

	Free Listings	Associate Traders	Active Traders
Suitable for:		Places of interest, businesses without a sales counter/premises, national chain shops	Independent retailers and paying tourist sites
Cost:	£0	£15 per month	£35 per month
Features & Benefits			
In web directory	yes	yes	yes
On web map	yes	yes	yes
On the app map with info	yes	yes	yes
Offer on app	no	no	yes
Advertisement on the fortnightly mailer	no	yes	yes
Advertise info when app customer is close	no	Yes – geo only	Yes
Anonymous Reporting on visits	no	yes	yes
Advertise on generic cards	no	yes	yes
record site visits	no	Yes (app) if customer clicks on a QR code poster within the premises	Yes (app) if customer clicks on a QR code poster within the premises Yes (card) via software
record visits with offer redemptions			Automatic (app) – Manual (card) – CD - QR code
Visits - Customer data reports			yes
Your offer to the top of app offers list when nearest			yes
We market to your spender set			1p per email 1p per push 4p per text
Record purchase amounts and allocate points			Via software
Instant buzz vouchers			Yes (card & app)
Record visits which include a purchase			Via software (card & app)

Global messaging to all sites for carduser			yes
Purchases - customer data			yes
customer can rate purchase (snapshot)		Yes	Yes
Auto and optional Charity point donations		Visit points	Visit or purchase points
Pay-it-Forward scheme	no	no	Yes (cost ?)
Proximity Alerts	no	(work in Progress)	(Work in progress)
Tablet only Benefits (£15 extra p/m)			
Advertise offers at the counter/in store		yes	yes
Allow card customer to check their balance using contactless tech		yes	yes
Record card site visits when no purchase		yes	yes
Customer anonymous surveys		yes	Yes (Survey creation POA)
Read via QR & Record purchases with points allocated			yes
Your own card design/sub-scheme			Yes (costs POA)