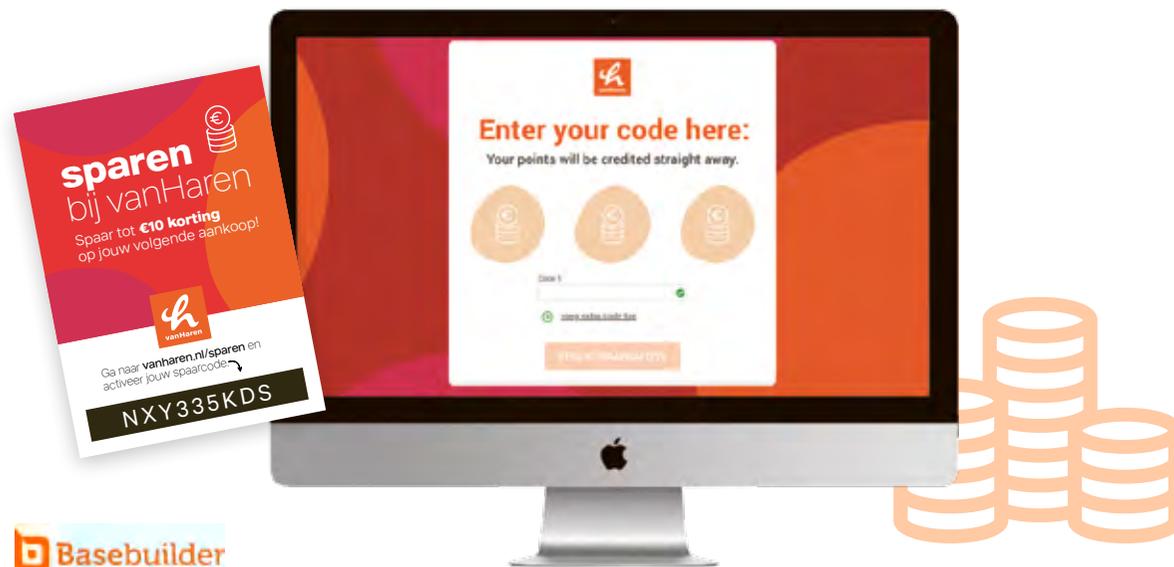


# Basebuilder launches loyalty campaigns

## vanHaren is happy!

This year, Basebuilder is launching a new way of saving points for customers of retailers and brands. The first loyalty campaign has been set up for vanHaren – and some great results have been achieved.



“

'We joined forces with Basebuilder to develop the "Sparen bij vanHaren" campaign. The goal was to stimulate sales and to link a registration process to this loyalty platform to generate profiled newsletter subscriptions.

Thanks to Basebuilder's platform, our customers can save quickly and easily, without having to download a separate app or create an account with a password. All performance data is accessible via a single platform and new newsletter subscribers are automatically added to our database, after which they receive a welcome e-mail.

We are happy with how we've worked together and the results we've achieved.

We look forward to working with Basebuilder again!



Paul van de Wiel,  
CRM Marketeer at vanHaren

"Basebuilder's platform offers **many advantages** for retailers and brands – and for their customers. It adds value to existing solutions."



## Save digitally, **without needing a separate app**

Customers save their points **digitally**, which is much easier: **no lost stickers, stamps, or cards**. And no app is required, which is unique! So you don't have to spend money on developing and updating a loyalty app, and your customers **don't have to install an app** on their phone.



## View stats in real time

The **online dashboard** gives you **real-time insights** into the progress of your loyalty campaign. So you can track live, per shop or per region, whether the codes are being issued and which target group is actually saving points. Just about any type of analysis can be carried out; Basebuilder measures every step in the process.



