



ThankQ  
Rewards Store



## **IQ Gecko Profile.**

An IT-based company founded in 2001, IQ Gecko specialises in creating and administering fully branded engagement platforms for organisations looking to add further value to their members, customers and employees.

Our dynamic and interactive platforms are designed to deliver tangible measures for organisations to gauge retention, acquisition and growth.

These tailored and fully branded platforms are delivered as customised programs designed to influence consumer loyalty through maximum engagement and promotional mechanics, where members are incentivised to continue their ongoing loyalty to an organisation.

Just some of the local Australian and New Zealand StickyFeet platform successes include:

- ✓ **A bespoke loyalty platform designed specifically for Gloria Jean's Coffees.**
- ✓ **Initiating loyalty for Suncorp Bank on their EFTPOS terminal.**
- ✓ **Building the Toys"R"Us Australia VIP Club up from zero to hero.**
- ✓ **Harley-Davidson Motorcycles loyalty refresh solution including POS interfacing and custom iPhone App.**
- ✓ **An interfaced POS solution for the University of Wollongong.**
- ✓ **Designed, built and support both the loyalty and automated digital signage solution for all 165 Best Western Hotels Australasia locations (Australia, New Zealand and Fiji).**

The incredible take-up of the global StickyFeet platform (in over 65 Countries) is because of both the ease of use and the extended marketing features such as our eGiftCard, SaleGrabber, Digital Signage, IQ Genius and WebPortal solutions combined with our innovated SmartPhone Apps.



### **GIFT / LOYALTY CARD**

Digital and Physical Gift/ Loyalty card platform delivers a full loyalty experience to your organisation.



### **POS INTEGRATION**

SaleGrabber POS interface allows for a simple connection with existing Windows-based POS software without needing to purchase expensive hardware.



### **CUSTOMER ENGAGEMENT**

Our automated customer engagement platform gives organisations inside knowledge of customer behaviour along with triggered campaigns that offer marketing with relevance.



### **REPORTS / ADMIN**

The Administration portal provides in-depth data reports while our IQ Genius report engine also offers automated reporting + analytics along with data syncing which enables best-of-breed engagement.



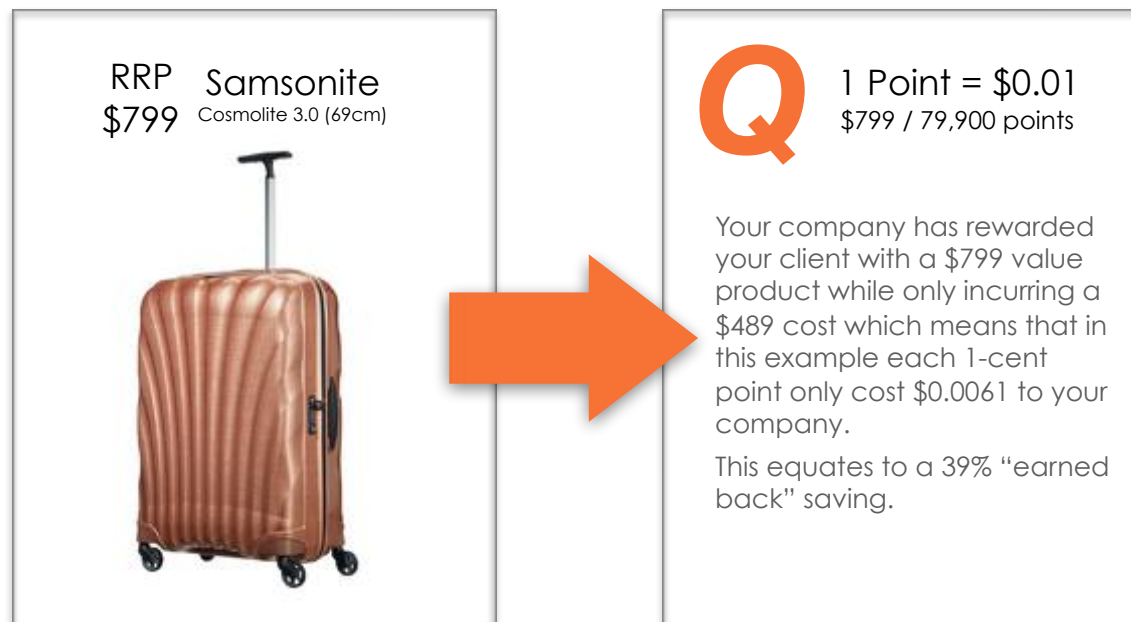
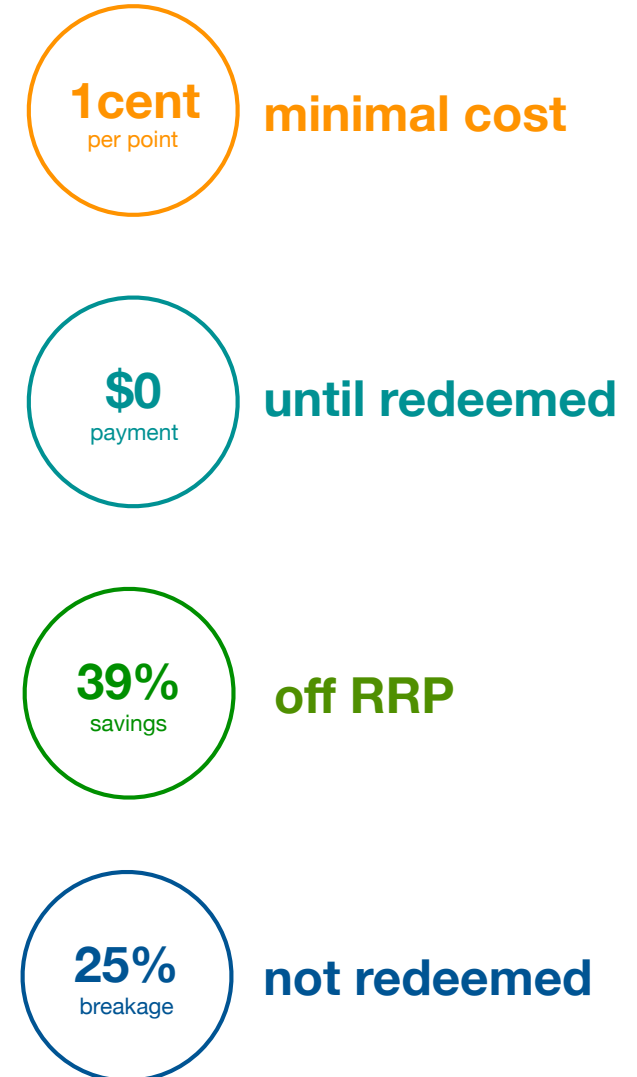
# ThankQ Points *the merchants view.*

