

# Visa Web3 Loyalty Engagement Solution



Visa Web3 Loyalty Engagement Solution\* is an industry leading customer engagement platform powered by digital experiences - unlocking the future of brand engagement and loyalty.

Visa is utilizing a leading-edge platform from Smart-Media Technologies, a trusted leader in Web3 loyalty. This digital asset management and engagement platform delivers an omnichannel solution that helps you meet your customers at the right time and place. Through uniquely customizable digital collectibles, your customers can enjoy a new level of ownership and utility that isn't found in present-day traditional loyalty programs. Digital collectibles can be earned, redeemed, collected, cherished, viewed in augmented reality (AR), picked up on a map, and more - driving personalized, game-like, and repeatable customer engagement for your increasingly digital and mobile-first audience.

## Boost Customer Engagement

Our solution can provide **immersive loyalty experiences** enabled by mobile devices, for **seamless access**, unlocking card benefits and promising a **deep, authentic connection** with your evolving customers.

Through your branded digital application, consumers will have at their fingertips the opportunity to Earn, Engage and Redeem benefits and offers that blend digital and realworld experiences in fresh and exciting ways.

Leveraging emerging technologies, you can create a versatile loyalty offering that enables:

- Driving next-gen activation & engagement
- Easy-to-launch post click ad experiences
- Gamification of campaigns
- Immersive 3D/ AR UX
- Incentivizing community and sharing
- Building brand equity & loyalty

\*Visa may make improvements and/or changes in the product(s) and/or the program(s) described herein at any time. Product availability varies by region. Where potential future functionality is highlighted, Visa does not provide any warranty on whether such functionality will be available or if it will be delivered in any particular time.

# The Future of Engagement & Loyalty



## Digital Management & Engagement Platform

- Drag & drop platform enabling brands to design, develop & distribute, digital collectibles & campaigns - all with no coding required
- Custom branded wallets with simple 2-click registration
- Virtual world builder
- Integrated CRM + near real-time event triggers including first-party data management
- Advanced reporting, analytics, and business intelligence suite

## Exciting Features to Engage Your Customers

- Digital Tickets & Entries: The solution enables your customers to earn entries into your sweepstakes or digital tickets to virtual or live events.
- Gated Digitals: VIP Access digitals to unlock perks & benefits
- Loyalty Coins: Run gee-fenced scavenger hunts to pick up, earn and redeem coins for physical or digital offers & experiences
- Digital Coupons: Digital coupons, collectibles & offers
- Reward Transactions: Issue digital objects and experiences based on card transactions

## Learn more

For more information contact your Visa representative

## Brand Benefits

Build your first-party data (email) and direct communication with users

Help improve brand engagement, ROI, and lifetime value

Access increasingly mobile and digital-first audiences

Unlock new revenue opportunities by monetizing your brand's IP

Easy drag and drop platform

## Customer Benefits

Gamified loyalty that is fun, easy, and rewarding

Experiences are optimized for mobile and the spatial web

New ways to Earn & Burn in the physical, virtual & digital worlds

Ability to redeem rewards for rare digital collectibles and digital experiences

Interoperable digital wallet app

