

New Zealand Customer Loyalty Solutions Market Map

The comprehensive catalogue of all customer loyalty and rewards solutions available in New Zealand.

August 2024 Edition

Summary



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 New Zealand.

www.loyaltycentral.works



Loyalty Central is part of Ellipsis; the Customer Loyalty Experts. Ellipsis help businesses thrive by solving complex customer problems. We use Customer Science® to build and improve your customer loyalty strategies and activities. Customer Science® blends the best in Loyalty, Strategy and Data Insights to help you understand, manage and grow customer value.

www.ellipsisandco.com

We make the complex loyalty solution landscape simple for Zealand’s Loyalty Managers. Loyalty Central is the one, comprehensive and categorised reference of all loyalty solutions available in New Zealand.

We partner with New Zealand’s best Loyalty Managers to find them the best loyalty solutions.



The number of available loyalty solutions has almost doubled since 2023

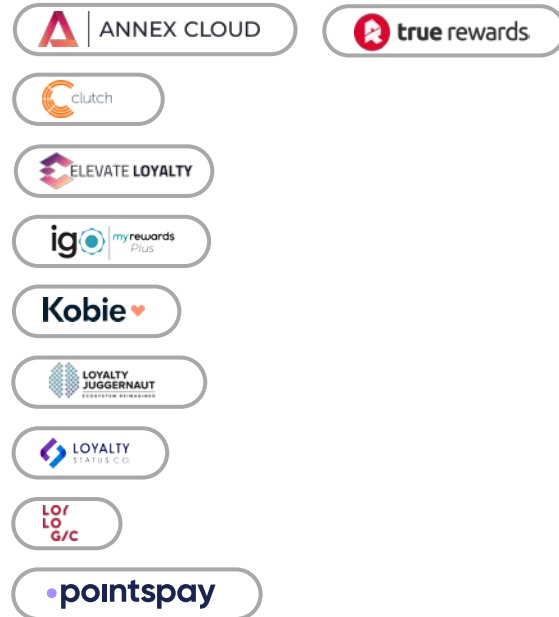
There are nearly twice as many loyalty solutions available to New Zealand Loyalty Managers in 2024. Up from 65 in 2023 to 127 in 2024.

Additions & new entrants



67 67 new loyalty solutions now available in New Zealand: new categories of vendors arrived and our existing categories added new offerings.

The full map profiles 10 Verified Vendors in this group

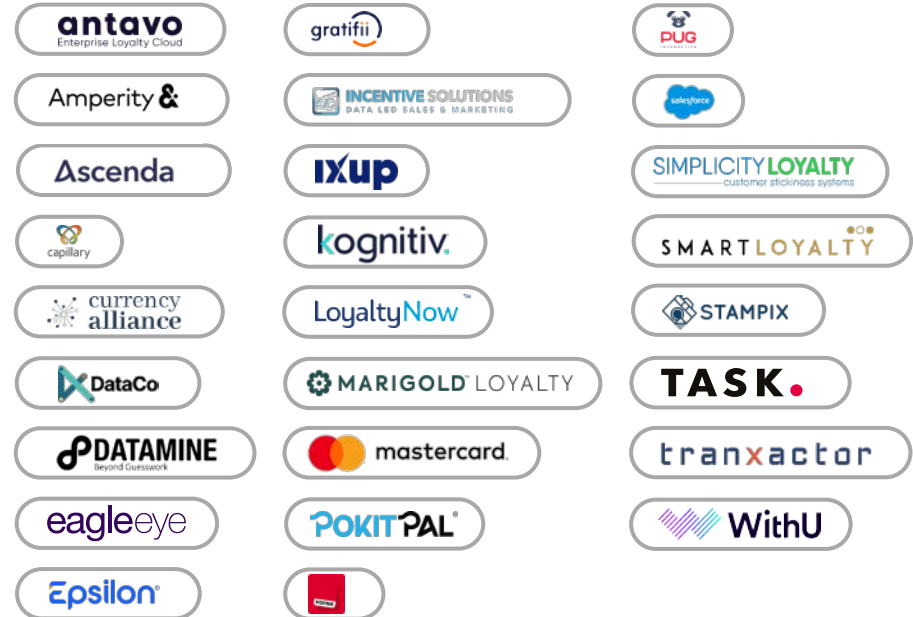


Existing providers expanded and grew



The market for loyalty solutions grew as existing programs added new services, upgraded their offerings and platforms and responded to the arrivals of Woolworths Everyday Rewards, the demise of AA Smartfuel and Flybuys and regulatory in payments.

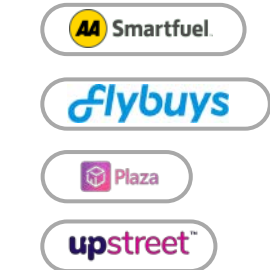
The full map profiles 26 Verified Vendors in this group



Closed down



4 4 loyalty vendors have exited: including both of New Zealand's coalition operators (AA Smartfuel and Flybuys), share-as-rewards provider Upstreet and Web3 offering Plaza..



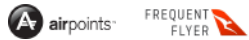
New Zealand Customer Loyalty Solutions Market Map 2024

July 2024

Loyalty Foundation

Core technology to identify and score customers and their behaviour, accrue benefits, points or status and retire or exchange these. Thus category includes generalists who work in almost any category and specialists that have deep and unique capabilities for a particular sector.

Airline programs



Full stack



Business To Business



Bank loyalty platforms



Loyalty, offers & rewards



Full service loyalty



Hospitality



Travel and airline



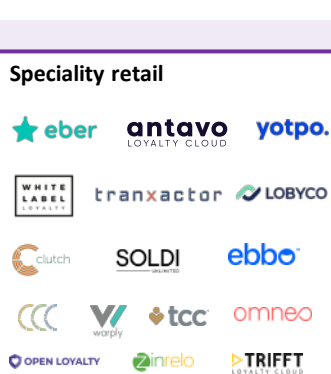
Bank loyalty platforms



Large retail



Speciality retail



Loyalty Extension

Emerging and differentiating capabilities that build on a foundational solution's capabilities. They're generally smaller and growing providers. Some may be available from foundational providers and some may also perform as foundational loyalty solutions.

Status upgrades



Secure data collaboration



Insights & campaign execution



SMS engagement



Campaign automation solutions



Offshore resourcing



Customer Data Platform



Multi-partner collaboration



Gamification



Digital wallet passes



Automated data analytics



Surveys and adverts



Receipt marketing



Rewards Foundation

Most common rewards types used in all industry categories with scaled specialists delivering the execution.

Gift cards



Rewards providers



Cash back networks



Payment card linking



Affiliate rewards



Rewards Extension

Emerging and differentiating rewards and experience capabilities. Smaller, niche specialist offerings.

Pay With Points



Experiential rewards



Web 3



Health incentives



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 New Zealand.

The map includes all loyalty providers in New Zealand.



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

So far, we've identified and classified 127 (up from 65 last year) loyalty solutions.

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 a six step filter they put their long list through to get to a shortlist.

Verified Vendors – a faster way to shortlist providers.



There are 37 Verified Vendors (and growing) who share their fit to our client's filtering questions;

- Do they have New Zealand clients?
- Who are their global clients?
- Where are their teams based?
- What categories do they serve?
- What integrations, partnerships or acquisitions do they have?
- What are their security credentials?

Need some help?



Ellipsis are the loyalty experts.

We can help you develop a shortlist.

We can introduce you to Verified Vendors (we have a speed dating format).

We can also help you run your RFP.

www.ellipsisandco.com

 Ellipsis

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 have permissioned customer data



You know how to use it



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.

Example: Gem Visa partnered with Pokitpal for the first card linked offers program in New Zealand.



Loyalty craftsman



You have permissioned customer data



You know how to use it



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.

Example: Freedom Furniture partnered with Datamine to extending their team's customer data and loyalty campaign resource capacity.



Loyalty artisan



You have permissioned customer data



You know how to use it



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.

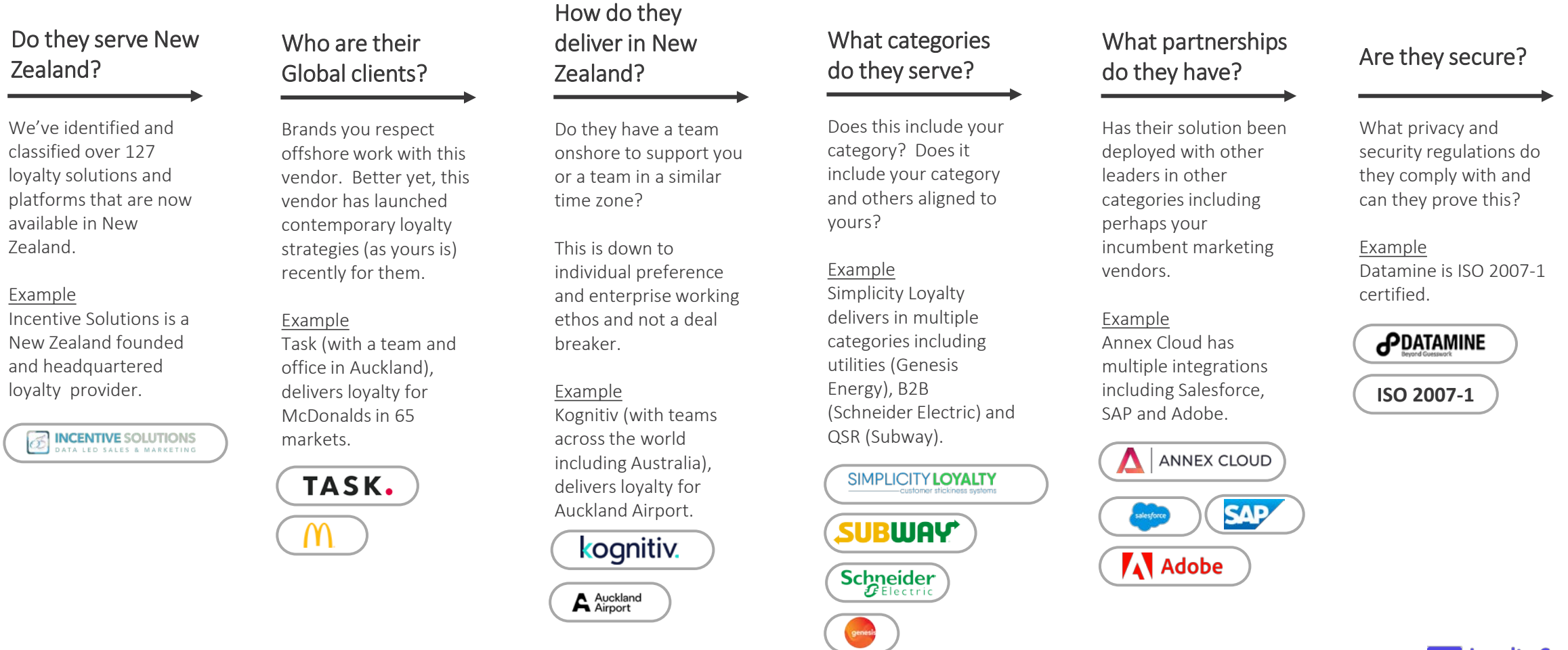
Consider the tools used by market leaders in your category offshore from all of our categories.

Example: Westpac launched Mastercard's Pay With Rewards solution for its hotspots loyalty program.



Them : the 6 questions method to short cut to your short list

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



Verified Vendors; the answers to the six key questions

Answers to the six key selection questions are included in the map for our 34 Verified Vendors.

