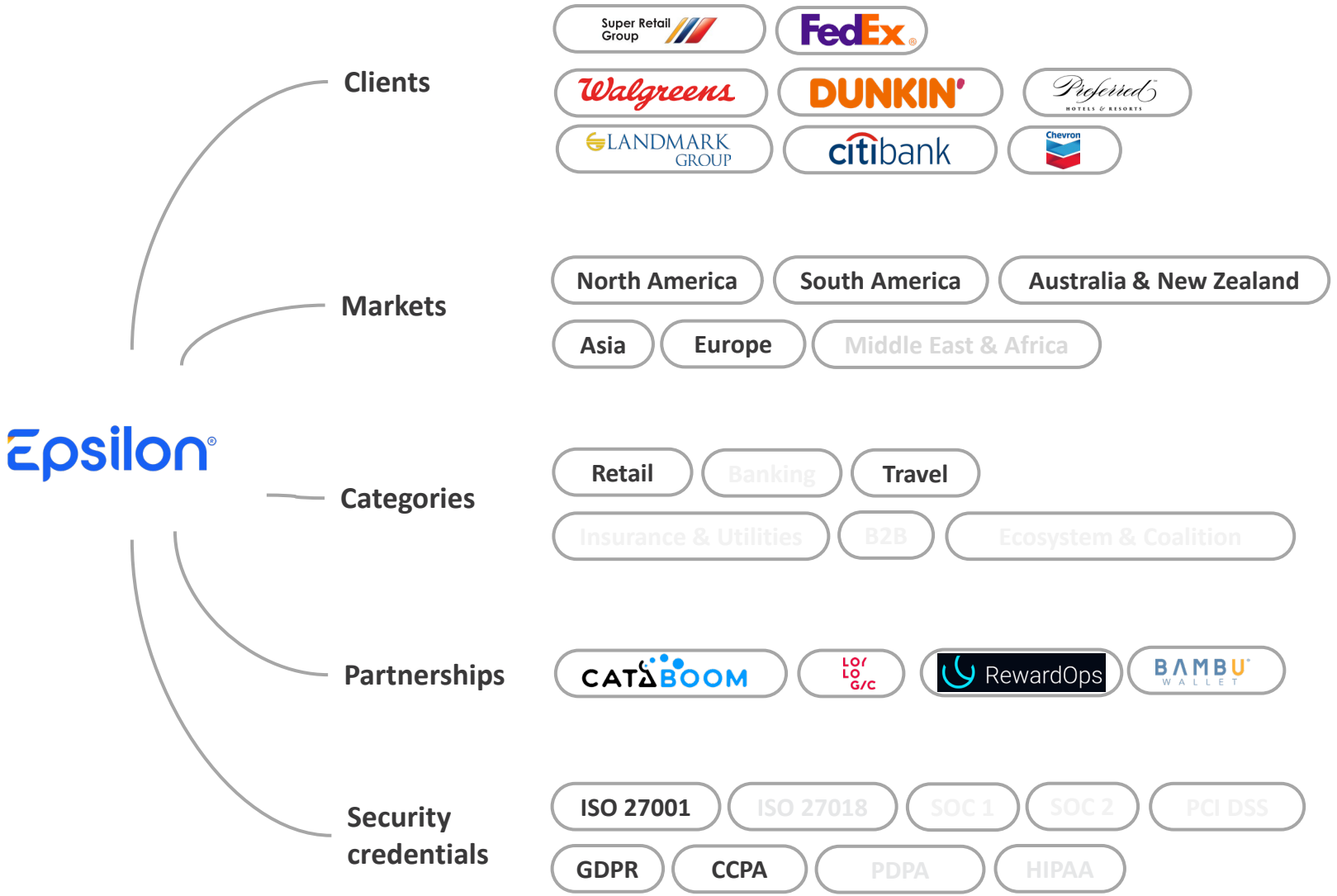
Our Mission, Vision, and Values are built into the organization to instill a culture of innovation and customer service, helping you understand your program member, connect your brand, and inspire engagement to deliver global success. That's how we deliver innovation and impact for your business..

Contact

www.engagepeople.com

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Epsilon



About

For 50+ years, Epsilon has helped the world's top brands transform customer experiences into meaningful, human experiences that drive results.

Within Epsilon's PeopleCloud suite, PeopleCloud Loyalty, is the industry's most advanced, powerful and scalable cloud-based loyalty platform. Epsilon Loyalty combines transactional, behavioral and contextual actions to give you a deeper, more accurate consumer view to connect with members in the moments that matter most.

