CREATE A BETTER LOYALTY PROGRAM WITH BLUE BITE

Traditional loyalty programs have often been limited to phone numbers or emails linked to online and in-store purchases. Or a brand may offer gamification experiences that incentivize consumers to collect different versions of a product with the opportunity to win prizes and experiences. But there was no way to connect different loyalty programs into one hub for brands to connect with consumers.

With Blue Bite, however, loyalty programs become a continued connection with consumers across multiple channels.

That connection becomes more impactful because you can change benefit programs, messaging and more in real-time whenever needed — all with no need to alter your product or packaging.

GET IN TOUCH

ENABLE YOUR SUCESS WITH BLUE BITE

✉ connect@bluebite.com

🌐 bluebite.com

INCENTIVIZE DATA CAPTURE

Use forms to connect with consumers. For example, a consumer enters their email into the Blue Bite experience in exchange for a coupon, incentivizing a purchase. The consumer's email goes into the brand's CRM, so the brand can also continue to connect with and market to the consumer via email.

ENGAGE CONSUMERS WITH GAMIFICATION EXPERIENCES

Use gamification and incentivization to encourage consumers to make cross-brand purchases. Inspire customers to collect different flavors or colors of a product, enter codes after a purchase for the chance to win a prize and more.

SEND DYNAMIC COUPONS AND OFFERS DIRECT TO CONSUMERS

Send personalized coupons and other offers directly to consumers' phones. Brands are empowered to offer individuals different versions of coupons based on the consumer's location, time of day, purchase history and more.

Blue Bite
EXPERIENCES + LOYALTY

PROVIDE EXCLUSIVE CONTENT TO CONSUMERS

After making a purchase from your brand, consumers unlock exclusive content that others can't access. Show behind-the-scenes, give value-added content based on product purchases, offer early access to new products and more to keep consumers coming back.

TELL RELEVANT STORIES

Establish stronger — and longer lasting — connections with consumers by appealing to them with personalized content based on their individual user profile.

PROVIDE POINTS FOR PURCHASE

Offer a connected platform where consumers can track loyalty points earned for each purchase, view milestones and see product recommendations based on previous purchases.