21 Verified Vendors profiled in this summary



A selection of leading vendors from all categories of solution are included.



34 Verified Vendors (another 13) profiled in the full map



The full current portfolio of Verified Vendors is available in the full New Zealand Loyalty Solutions Market Map



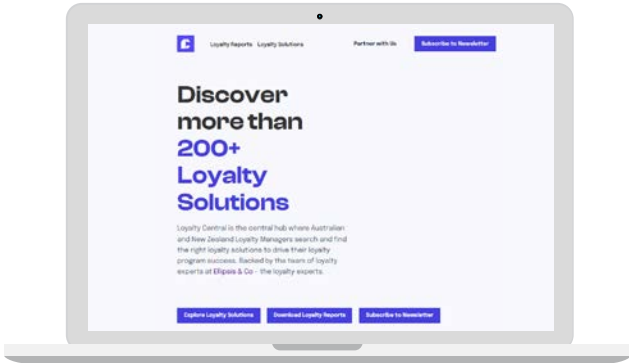
Full map available by request or at Loyalty Central



The full map is available on request from :

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David Parsons | david.parsons@ellipsisandco.com

Or for purchase (US\$ 1,000) at www.loyaltycentral.works



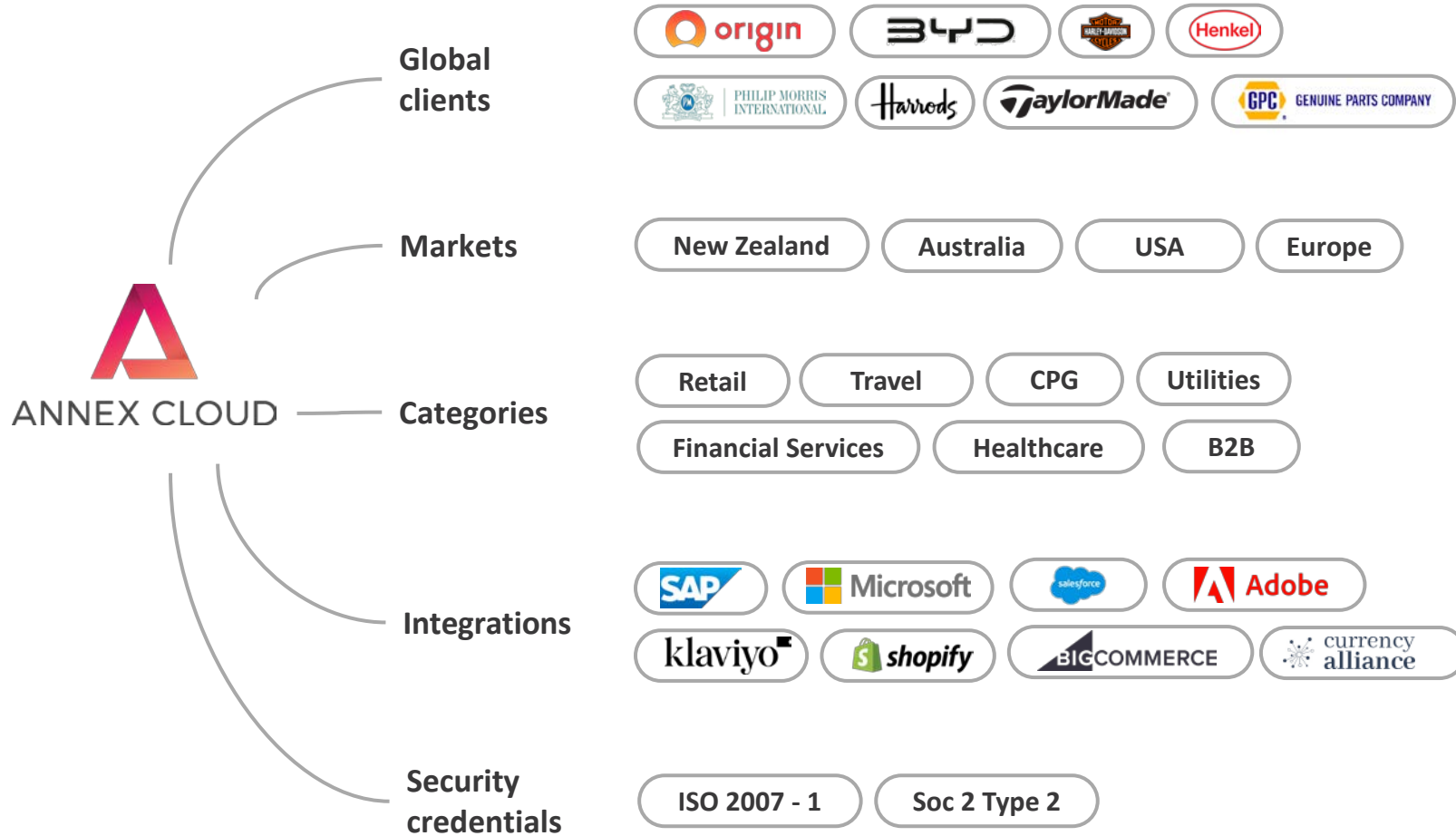
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Loyalty Foundation

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

This category includes generalists who work in almost any category and specialists who have deep and unique capabilities for a particular sector.

Annex Cloud



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.

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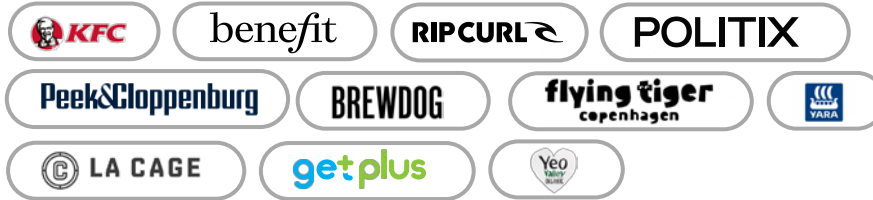
Antavo Loyalty Cloud



New Zealand clients



Global clients



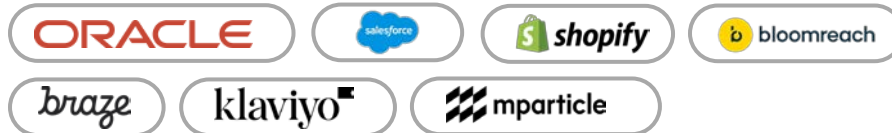
Markets



Categories



Integrations



Security credentials



About

Antavo is the most powerful Loyalty Cloud on the market, offering a scalable, pure-play loyalty technology that is easy to integrate, thanks to robust APIs.

Antavo's no-code, API-centric platform makes the loyalty program experience fully customizable and empowers loyalty and marketing teams to run their program internally, without IT help. Antavo invests 60% of its revenue into its product and issues quarterly product releases.

As a pure-play loyalty technology vendor, Antavo is recognized by Forrester, Gartner, Loyalty360, and is the preferred choice for loyalty consultants, agencies, and system integrators all over the world. Antavo empowers clients like KFC, C&A, Benefit Cosmetics, Scandic, La Cage, Kathmandu, Luisaviaroma and BrewDog, as well as global businesses in the travel, pharma and fashion industries.

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Ascenda

Ascenda

New Zealand clients



Global clients



Markets



Categories



Integrations



Security credentials



About

We believe that nothing should stand in the way of companies who aim to deliver extraordinary moments for their customers. That's why our loyalty solutions are beautifully simple, easy to deploy and deliver exceptional value.

In a world of increasingly complex enterprise software, we strip away the noise and take a fresh, practical approach to delivering customer delight.

Contact

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Capillary



Global clients



Markets



Categories



Acquisitions



Security credentials



About

Capillary Technologies is a managed SaaS solution powering 500+ loyalty programs with its best-in-class loyalty technology platform and expert services. Founded in 2012, Capillary has a strong global presence across the United States, Asia, Europe and the Middle East working with 400+ brands like Tata, PUMA, Shell, Petron, Domino's, Kanmo Group, and Marks & Spencer. The platform's suite of products – Loyalty+, Engage+, Rewards+, Insights+; are all AI-powered and sit on top of a powerful consumer data platform that has touched more than a billion end customers. A leader on the Forrester Wave for Loyalty Technology Solutions along with multiple recognitions by leading analysts like Gartner, Forrester and Spark Matrix, Capillary is ushering in the future of loyalty with its AI powered solutions.

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Clutch



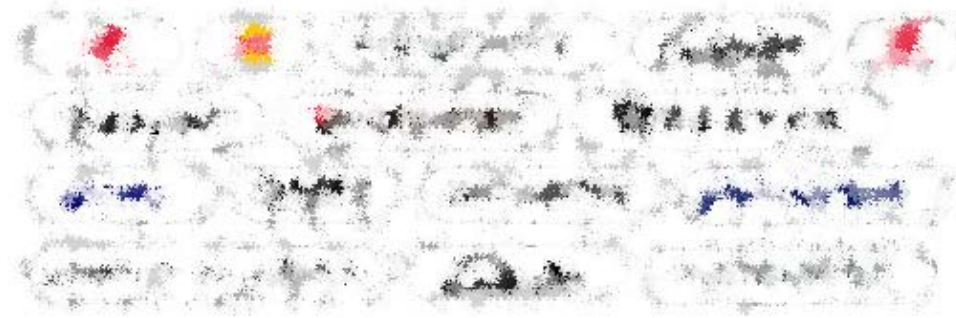
Global clients

Markets

Categories

Integrations

Security credentials



Full map (including this Verified Vendor) available on request.



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.

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Eagle Eye



New Zealand clients



Global clients



Markets



Categories



Acquisitions



Security credentials



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 750 million personalised offers are executed via the platform every week, and it currently hosts over 100 million individual loyalty members for businesses all over the world. 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, Tesco, Morrisons, Waitrose and John Lewis & Partners, JD Sports, Pret Manger, Loblaws, Southeastern Grocers, Giant Eagle and the Woolworths Group.

EagleAI 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, and enabling true one-to-one engagement that ultimately drives loyalty.

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.

Contact

www.eagleeye.com

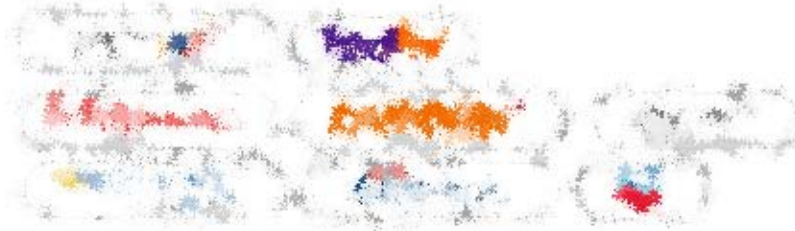


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Epsilon



Global clients



Markets



Full map (including this Verified Vendor) available on request.

Categories



Partnerships



Security credentials



About

Epsilon is a global advertising and marketing technology company positioned at the center of Publicis Groupe.

We connect advertisers with consumers to drive performance while respecting and protecting consumer privacy and client data. Epsilon accelerates clients' ability to harness the power of their first-party data in order to enhance, activate and measure campaigns with confidence. We believe in an open, privacy-first advertising ecosystem.

Over decades, we've built the industry's most comprehensive identity graph to give brands, agencies and publishers the ability to reach real consumers across all channels and the open web. For more information, visit epsilon.com.