## **No hassle, no accounts, and no passwords**

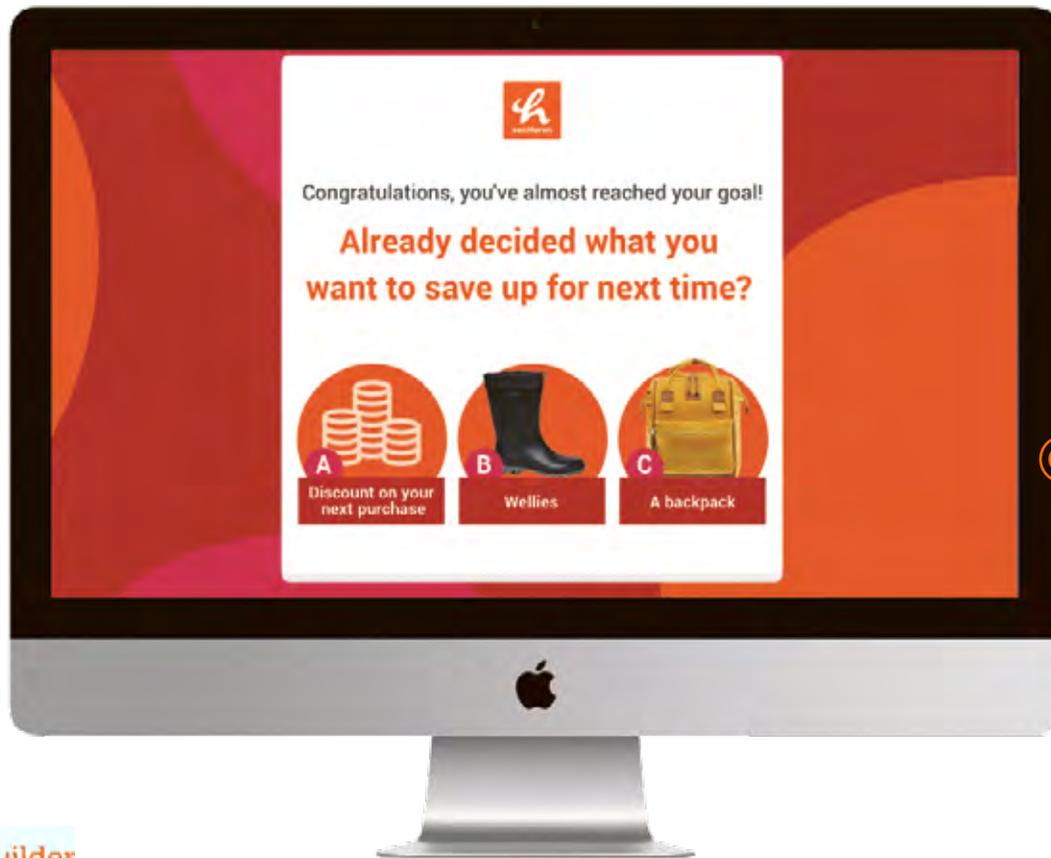
Customers can save points digitally by validating their e-mail address. They **don't need to create an account or remember a password**. All barriers have been removed and the loyalty campaign is always **accessible – on all devices**.



## Establish direct customer relationships

With over 10 years of experience, Basebuilder specializes in establishing direct and lasting **relationships with customers**. Thanks to this knowledge and technology, a loyalty campaign is not only an opportunity to stimulate repeat purchases, but also a **convenient way to retain customers**. For example, you can use a Basebuilder loyalty campaign to generate **newsletter subscriptions** and followers on **social media**.

“ Basebuilder offers all the advantages of saving digitally and keeps it simple and affordable.



## ✓ Comprehensive and secure

Basebuilder takes care of all the things that you might not have thought of or that you don't want to have to worry about, such as: **combatting fraud, answering customers' questions, technology, data security, and other legal issues.**

We comply with all international statutory data security and data protection guidelines and the GDPR.

## ✓ Get to know your customers

In the Basebuilder platform you can ask your savers to enter **additional information**. So you can register basic data such as name, gender, age, and postal code. **Customization** is also possible. You can use the loyalty campaign to identify all kinds of **relevant information** for your business. For example, by asking questions in a smart way.