Although your “Thank Q” Rewards Store points can be set at a one cent (\$0.01) value, the costs can be as little as 60% of this.

The Rewards Store gives your clients very generous points redemption value while saving your company money. In fact, the cost incurred by your company for each \$100 worth of points given may be as little as only \$60.

Because the points are securely held in-house your company will not have any costs for giving points. Only when the points are redeemed for goods will there be any cost incurred. And even when the points are redeemed the purchase costs are discounted to your company.

According to Loyalty 360, *“Breakage in the retail loyalty programs hover around 25%”*. Even if the breakage amount is half of that (12.5%), this means that a large portion points given by your company will never have to be paid for.

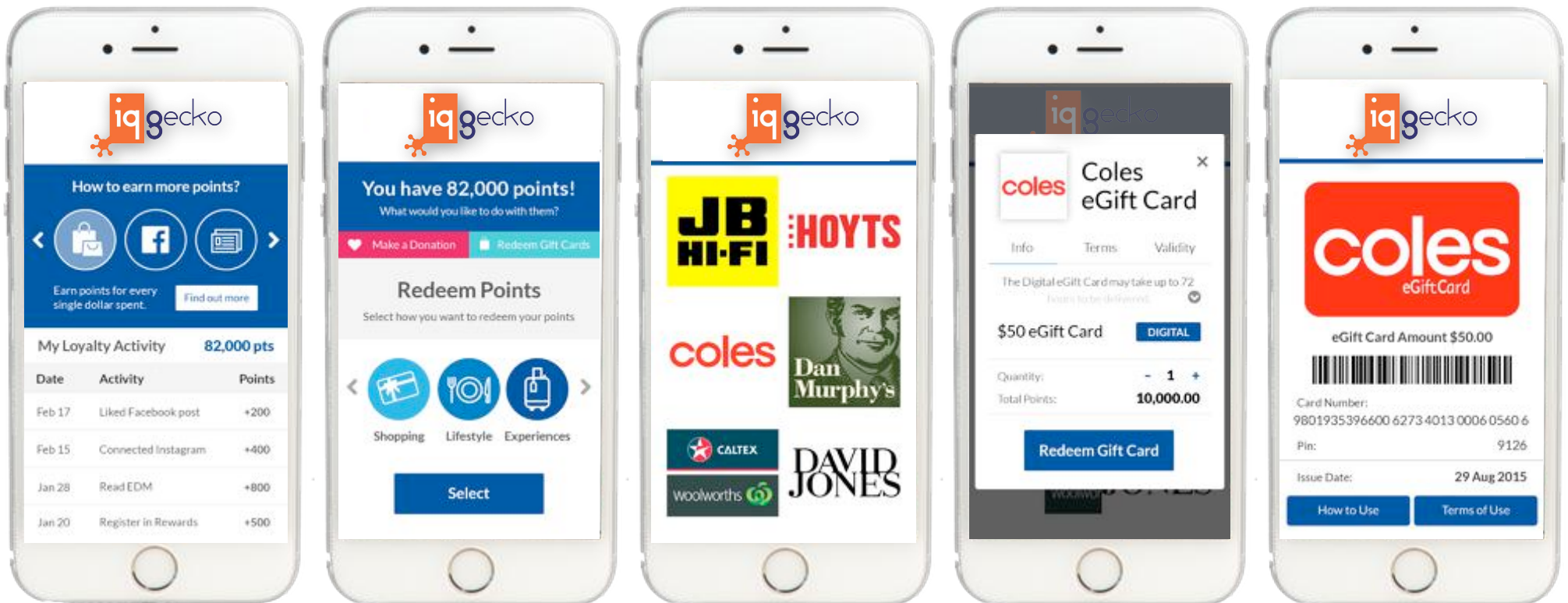




# Consumer Purchase Workflow.

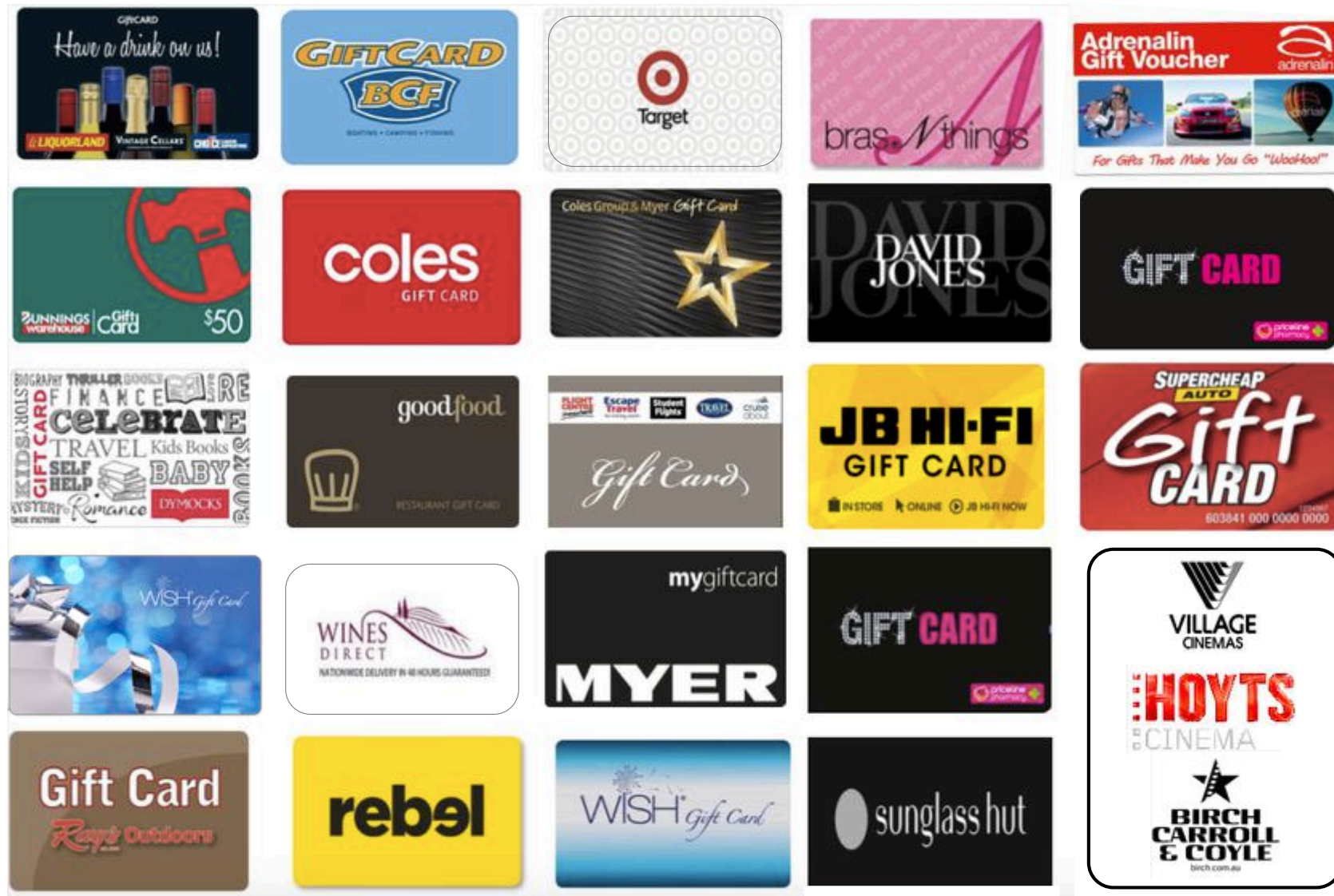
Whether on a computer, a tablet, smartPhone or any portable device, it's only a few simple steps for your customer to gain ongoing rewards.