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Gratificii



New Zealand clients



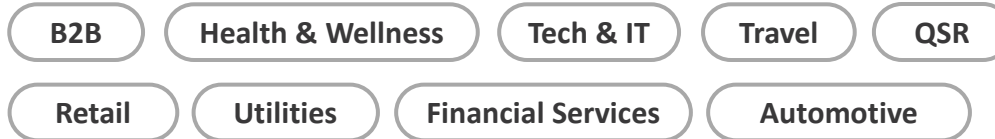
Global clients



Markets



Categories



Acquisitions



Partnerships



Security credentials



About

Gratificii Limited (ASX:GTI) is an ASX listed company transforming the way that loyalty and rewards are managed and delivered. Our single platform is a complete solution offering affordable, market-leading functionality and configurability.

Over 90 mid-to-top tier brands rely on Gratificii for their loyalty and rewards across Australia, New Zealand, Singapore, South Africa and UAE.

We are carbon neutral also offering a carbon offset gift card within programs

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Incentive Solutions



New Zealand clients

Global clients

Markets

Categories

Acquisitions

Security credentials



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

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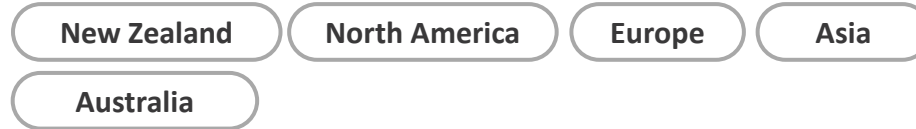
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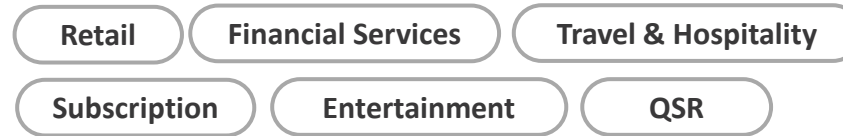
Global clients



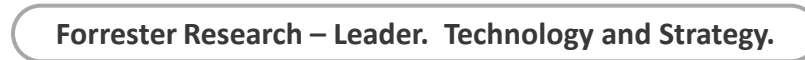
Markets



Categories



Awards



Security credentials



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.

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Kognitiv

kognitiv.

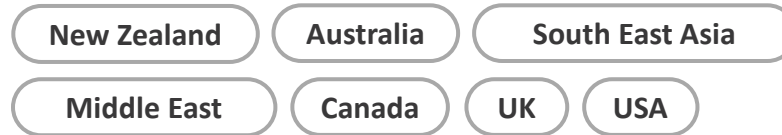
New Zealand clients



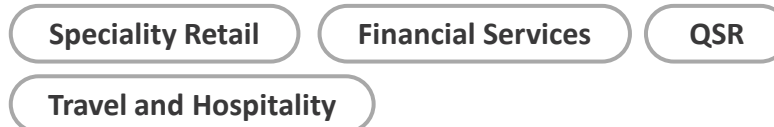
Global clients



Markets



Categories



Security credentials



About

Kognitiv inspires lifetime loyalty by helping brands build deeper more meaningful relationships with their customers. Our AI-powered omnichannel loyalty platform delivers data-driven insights and 1:1 personalization across the entire customer lifecycle journey at scale, enabling superior marketing effectiveness and customer engagement.

In June 2020, Kognitiv and Aimia's Loyalty Solutions business came together to become a global loyalty solutions leader. Headquartered in Toronto, Canada, Kognitiv serves a broad portfolio of global brands and has employees in 13 countries. With 80+ years of loyalty solutions experience, Kognitiv has the history, the technology, and the expertise to help marketing professionals stay ahead of customer expectations.

Contact

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Loyalty Juggernaut



Global clients

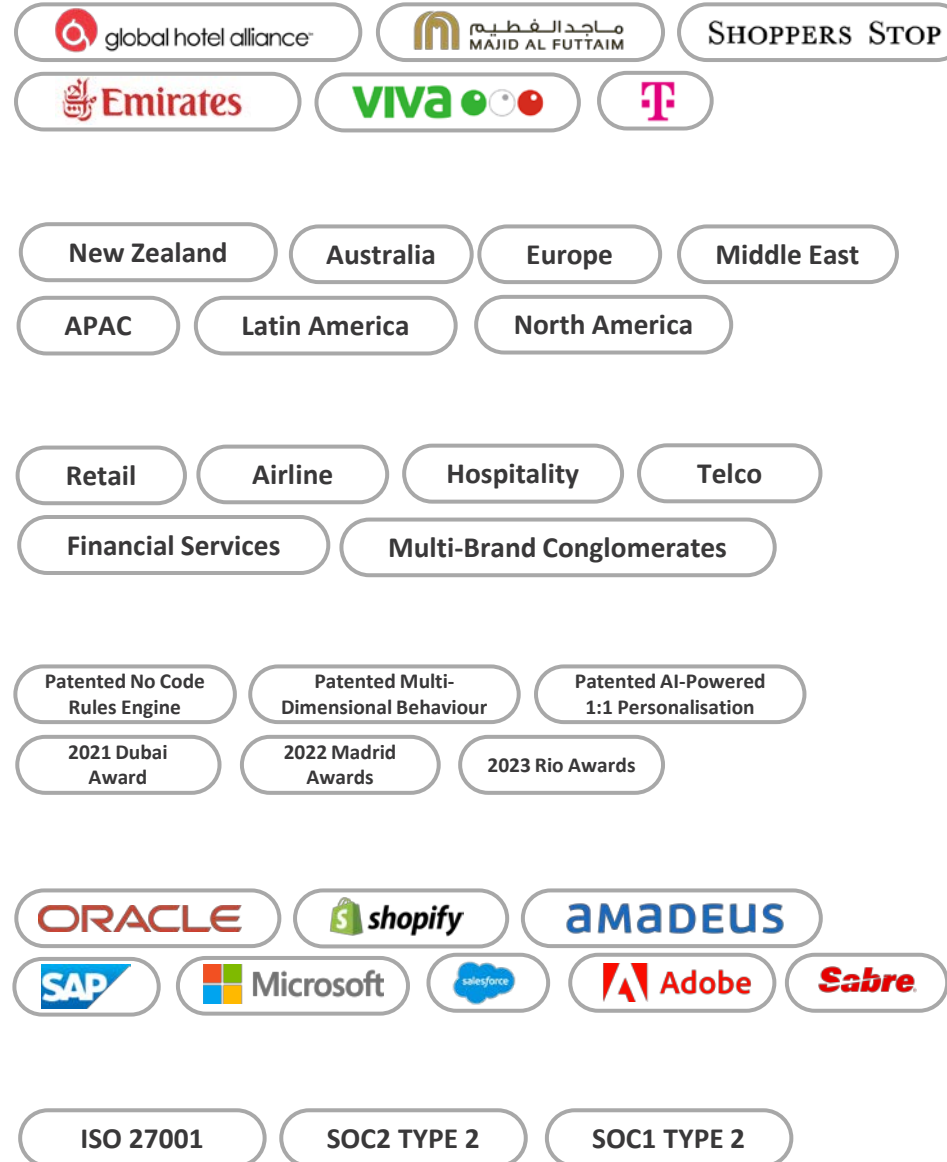
Markets

Categories

Patents and Awards

Integrations

Security credentials



About

Headquartered in Silicon Valley, Loyalty Juggernaut, Inc. (LJI) is the next-gen loyalty and customer engagement solutions enterprise, helping brands reimagine their customer loyalty initiatives in #theageofdigitalcustomer.

GRAVITY®, LJI's digital transformation platform is specifically designed for the ecosystem-centric loyalty programs. Built ground-up on break-through technologies including serverless computing, microservices architecture, AI/ML, and big data, GRAVITY® addresses the fundamental limitations of the traditional loyalty platforms and enables brands to deliver on the digital customer expectations comprehensively.

GRAVITY® client base includes leading global brands, running industry-defining and award-winning, ecosystem-centric loyalty programs in airline, hospitality, retail, food & beverages, financial services, telco and multi-brand, diversified business groups.

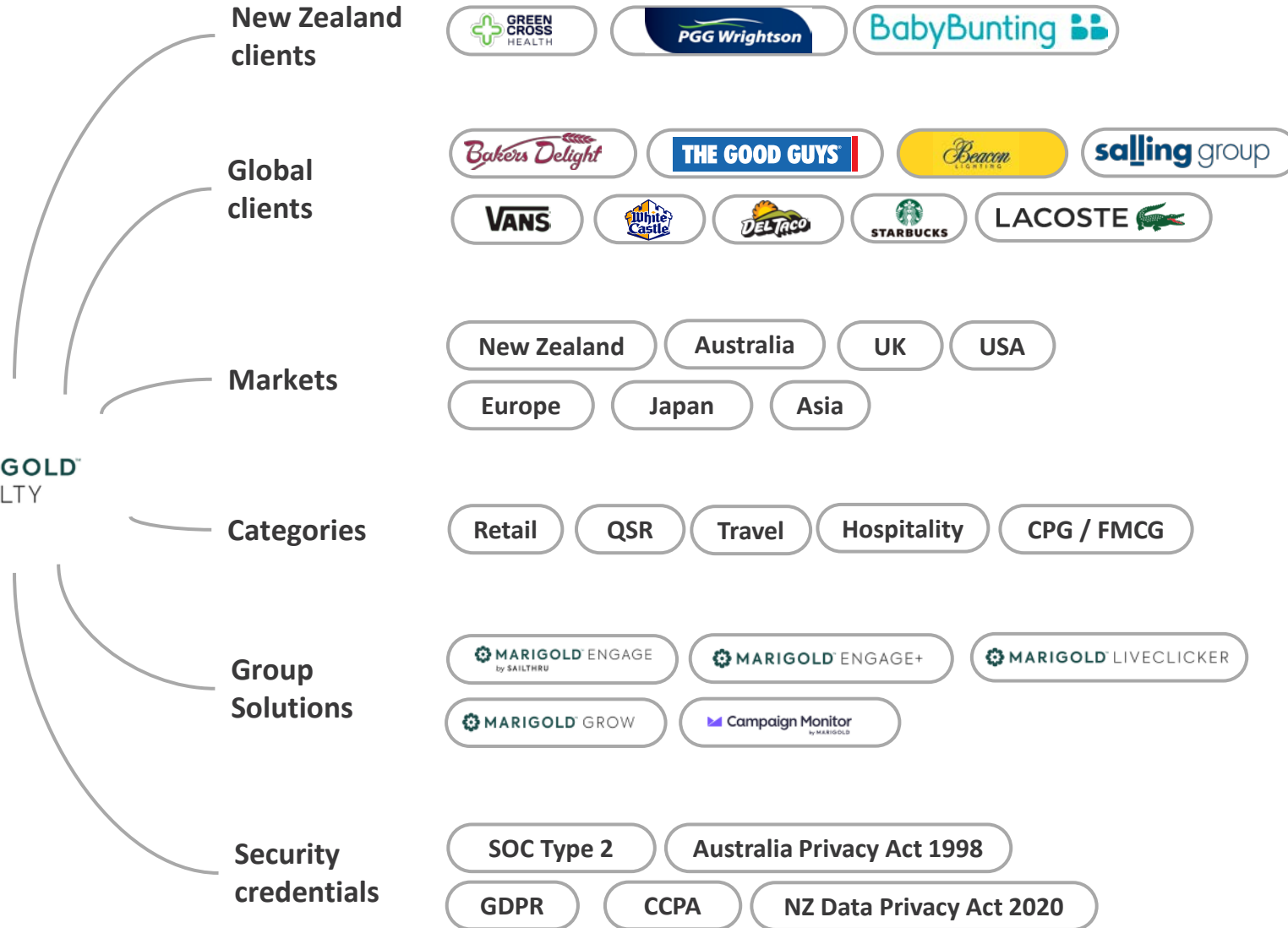
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Marigold Loyalty



About

A leader in Relationship Marketing and Loyalty solutions, Marigold empowers over 40,000 brands across the globe to find their people, really get to know them, and turn them into superfans. With Marigold Loyalty, marketers deliver highly personalized loyalty programs that recognize and reward customer behaviours, increase visit frequency and spend, and build lasting relationships.