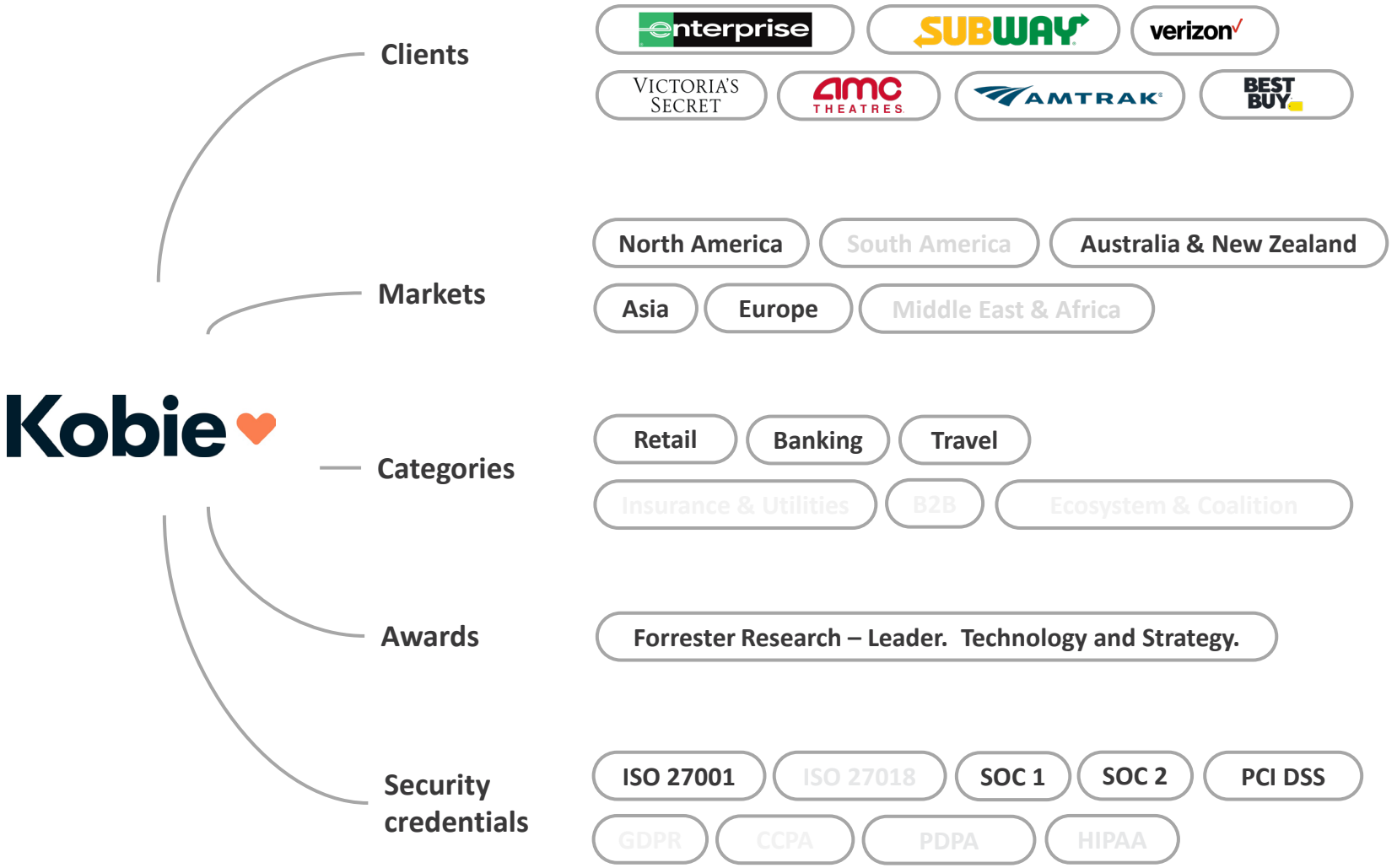
Epsilon was named a leader in the Q1 2023 Loyalty Technology Solutions Forrester Wave and a Leader in the IDC MarketScape: Worldwide Retail Loyalty Software Providers 2024 Vendor Assessment.

Contact

www.epsilon.com

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Kobie



About

As a trusted partner, Kobie delivers market-leading, end-to-end loyalty solutions designed to enable customer experiences for the world's most successful brands.

We do this with a strategy-led, technology-enabled approach that uncovers the truth behind what drives consumers on an emotional level.

