



Press Release



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Qualifio, the leading SaaS for engagement and data collection, revamps loyalty with the launch of their new platform: [Qualifio Loyalty](#)

6th December, 2021: [Qualifio](#), the innovative Belgian technology scale-up, has today announced that it has launched its second product, Qualifio Loyalty. Fully integrated with its data collection platform, [Qualifio Engage](#), Qualifio Loyalty allows brands to create a rewards based loyalty system for their audience. Importantly, Qualifio Loyalty also enables brands and media to segment customers by level, based on their interactions with a brand, promoting a long-lasting relationship that translates to engaged prospects and customers.



According to research, [87%](#) of customers want to have loyalty programs, but, loyalty today is no longer what it used to be. While sales and transactions are important, modern brands must also develop loyalty through brand engagement and content consumption- building bonds with consumers even before they have become a purchasing customer.

Taking on board feedback from the major brands and media companies they work with, Qualifio recognised a strong industry demand for brands to be able to seamlessly reward customer interactions. Qualifio Loyalty provides the tools for brands to design, create and define their own loyalty programs without the complexity of technical integration and coding.

Completely customisable, 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, Qualifio Loyalty leverages already integrated data stacks to segment and reward engaged consumers, enabling existing solutions to utilise the information and begin further activation.

Where traditional loyalty programs reward existing customers, Qualifio Loyalty enables brands to reward consumers that are not yet linked to a purchase for simply engaging with them. This allows the brand to grow the individual's engagement, better understand and segment the consumer and convert them into a long-term purchasing customer.

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.

Quentin Paquot, CEO of Qualifio, said: "Retaining customers is vital for the long term sustainability and business success of any company. However, loyalty isn't just a purchase relationship and it's important for brands to recognise that. Our Loyalty platform allows brands to better engage with their audience and create a strong, trusting relationship that isn't exclusively reliant on transactions."

Based on a simple Earn, Burn, Be Rewarded mechanism, the platform uses three key elements to drive loyalty and keep their audiences returning:

Earning Rules: Brands can define how their members will be rewarded with points by setting up their own earning rules, including all interactions with a brand, not just purchases.

Burning Rules: Brands then define their burning rules - the number of points needed to redeem an award. They can also set criteria to limit the availability of a given reward in time.

Rewards: Brands can set up a list of rewards that can be burned with the points collected.



“With the ability to integrate the Loyalty platform with Qualifio’s data collection platform, brands can provide interactive content that attracts new customers,” continues Paquot. “With Qualifio Engage, brands can build the interactions that they have with their audiences, and with Qualifio Loyalty, they can now reward them for these interactions.”

About Qualifio

Qualifio is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing, and loyalty. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables 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’Ieteren and Ahold Delhaize.

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

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