Many of Australia and New Zealand's leading brands including Baker's Delight, The Good Guys, Baby Bunting, and more trust Marigold to deliver a unique value exchange with their customers, create personalized experiences across all channels, and drive revenue through the entire customer loyalty lifecycle.

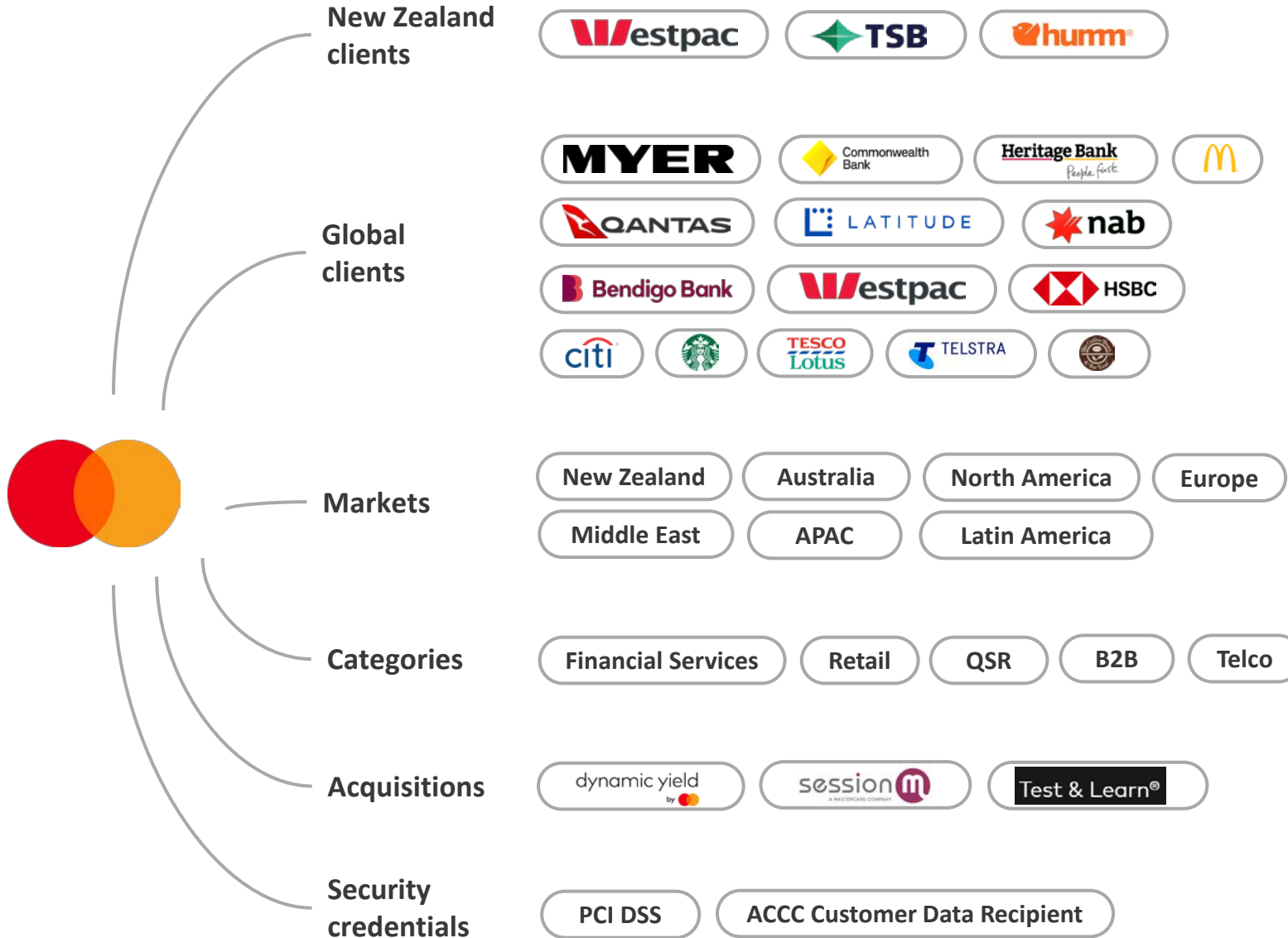
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Mastercard



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 consulting to platforms to content and partnerships backed by over 900 loyalty specific experts including significant expertise in Australia/NZ. We provide integrated and scheme agnostic solutions across Rewards, Benefits and Offers including our leading personalised card linked offer programs and pay with points capability..

Contact

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

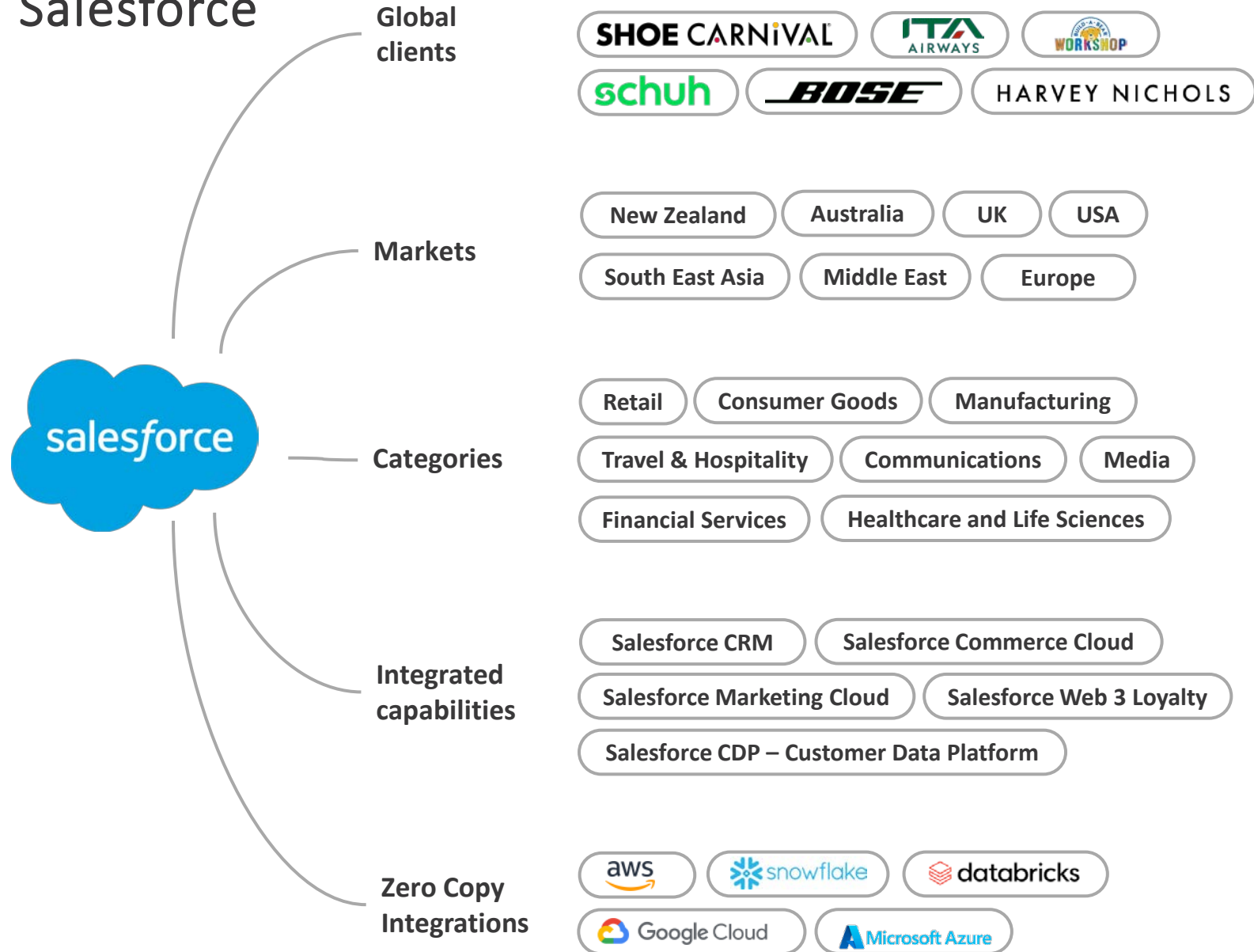


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Salesforce



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.

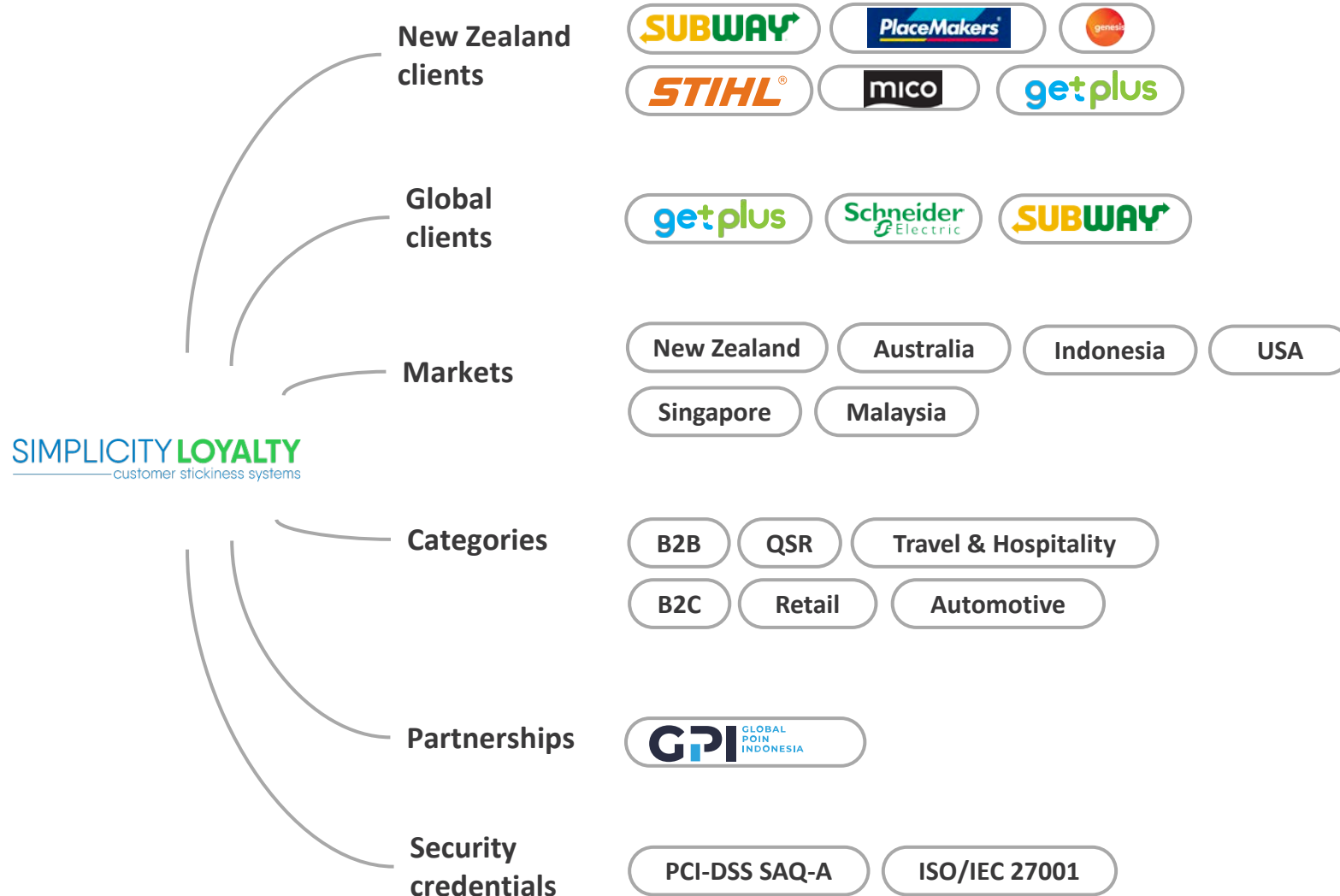
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Simplicity Loyalty



About

Simplicity Loyalty is an enterprise class rapid deployment loyalty program application and marketing platform that powers loyalty programs across all sectors including quick service restaurants, retail, automotive, banking and insurance, trade.