# How does it work?

1.

A unique code worth a certain number of loyalty points is issued with each purchase via:

- A the receipt
- B on-pack/in-pack solutions
- C a separate loyalty card

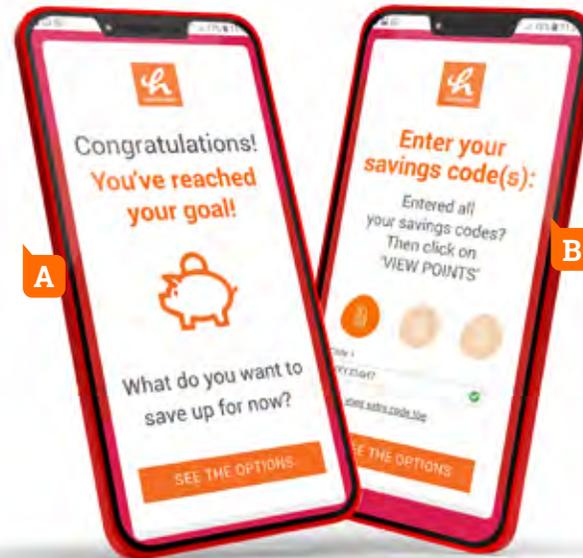
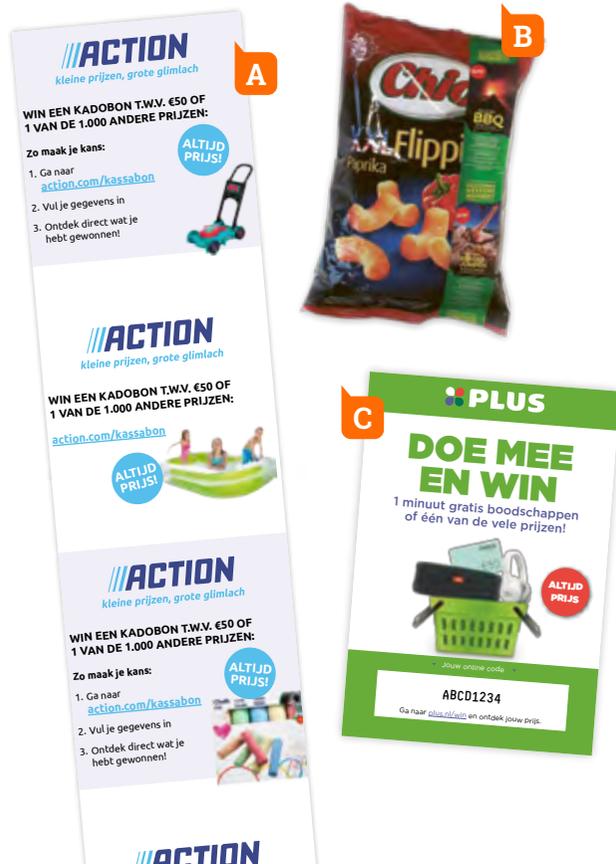
2.

The customer goes to the online savings page and confirms their participation in the campaign by validating their e-mail address. The participant then enters the savings code, and the points are then credited to the wallet straight away.

3.

When the customer wants to redeem the saved points, for example in the form of a discount, they immediately receive a **voucher with a code** that can be used in store as well as in the online shop.

Choose how you want to save:



A Save for a specific goal.

B Keep saving and redeem points for discounts at any time.



# About Basebuilder

Basebuilder has more than 10 years of experience organizing loyalty campaigns for retailers, e-tailers, and brands. From our office in Utrecht, we help premium brands all over the world to activate their target group.



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📌 P.S. We can launch your campaign within four weeks, both within the Netherlands and internationally.



Basebuilder has created successful campaigns for:



“

Basebuilder develops loyalty campaigns that are optimized for your target group and increase conversions.