



# Press release



## Qualifio Loyalty delivers loyalty programs based on interactions and engagement

January, 2022: [Qualifio](#), the innovative Belgian technology scale-up, has today announced further details about features to its second product, [Qualifio Loyalty](#). Fully integrated and complementary with its data collection platform, Qualifio Engage, Qualifio Loyalty allows brands to create interactive rewards-based loyalty programs for their whole community, both their existing customers and their prospects, through omnichannel engagement, promoting a long-lasting relationship that translates into an engaged audience.

Launched in December 2021, Qualifio Loyalty has been in development for the last year, with a dedicated team being hired to build the platform and following conversations with some of the biggest brands and media companies in their portfolio. It allows seamless interaction from customers anytime, anywhere, from multiple touchpoints. Based on a simple Earn, Burn, Reward, Level Up mechanism, the platform uses the four key elements to drive loyalty and keep audiences returning. These four elements shine a light on all interactions between a customer and a brand.



Brands can easily define how their members will be rewarded with points, by creating their own earning rules, including all interactions with a brand, not just purchases. This engagement can be tracked through the Qualifio Loyalty platform and includes engagement with unique brand events such as games or quizzes; newsletter subscriptions; account creation, native app downloads, content and video consumption, and social media activity. The brands can then define their burning rules - the number of points needed to redeem an award. Additionally, they can set criteria to limit the availability of a given reward in time, as well as build a list of rewards that can be burned with the points collected. This then allows members to 'Level Up' within their account.

Thanks to an easy-to-use drag and drop editor feature, the platform is completely customisable for each brand. The Loyalty platform's intuitive member portal editor allows brands to align their program's interface to remain in line with their visual identity. Able to fully integrate with a brand's current marketing tools thanks to the use of APIs, Qualifio Loyalty leverages already integrated data stacks to segment and reward engaged consumers, enabling existing solutions to utilise the information and begin further activation.

This news follows the successful engagement Qualifio saw in December 2021, with over 24 million people participating in the campaigns created on the Qualifio Engage platform by their over 300 customers, 50% more in comparison to December 2019. This strong rise in consumer engagement demonstrates a clear need from customers who are open to loyalty programs, further enforced through recent research where [87%](#) of customers stated as such. Due to the increasing importance of data collection and engagement, Qualifio loyalty enables reward recurrence and further focus on data collection strategies.

Quentin Paquot, CEO of Qualifio, said: *"Over the last year, we have taken on board feedback from the major brands and media companies we work with, and recognised a strong industry demand for brands to be able to seamlessly reward customer interactions. Our loyalty platform provides the tools for brands to design, create and define their own loyalty programs without the complexity of technical integration and coding. Loyalty isn't just a purchase relationship and it's important for brands to recognise that."*

For customers, the Qualifio Loyalty platform facilitates a better brand experience that promotes a long lasting relationship. They can be rewarded by their favourite brands in a variety of ways for a wide range of interactions across multiple channels.

The platform is now available for brands to use with a pricing model based on the number of members per loyalty program and on the number of loyalty programs created.



## About Qualifio

[Qualifio](#) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing, and loyalty. Qualifio Engage users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. With Qualifio Loyalty, brands can set up exciting loyalty programs that reward their audience for all types of interactions they have with the brand. The Qualifio platforms enable B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium.

Their customers include: Nestlé, L'Oréal, Unilever, Decathlon, MediaMarkt, Carrefour, PSG, Purina, Dixons Carphone, Daily Mail Group, DPG Media Services, D'leteren and Ahold Delhaize.

To find out more, visit <https://qualifio.com>

For more information, please contact **Felicity Still** on **+32 492/68.85.76** or by email to [felicity.still@qualifio.com](mailto:felicity.still@qualifio.com).