- integrated marketing platform for email, push and fulfilment. Will also integrate to third party email marketing tools if required
- unique configuration technology enabling fast deployment
- multiple hosting options - Cloud, in-house or Vendor private cloud
- vast fulfilment options from fulfilment partners for product and services to store and virtual vouchers

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Smart Loyalty



New Zealand clients



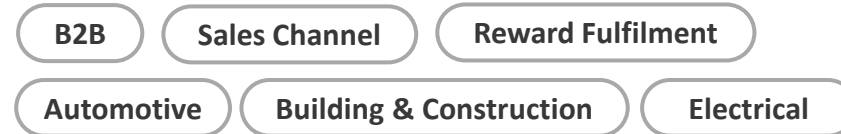
Global clients



Markets



Categories



Coalition Partners



Security credentials



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 600 partner businesses, reaching over 25,000 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

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 www.linkedin.com/company/smart-loyalty



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Task

TASK.

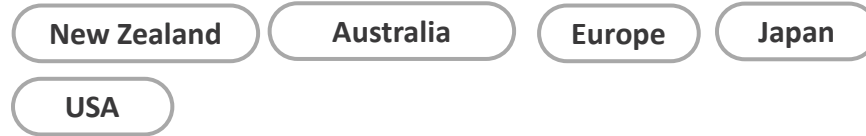
New Zealand clients



Global clients



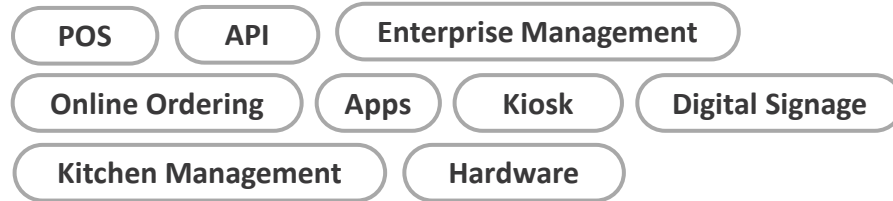
Markets



Categories



Group capabilities



Security credentials



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.

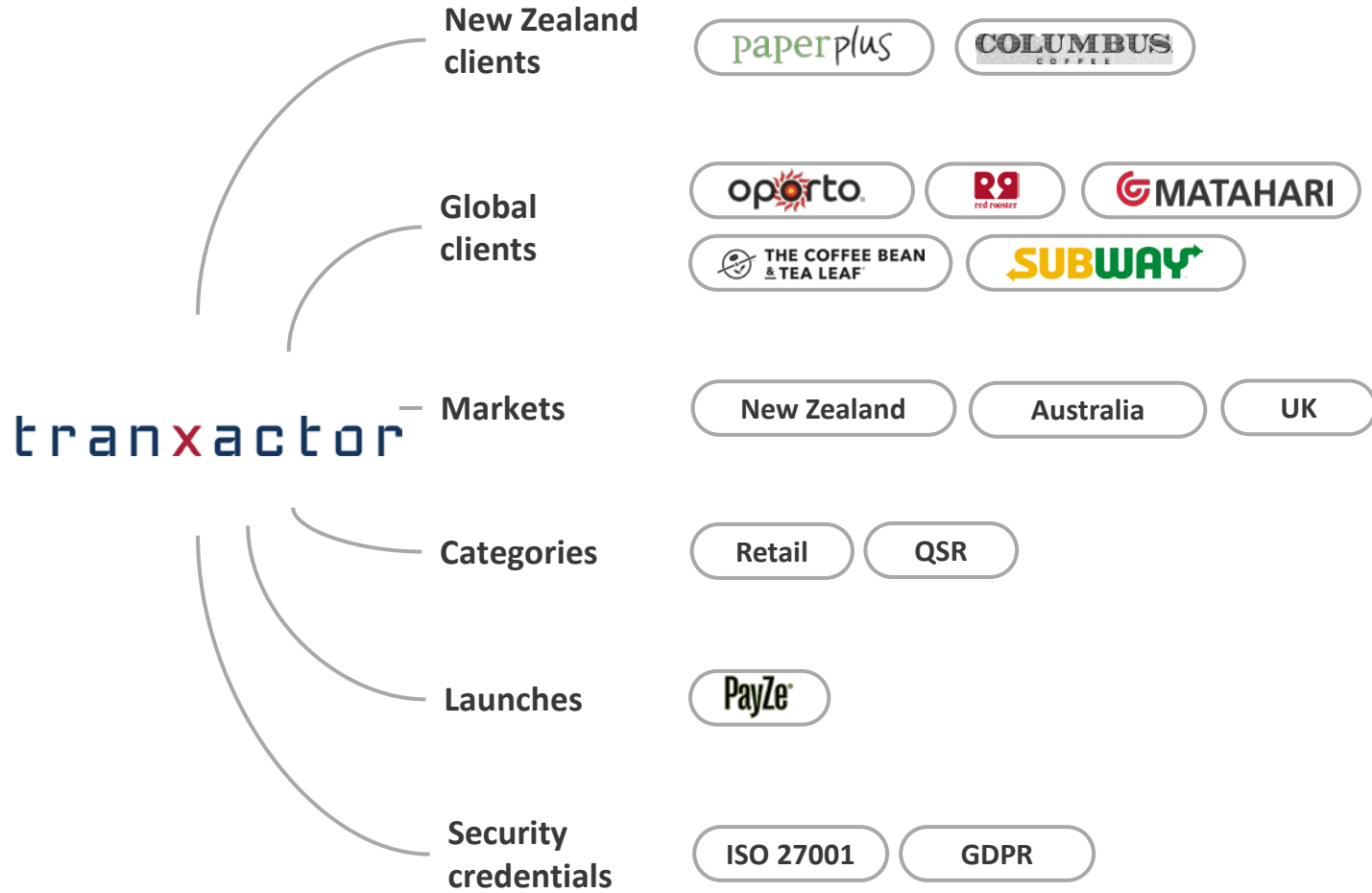
Contact

www.tasksoftware.com



Mark Hayes
Head of Growth
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Tranxactor



About

Providing an enabling platform delivering in-store and online marketing automation for the retail industry

Tranxactor 'joins the dots', connecting many diverse and independent touchpoints including retail point-of-sale into a communications network enabling you to engage, interact and communicate with customers in real-time, anywhere, anytime.

Using the Tranxactor platform gives you the ability to understand customers better, react faster, and deliver relevance to influence, incentivise and support purchase decisions.

You can run personalised targeted marketing campaigns; trigger emails or sms communications in real time; deliver push notifications using beacons and geofencing, and much more.

Our ability to integrate with Windows POS systems provides a gateway for a range of real time activity including issuing and redemption of rewards, eVouchers and closed loop payments.

Stores can access data specific to their outlets, and cardholders can access and manage their own data via mobile or the web.

Tranxactor retail solutions encompass Loyalty and Reward systems; Closed-loop Gift, Pre-pay, Stored Value payment systems; Data Analytics; Mobile Applications; and Omni-channel Digital Marketing.

With offices in the UK, Australia and New Zealand, and a global client base, Tranxactor provides a robust, scalable and proven ISO27001 certified platform that you can rely on.

Contact

www.tranxactor.com



John Norrie
CEO
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2

Loyalty Extension

Emerging and differentiating capabilities that build on a Loyalty Foundation's capabilities.

They're generally smaller and growing providers.

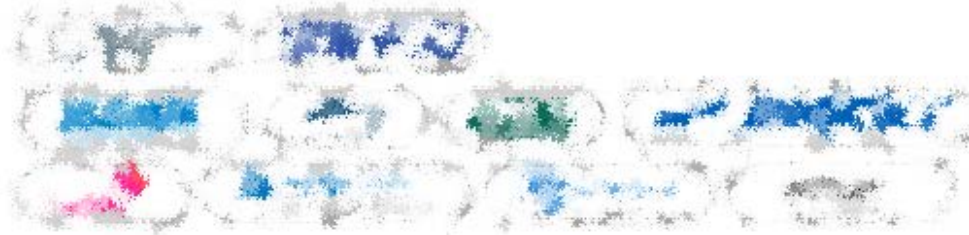
Some may be available from foundational providers and some may also perform as foundational loyalty solutions.

Amperity

New Zealand clients



Global clients



Markets



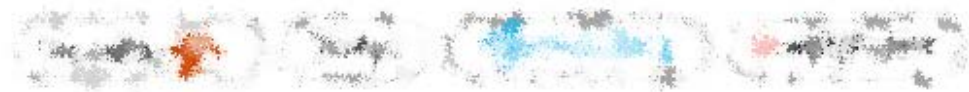
Full map (including this Verified Vendor) available on request.

Amperity &

Categories



Partnerships



Security credentials



About

Amperity is the customer data platform that helps brands build the unified first-party customer data foundation they need to grow revenue, reduce costs, save time, and stay compliant.

Our unparalleled solution creates accurate, reliable profiles by stitching together every type of rich customer data across disparate sources using patented AI and Machine Learning methods.

Teams including Marketing, IT, and Analytics can easily use these profiles to drive business value – boosting acquisition and retention, discovering historical and predictive insights, creating high-value segments, fueling tools that deliver personalized customer experiences, meeting privacy and compliance standards, and adapting to future evolutions of the tech stack.

Amperity’s unique combination of complete profiles, streamlined access, advanced insights, and surprising speed creates the customer data confidence brands need to power meaningful experiences and accelerate growth.

More than 400 brands worldwide rely on Amperity to turn data into business value, including Alaska Airlines, DICK’S Sporting Goods, Endeavour Drinks, Planet Fitness, Seattle Sounders FC, Under Armour and Wyndham Hotels & Resorts.

Contact

www.amperity.com

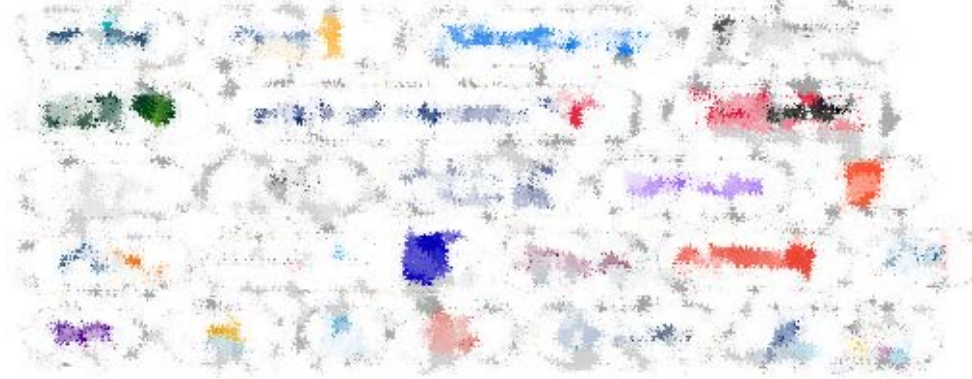


Billy Loizou
Vice President
billy.loizou@amperity.com

Currency Alliance



Global clients



Markets

Full map (including this Verified Vendor) available on request.