With more than 30 years in business and as a consistently named Forrester Leader, most recently in the Loyalty Technology Solutions, Q1 2023 report, it is our mission to grow enterprise value through loyalty.

We believe that our team's passion and expertise are the driving forces behind our success, and are proud to be named a Top Workplaces in the USA, where the best and brightest in loyalty work.

Contact

www.kobie.com

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Verified Vendor

Loylogic



Clients

ICELANDAIR · AMEX · Irish Life · Art Basel · access · KINASTIC · Jumeirah · YOKOHAMA · Emil Frey · ROYAL JORDANIAN · African Bank · ETIHAD GUEST

Markets

North America · South America · Australia & New Zealand · Asia · Europe · Middle East & Africa

Categories

Retail · Banking · Travel · Insurance & Utilities · B2B · Ecosystem & Coalition

Group Companies

pointspay

Security credentials

ISO 27001 · ISO 27018 · SOC 1 · SOC 2 · PCI DSS · GDPR · CCPA · PDPA · HIPAA

About

At Loylogic, we connect global brands with engaged customer communities across travel, payment, fmcg/cpg and digital health spaces, to name just a few, through Global Incentivized Engagement - what we call INGAGEMENT.

Over the last two decades, we've learned how to reward customers for hard-earned points and when to delight them with a surprise. As a result, we're the leaders when it comes to designing and running powerful INGAGEMENT programs for leading international organizations that drive connection and build strong, enduring loyalty.

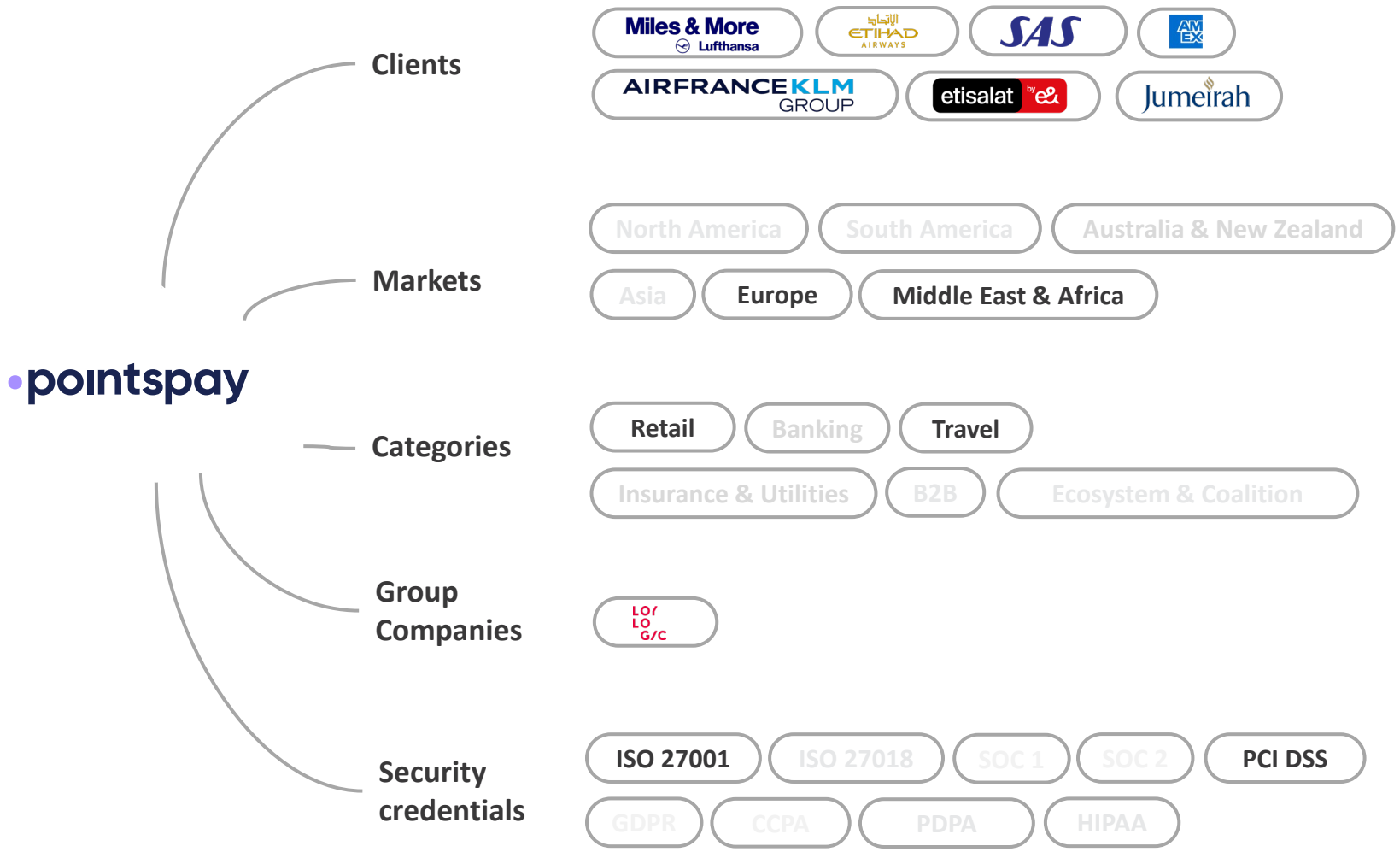
Talk to us today to find out more about the benefits of INGAGEMENT.

