



Your Registration Form. A great way to get valuable customer info

When is the best time to get personal details about your customers? When they first sign up for your club! Your registration form is the gift that keeps on giving, because you can keep going back to its valuable info—from age and gender to location and preferences—to send out targeted promotions. So make sure to include the fields that your business needs to make your loyalty program a success.



TRIGGER PERSONALIZED REWARDS BASED ON THE REGISTRATION FORM

It's easy to set up specific automations based on the answers to specific fields in your registration form. For example, you can send a special offer to vegetarians on “meatless Monday” based on their choice of “vegetarian” in the registration form. And here's a tip for running competitions between your employees or locations—just include a field that identifies each employee by name or location.



SET YOUR “JOIN” BUTTON TO PROMOTE WHAT YOU WANT

When customers fill out the registration form and tap “Join,” take them where YOU want them to go. How about straight to their free ice cream joining gift, so they can redeem and enjoy it right away? Or if you're running a special promotion in your app, take the new member directly there. And here's a tip that's proven itself: Open a “How Does It Work?” page that explains all about your app and loyalty club.



USE JOINING CODES TO GET THE MOST OUT OF SIGN-UPS

The beauty of joining codes is that right at registration, you can both categorize and tag members for future targeting—and trigger a joining automation with a relevant series of actions such as a welcome message, joining gift, punch card, and special offer. For example, you could set codes for families or teens, your own employees, or venues near your locations such as malls, schools, and workplaces.