Categories



Partnerships



Security credentials



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

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Chuck Ehredt
CEO
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DataCo



Full map (including this Verified Vendor) available on request.



About

DataCo's cutting-edge platform unlocks the full potential of your coalition and partner loyalty programs through seamless and secure data collaboration. Collaborate with your partners to better understand your joint customers' needs and preferences and create personalised loyalty rewards tailored to individual needs.

Our unique approach to customer matching ensures sensitive data never leaves your environment, while our simple user experience makes collaboration easy for all partners, regardless of size. Plus, our platform can be run directly from a web browser or on your desired infrastructure with a lightweight container, giving you the flexibility to get to value quickly without the integration burden.

Join the future of strategic partnerships with secure and consented data collaboration. Start your data collaboration journey today with DataCo.

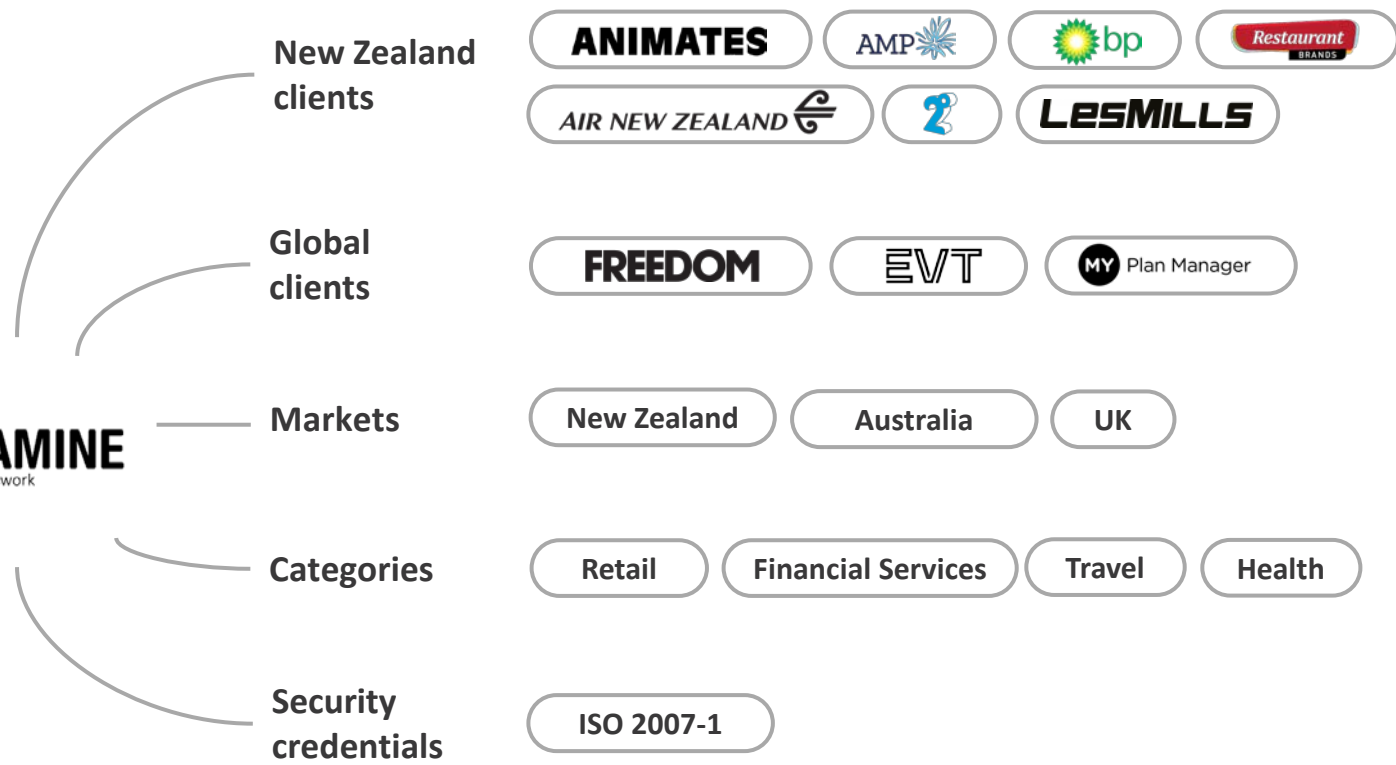
Contact

www.dataco.ai



Olly Rees
Head of Partnerships
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Datamine



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



Matt Wilkins
Partner
matt.wilkins@datamine.com

Ixup



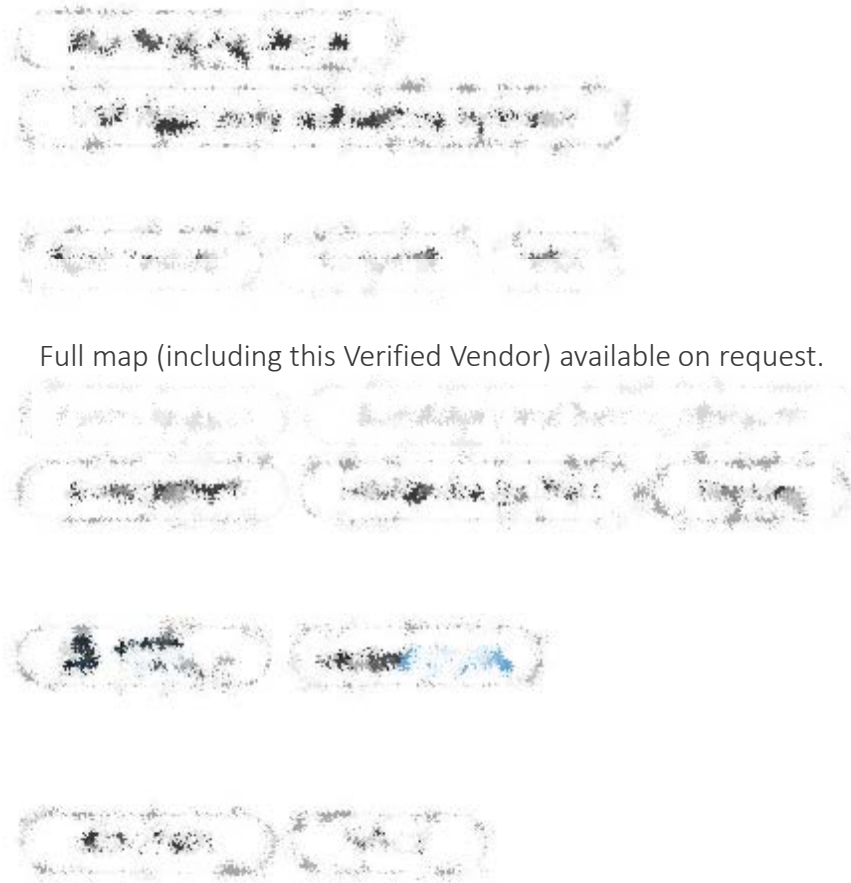
Global clients

Markets

Categories

Acquisitions

Security credentials



Full map (including this Verified Vendor) available on request.

About

IXUP is a pioneering technology company that has developed world class software facilitating the secure sharing and analysis of sensitive information using advanced homomorphic encryption technology. IXUP's Secure Data Engine is the missing 'key' to organisations 'unlocking' their information assets previously unable to be shared or commercialised due to concerns around privacy, cyber security and compliance considerations.

IXUP is a pioneer of a methodology called homomorphic encryption which resolves the dilemma of working with or sharing sensitive data that traditionally must be unencrypted while in use. We provide a Secure Data Environment in a SaaS or PaaS enabling our clients to connect and securely construct a collaborative analytical environment consisting of multiple datasets, from within and external partnering organisations.

We also provide a digital '5 Safes' data governance framework that provides our clients with a management tool that provides 100% control, security and privacy.

While conventional encryption techniques protect data when it is stored or in transit, they fail to protect data when it is in use. The IXUP platform includes a methodology called homomorphic encryption to run in-depth analysis on multiple data sets without ever needing to decrypt them.

IXUP's target markets include government, financial services and healthcare, which are deeply dependent on data and heavily regulated. With the convergence of big data and artificial intelligence taking place globally, IXUP is ideally placed to help organisations monetise their data assets with minimal risk. IXUP is ISO27001 certified.

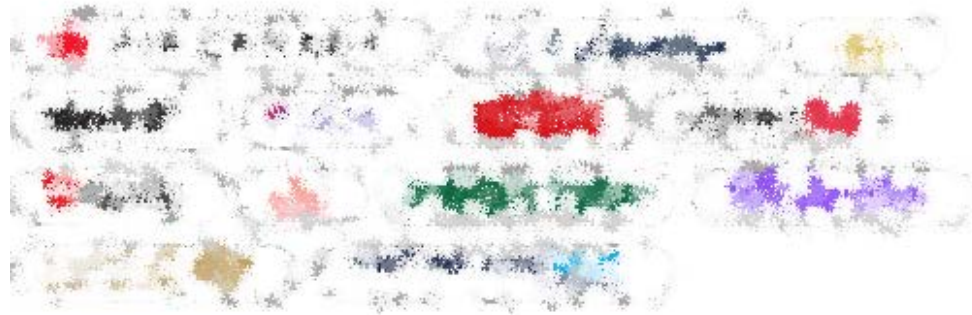
Contact

www.ixup.com



Peter Hong
GM Sales and Business Development
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Loyalty Status Co



Global clients



Markets

Full map (including this Verified Vendor) available on request.