Contact

www.loylogic.com

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Pointspay



About

Pioneers of Marpay™ - we combine Marketing & Payment into one unique solution.

Our revolutionary technology allows customers to collect and spend loyalty points directly at checkout with thousands of merchants.

We maximize engagement for loyalty programs which boosts spending power for members and drives more sales for merchants.

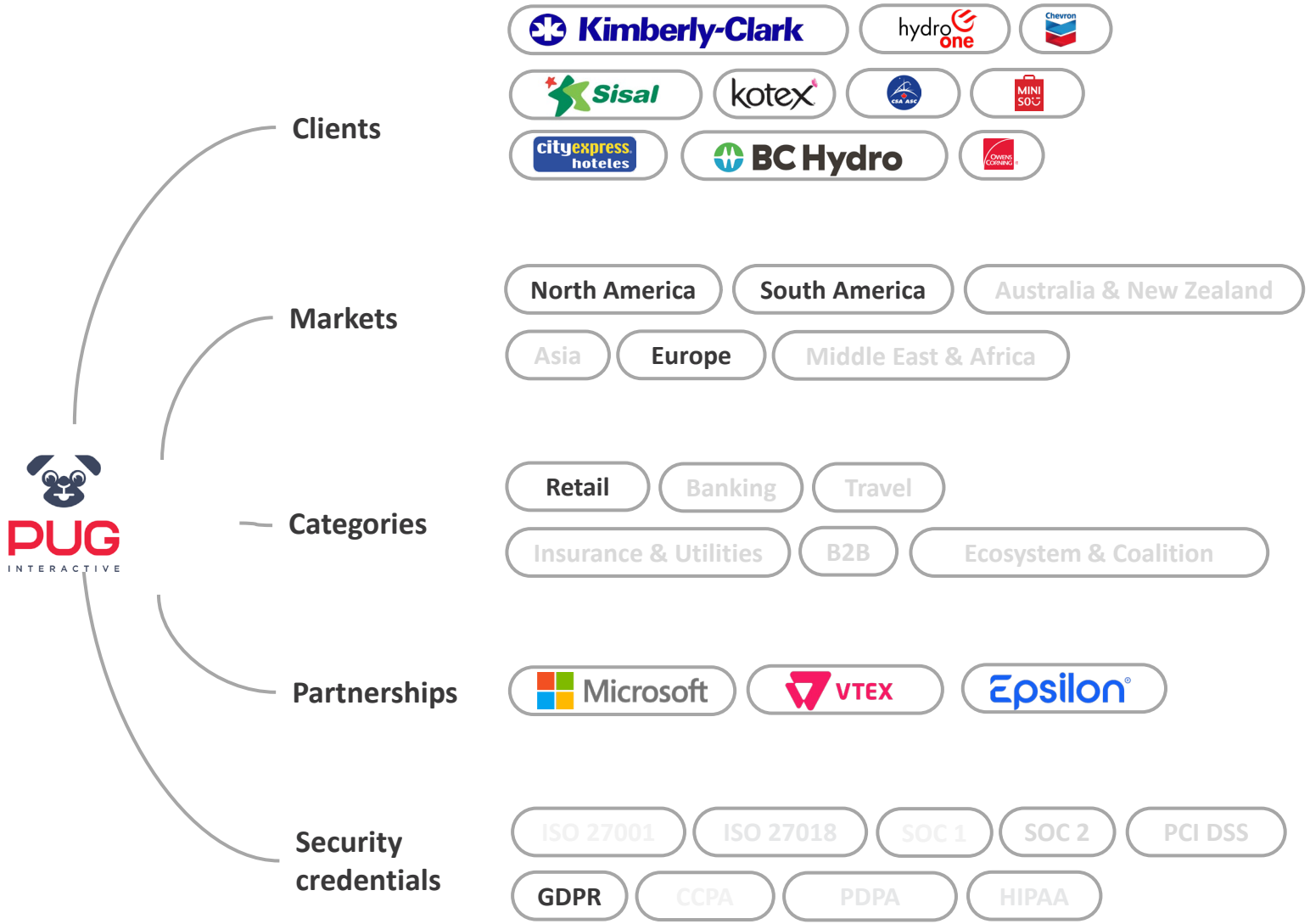
We work with leading Loyalty Programs globally with access to over 10 million customers & thousands of merchants across multiple categories.