Categories



Awards



Security credentials



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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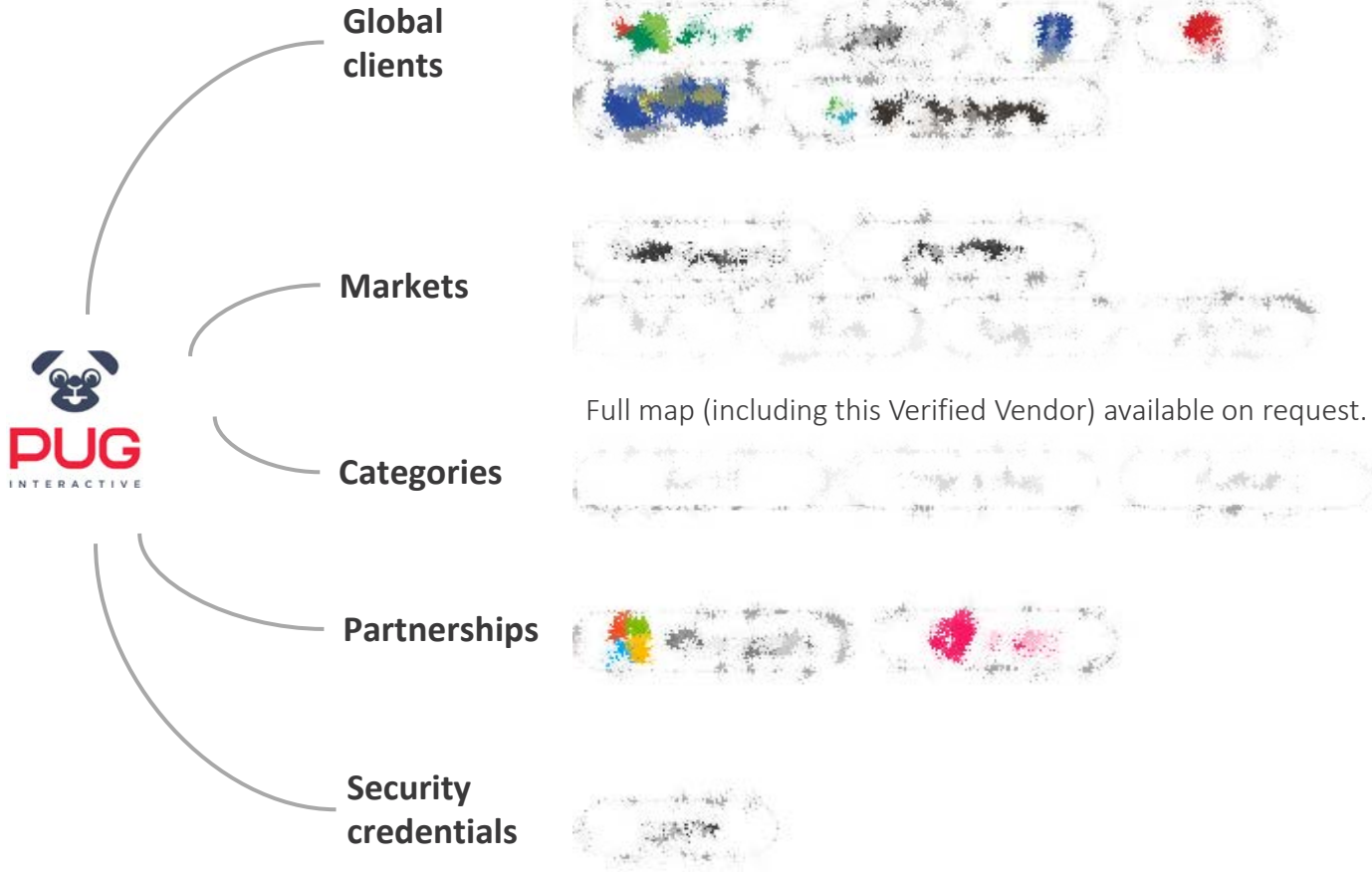


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Phil Gunter
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PUG Interactive



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



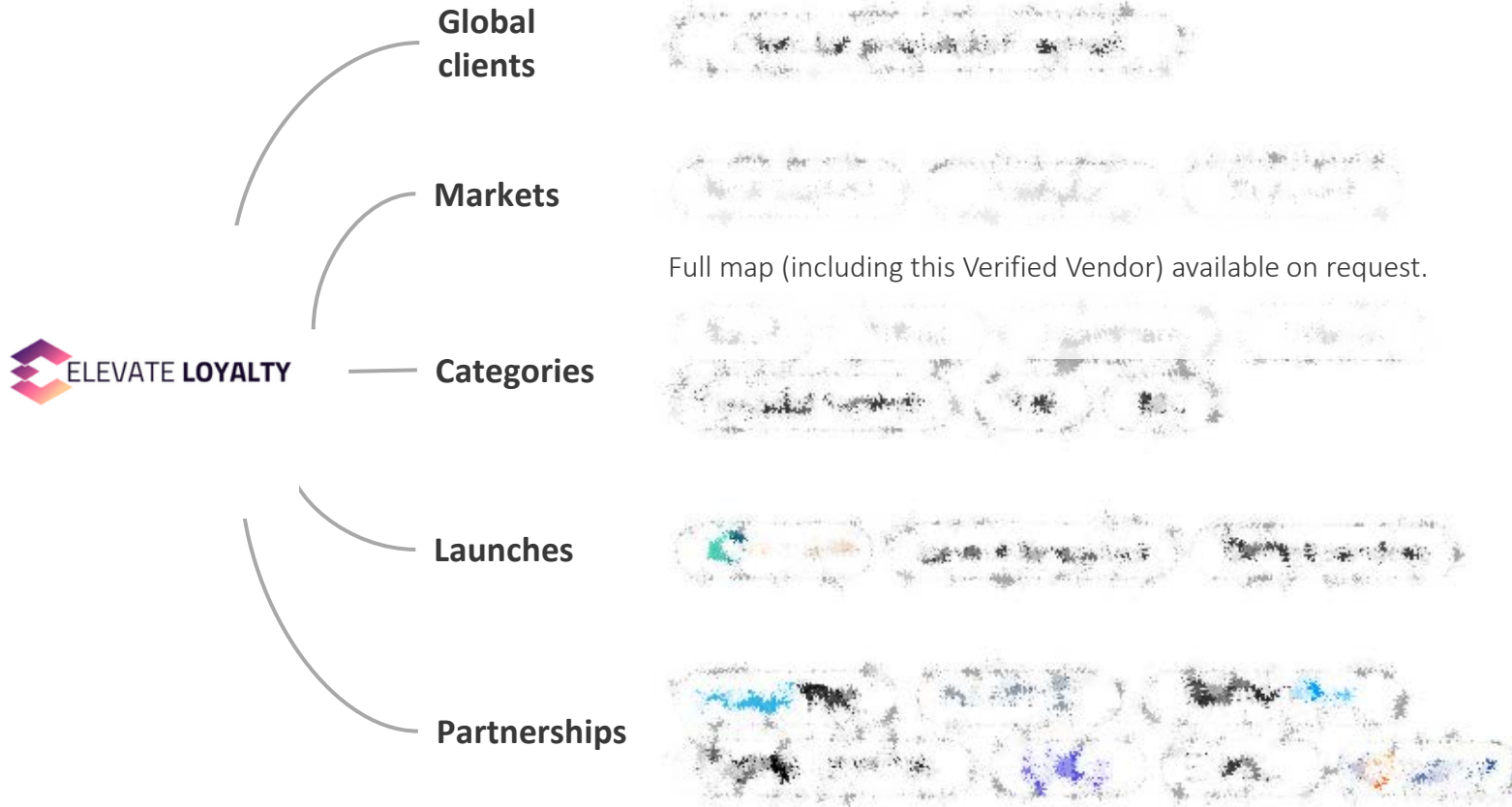
Steve Bocska
CEO
sbocska@puginteractive.com

3

Rewards Foundation

These are the most commonly used reward types used in all industry categories with scaled specialists delivering the execution.

Elevate Loyalty



About

A Profit for Purpose business specialising in loyalty, incentives, rewards and digital technology solutions.

Loyalty and incentives professionals working with clients who are looking to attract, retain, reward or incentivise an audience.

SOLUTIONS & SERVICES:

- B2B, Sales, Employee Programs
- Program Execution
- Rewards Supply
- Distribution Network
- OneTap Loyalty
- Digital Passes

Experts in loyalty moments, lifting engagement, raising the profile and optimising any campaign or program.

#alwayselevate

Contact

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Jodie Wilson
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iGoDirect



co-creating better businesses and brands since 1999

New Zealand clients



Global clients



Markets



Categories



Partnerships



Security credentials



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.

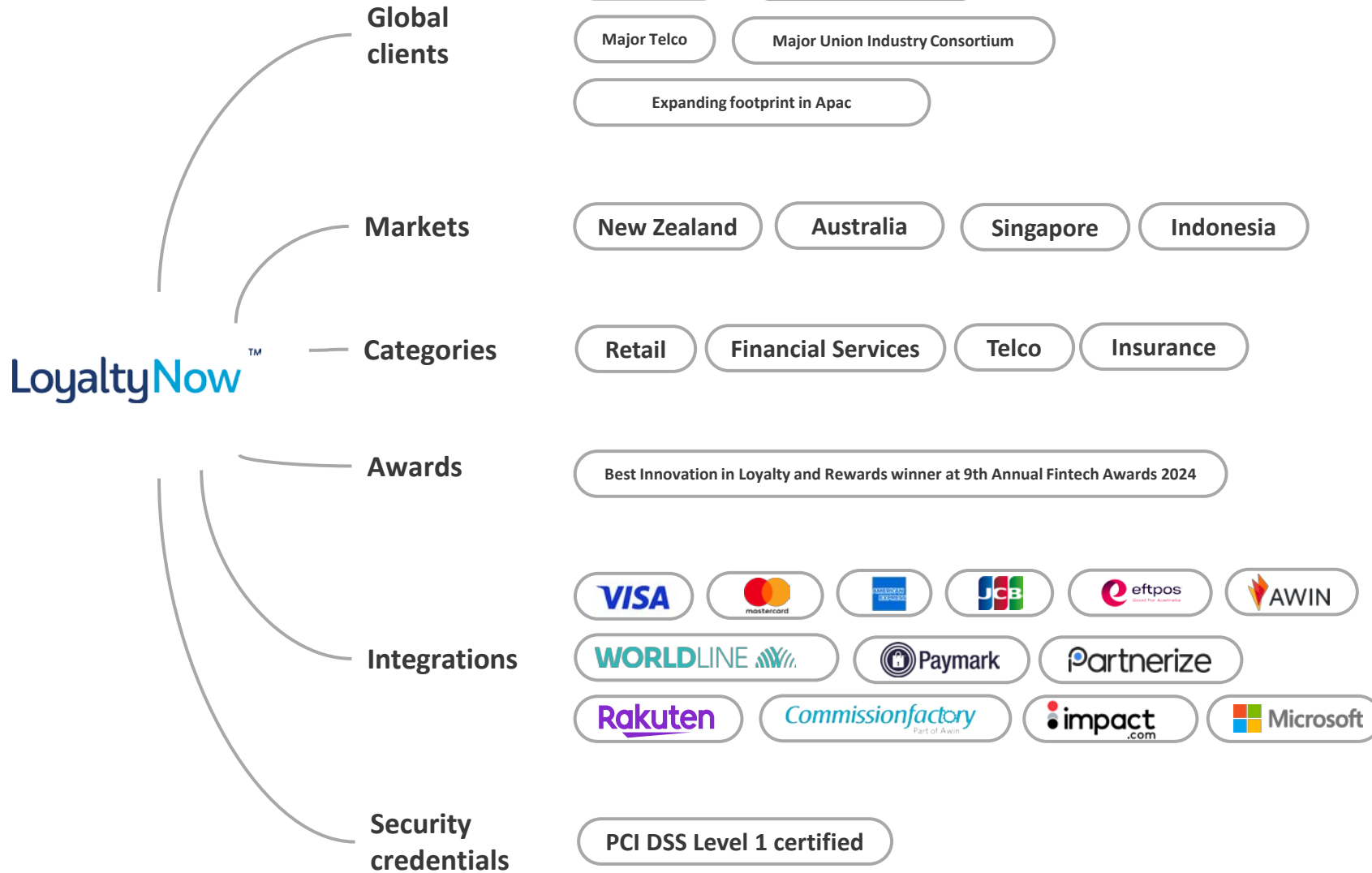
Contact

www.igodirect.com.au



Pat Dalton
Chief Engagement Officer
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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, eftpos, Visa, Mastercard and JCB, 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



Anurag Vasisth
Co-Chair & Group CEO
anurag.vasisth@loyaltynow.com

Loylogic

LOY
LOG/C

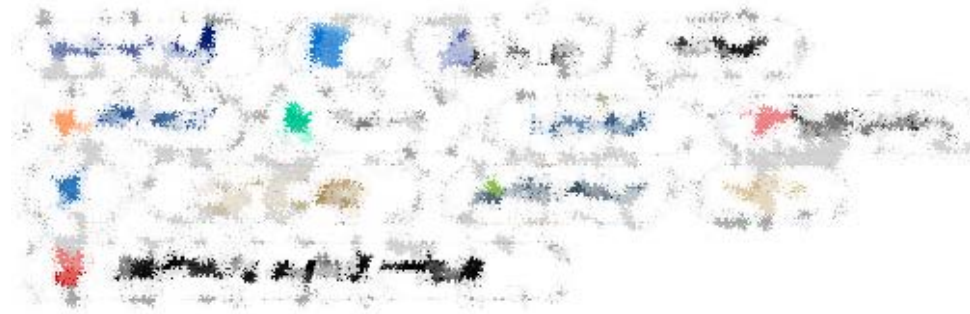
Global clients

Markets

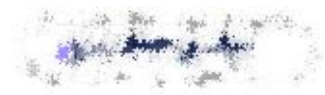
Categories

Group Companies

Security credentials



Full map (including this Verified Vendor) available on request.