Contact

www.pointspay.com

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PUG Interactive



About

PUG Interactive is a pioneer in customer relationship orchestration, loyalty, and gamification, renowned for its expertise in crafting engaging, interactive experiences that resonate with customers across various sectors. Founded by Steve Bocska, a seasoned professional with over 20 years of experience in video game design, PUG leveraging gameplay principles and advanced technologies honed through the development of AAA games for top-tier companies like Disney Interactive, Electronic Arts, Sega, and Ubisoft.

Central to PUG's innovative approach is its award-winning Picnic™ platform, a comprehensive tool designed to foster playful, purposeful community engagement. This platform blends proven loyalty mechanics and sophisticated game design with real-world business applications to create immersive, interactive experiences that go beyond traditional engagement methods. PUG Interactive's solutions are not just about superficial engagement; they are carefully crafted to build and measure community identity, reputation, and status, thus offering a deeper, more sustainable form of engagement.

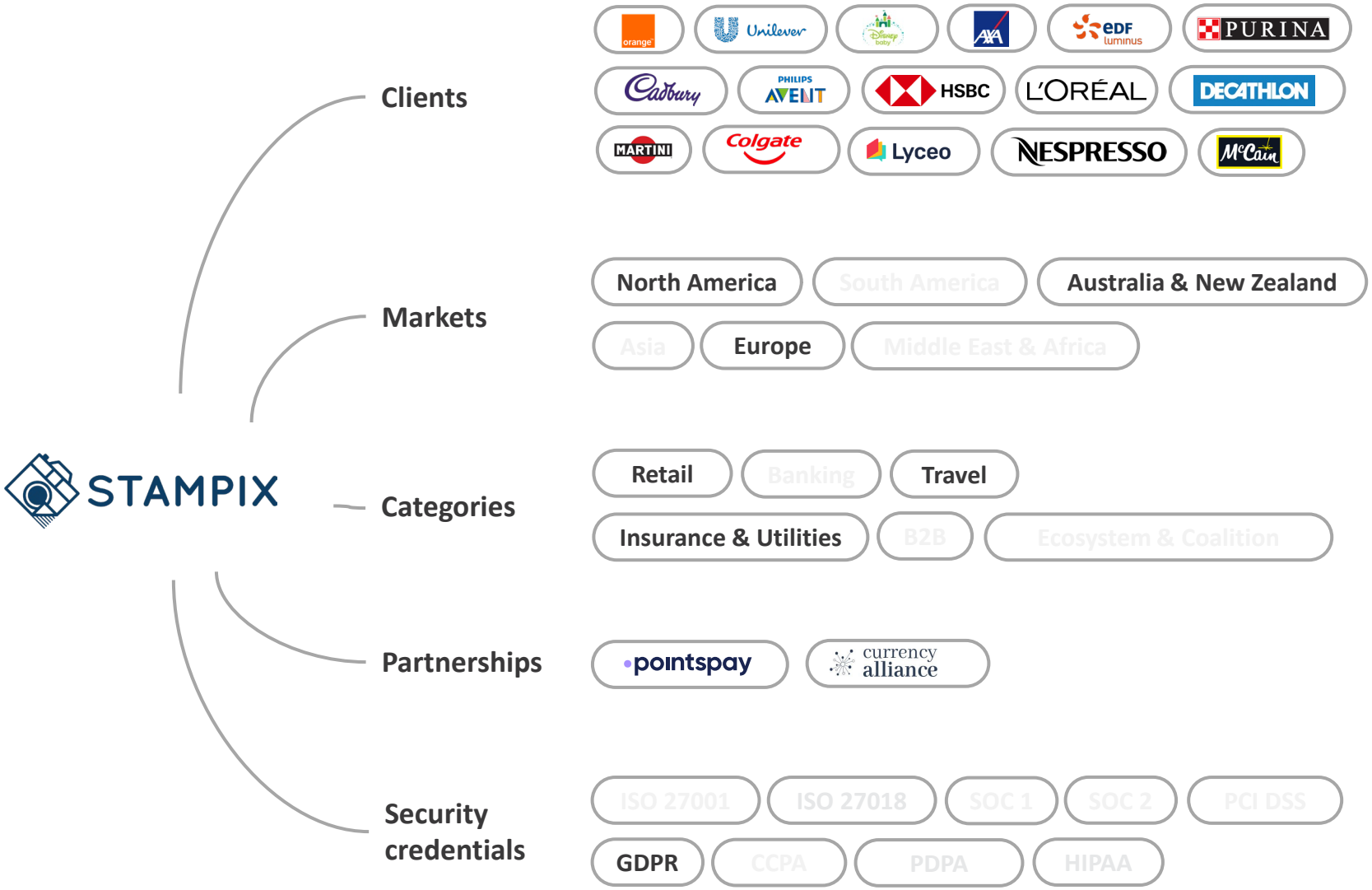
PUG's success is underpinned by its commitment to avoiding common gamification traps, such as overreliance on badges and points systems, which often lead to short-lived engagement and loyalty backlash. Instead, the company focuses on creating intrinsically motivating experiences that align with our innate desire for play and learning. By doing so, PUG Interactive ensures that its solutions are not just momentarily engaging but also foster long-term loyalty and motivation, making it an ideal partner for enterprises looking to elevate their customer engagement strategies