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

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Mustafa Ozalcin
Director – Global Partnerships
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Pokitpal

New Zealand clients



Global clients



Markets



Categories



Integrations



Security credentials



About

PokitPal, an Australian-born cashback and rewards platform, has come a long way since its inception, initially captivating the university student demographic across Australia with its innovative retail program. Today, we stand as a dominant force in the cashback market, renowned for providing extraordinary cashback deals and discounts with over 800 leading global brands, including industry giants like Booking.com, ASOS, and THE ICONIC.

Our journey has seen us evolve and mature, expanding our collaborations to include prominent industry players such as Visa, Virgin Money, and Raiz. As a result, we've been able to enhance customer experiences across a remarkable 92% of Australian retailers, both online and offline. Leveraging our robust and compliant technology, we seamlessly integrate into existing financial transaction systems, delivering unbeatable offers to customers while driving sales for retailers. In a pivotal move, we acquired Sipora in 2023, broadening our reach and empowering a diverse range of organisations, from charities to superannuation funds and investment platforms.

With our revolutionary PokitPal Round-Up product, users can now enrich their financial well-being while effortlessly saving, investing, and eliminating debt with every transaction. By partnering with PokitPal, you can offer your customers unparalleled cashback rewards that transform them into financial aficionados. Through our Round-Up service, we turn everyday pocket change into remarkable financial gains that delight both the heart and the wallet. Partner with PokitPal – Your Trusted Business Pal and help make financial magic for an exceptional customer experience.

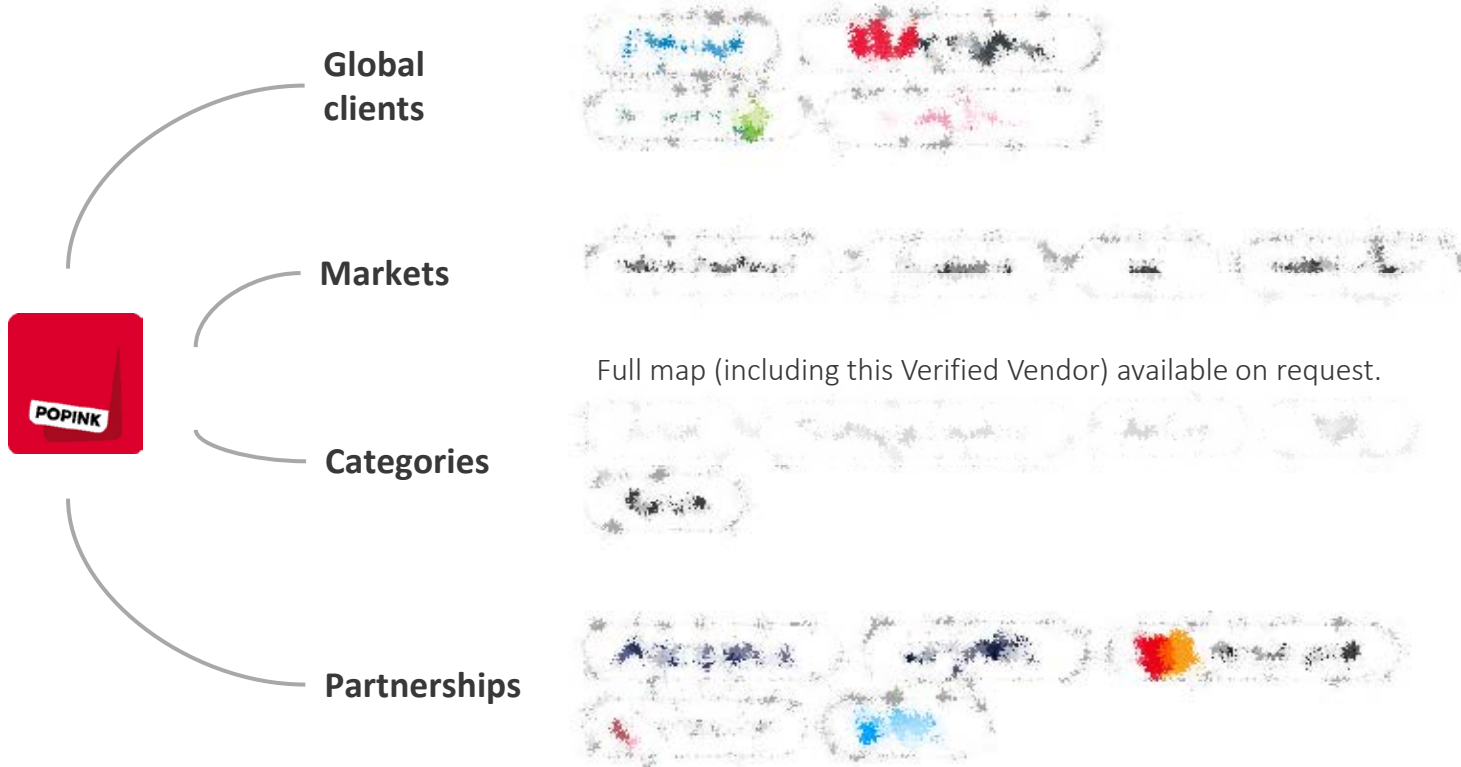
Contact

www.pokitpal.com



Gary Cobain
Chief Executive Officer
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Popink



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

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Ed Traverso
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4

Rewards Extension

Emerging and differentiating rewards and experience capabilities.

Smaller, niche specialist offerings.

Pointspay

•pointspay

Global clients



Markets



Full map (including this Verified Vendor) available on request.

Categories



Group Companies



Security credentials



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

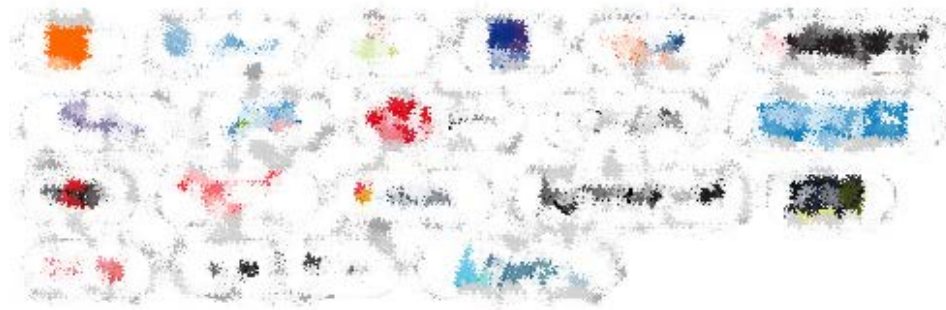


Martin Smaerup
Head of Sales
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Stampix



Global clients



Markets



Full map (including this Verified Vendor) available on request.

Categories



Partnerships



Security credentials



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.

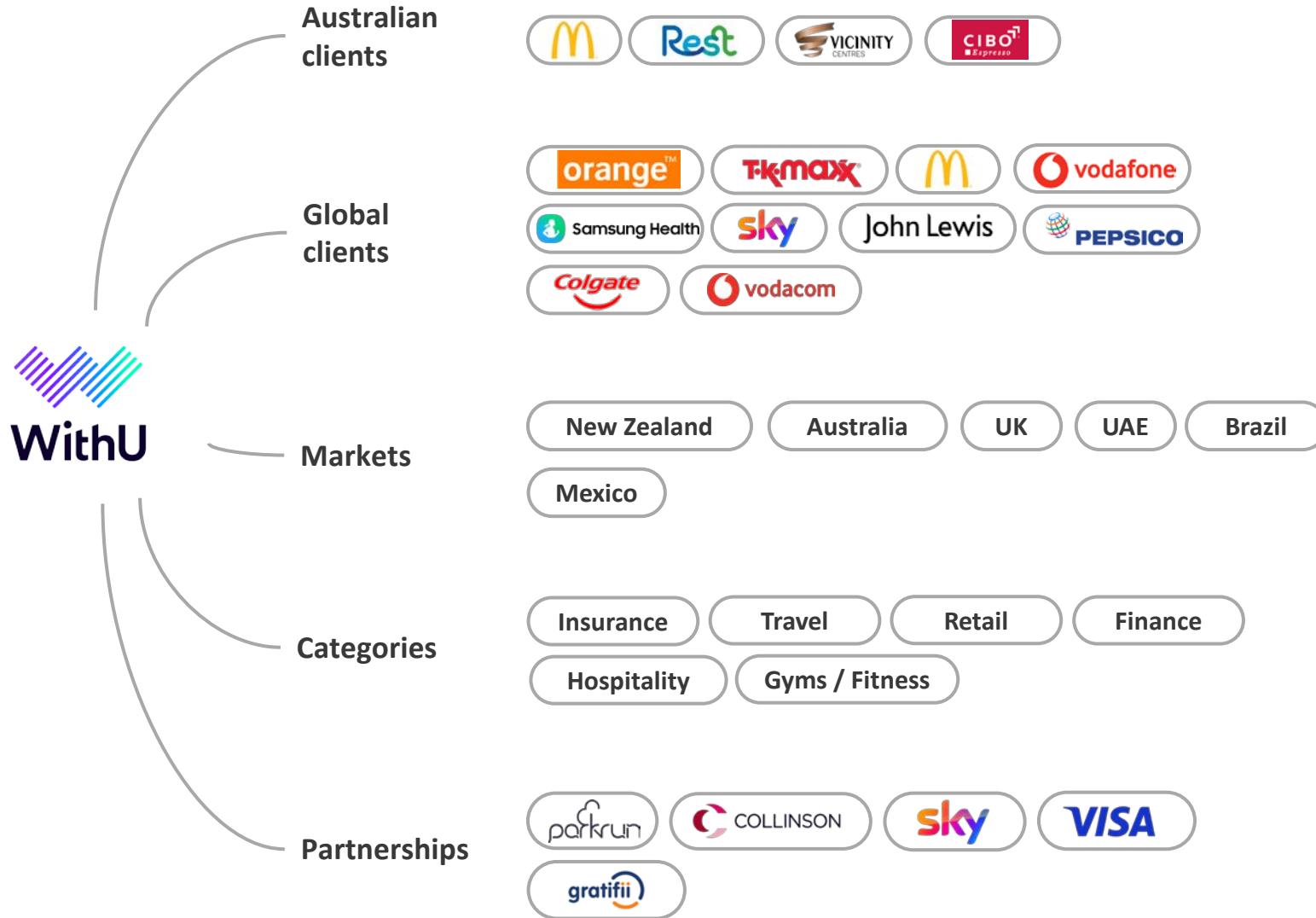
Contact

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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 members' ability or set up, our app makes working out accessible anywhere, anytime.

Contact

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Get in touch

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

Loyalty Central

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Ellipsis & Company

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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 New Zealand 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 omissions 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 image care of Brian McGowan brianmcgowan.carrd.co