Contact

www.puginteractive.com

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Stampix



About

Global brands across a variety of sectors work with Stampix to stay ahead of the competition, by improving their Customer Experience (CX), Retention and Marketing Campaigns. With markets becoming more and more saturated, brands are nowadays focused on capturing 1st party data and fostering long term relationships with new and existing customers.

Through Stampix' photo reward solution, industry brands in Telco, Insurance, Energy & FMCG are offering a simple yet valuable gift to millions of their customers: personal photos, printed and delivered to their doorstep. By turning their customer's best moments into priceless tangible memories, Stampix' clients are measuring a 28% increased retention and 85% opt-in rate for future communication.

Contact

www.stampix.com

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Task



About

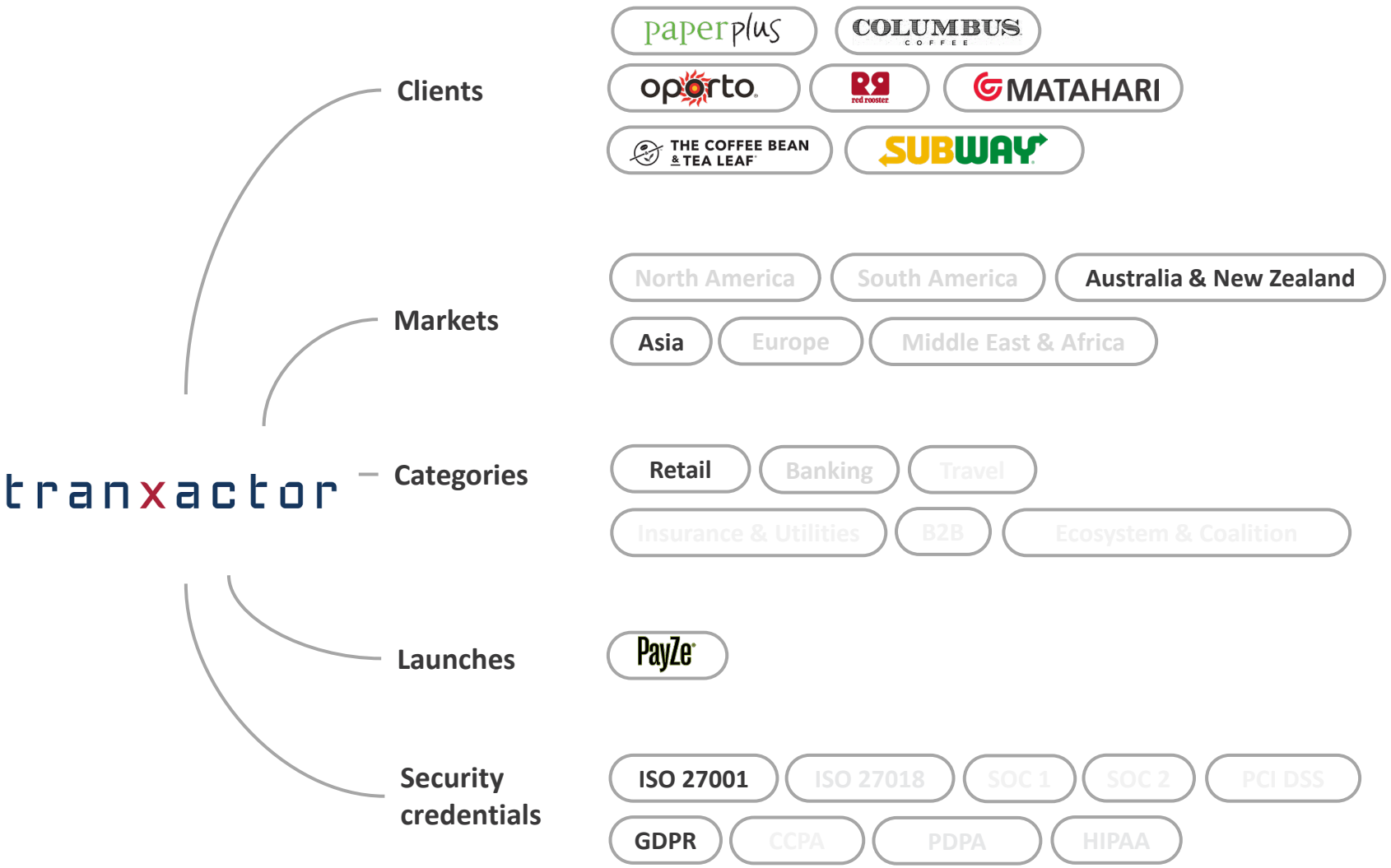
TASK's end-to-end cloud-based platform helps clients to improve customer experiences across every transactional touchpoint, including digital customer-facing services, back-of-house, and enterprise operations. Our ecosystem combines transaction services, personalization, offer management, and BI technology to help clients generate operational efficiencies, drive valuable data insights about their consumer base, activate new promotions, and build brand loyalty. TASK's customers are global blue chip customers including restaurants, entertainment, and stadium venues, gaming and casinos, and large-scale food service operators.

Contact

www.tasksoftware.com

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Tranxactor



About

Tranxactor offers powerful solutions for consumer loyalty and closed-loop payments using our Thor platform to power intelligent loyalty programs, rewards, and payments for retail & hospitality across Australia & NZ. Our secure, scalable system drives customer engagement, repeat purchases, and revenue growth through:

Loyalty & Rewards – Customisable programs, with full CRM & points management
Closed loop payments – Gift cards (digital/physical) and stored value systems
Marketing Automation – Behaviour-driven campaigns with personalised offers using basket data
Technology integration – Seamless POS (Windows & more),eCommerce, mobile & kiosk with APIs

ISO27001-certified, globally trusted, and headquartered in Auckland.

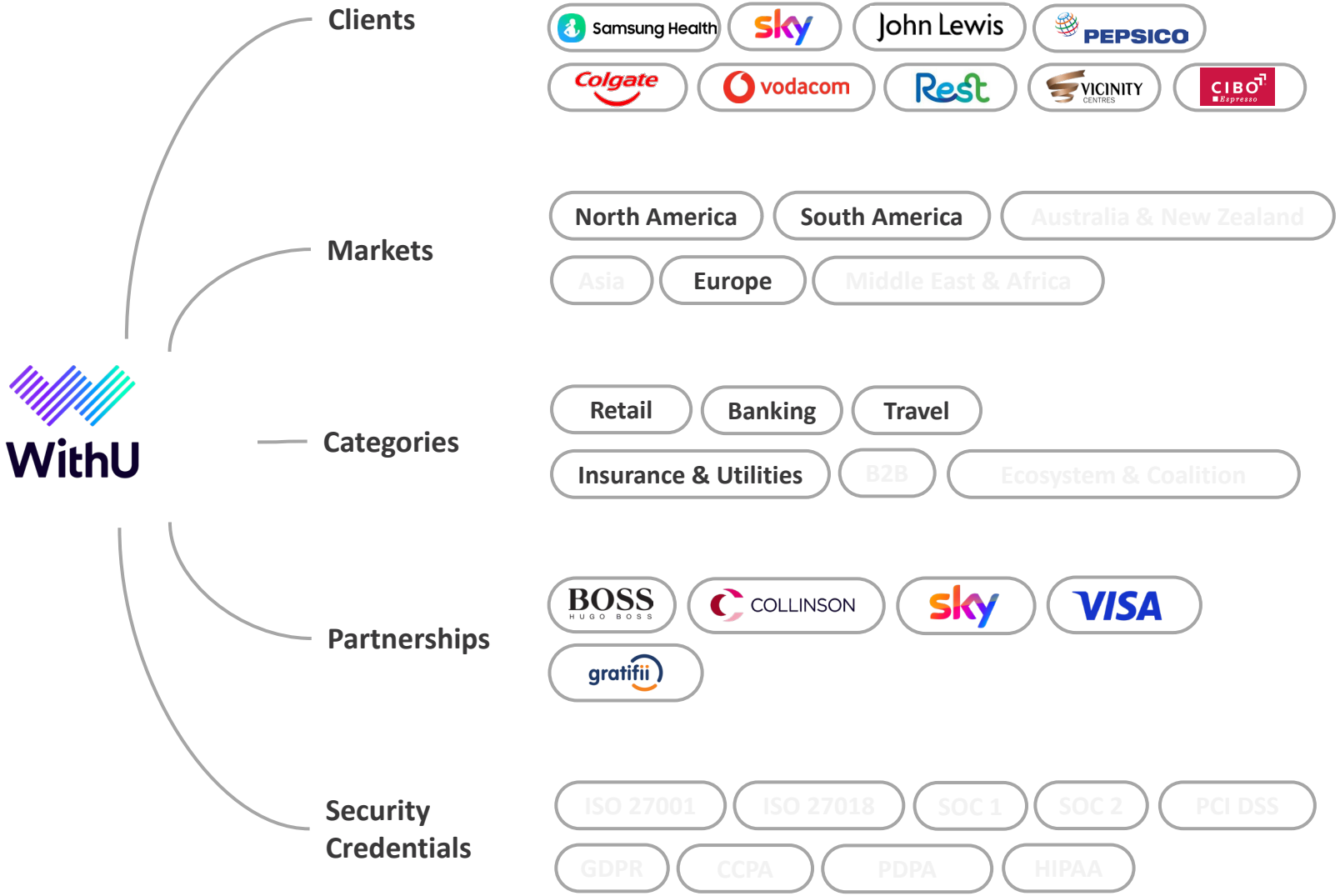
Talk to Tranxactor about your loyalty program wish list. .

Contact

www.tranxactor.com

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WithU



About

WithU is the award winning fitness app that helps motivate members to prioritise their well-being.

Through world-class coaching and a highly personalised experience, WithU provides members with the support and guidance they need to build their confidence, celebrate their achievements, and build a sustainable fitness routine.

WithU offers over 1,500 easy-to-follow audio workouts that start from just three minutes long, across more than 20 disciplines. So, no matter a membersâ€™ ability or set up, our app makes working out accessible anywhere, anytime.

Contact

www.withutraining.com

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Ellipsis

We are the

Loyalty Experts ®

We design, build and scale loyalty programs that deliver;

- More customers,
- Spending more,
- More often,
- At higher margin,
- For longer

We **design and launch** new, profitable loyalty programs.

We **drive more profit** from existing loyalty programs.

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Get in touch

Loyalty Central is the one, comprehensive and categorised reference of all loyalty and rewards solutions available in Australia.

Loyalty Central

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an Ellipsis company

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CEO

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Amendments, updates, limitations, qualifications

This map is not complete
The goal of this map is to include all solutions a Loyalty Manager in Australia might consider for their loyalty program. The options have grown rapidly in the last four years as the global leaders expand into our market. This is our best effort at capturing all of them but there will already be new entrants in the key categories as well as new categories emerging. We'll update accordingly and welcome all additions and feedback. Please advise us of ommissions and we'll add them.

The categories used are a guide only and not definitive
Most loyalty solutions will operate and deliver value in more than one of the categories we've used. Where we've placed each provider in our category set is the best approximation of what they are most famous for in our market.

Verified Vendors
Verified vendors are those whom we've reviewed under NDA. They have all paid a fee for this.

Brands and logos belong to their owners
The logos used belong to the brand owners. Where consumer-facing brand logos are used in describing the client of a loyalty provider; these brands have been provided by the associated loyalty provider.

Cover and back page image by Steve A Johnson (steveajohnson.myportfolio.com)

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