The 3rd-party products are made available to your customers while the customer "*thanks*" along with the Rewards Store discounts and savings go to your company.





# eGiftcard + Plastic Giftcard Merchants.



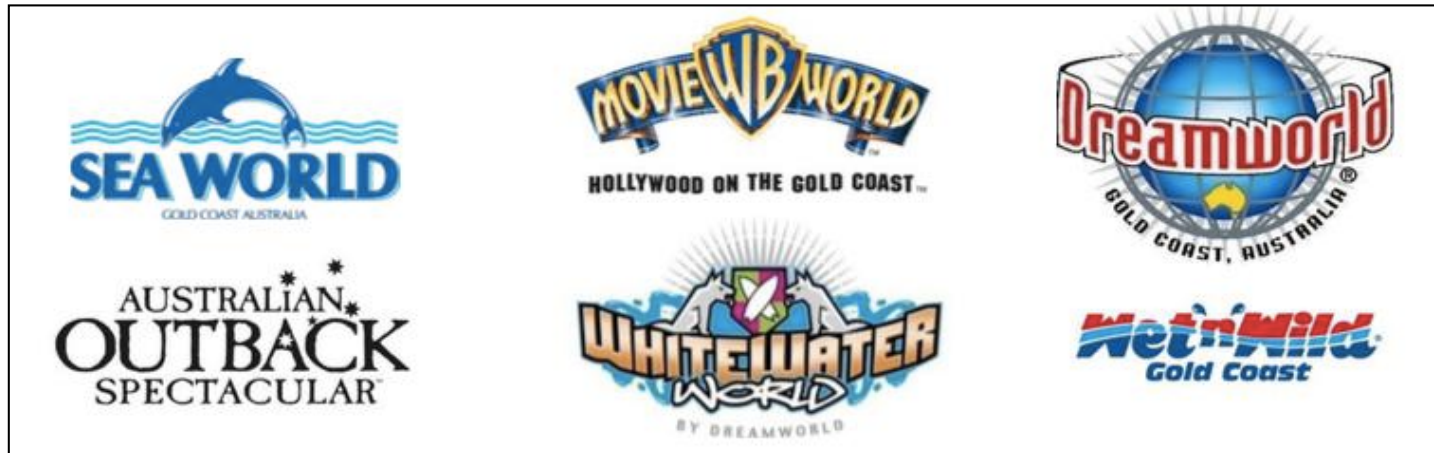
# Giftcard + Retail Brands.



The above is only a small selection of the hundreds of discounted GiftCard and Retail brands available.

# Activity Rewards.

7.5%  
average monetised  
earned back  
savings



7.5%  
average monetised  
earned back  
savings



The above percentage amounts are listed as an average “monetised” amount because the discount amounts vary from brand to brand.



# Consumer Electronics Rewards.

9%  
average monetised  
earned back  
savings





# Luggage + Sports + Homeware Rewards.

30%  
average monetised  
earned back  
savings



30%  
average monetised  
earned back  
savings



30%  
average monetised  
earned back  
savings



The above percentage amounts are listed as an average "monetised" amount because the discount amounts vary from brand to brand.



# Earned Back Savings.

The selection of rewards available means that there is something for every loyalty customer.

Your company “earns back” points given because it only pays the reduced rate for the goods when the points are redeemed via the Rewards Store.

7.5%

average monetised  
“earned back”  
savings

## Activity Rewards

Based on an average of only 25 x \$99 Activity Rewards sold each month, your company is set to earn back an average of **\$185** per month.

9%

average monetised  
“earned back”  
savings

## Consumer Electronics

Based on an average of only 25 x \$500 Consumer Electronics sold each month, your company is set to earn back an average of **\$1,125** per month.

30%

average monetised  
“earned back”  
savings

## Luggage, Sports & Homewares

Based on an average of only 25 x \$850 Samsonite Luggage sold each month, your company is set to earn back an average of **\$6,375** per month.

totals

\$7.6+K

average monetised  
“earned back”  
savings

## Earned Back Savings

Based on the above conservative uptake estimate of goods purchased each month, your company is set to earn back an average of **\$7,685** per month.

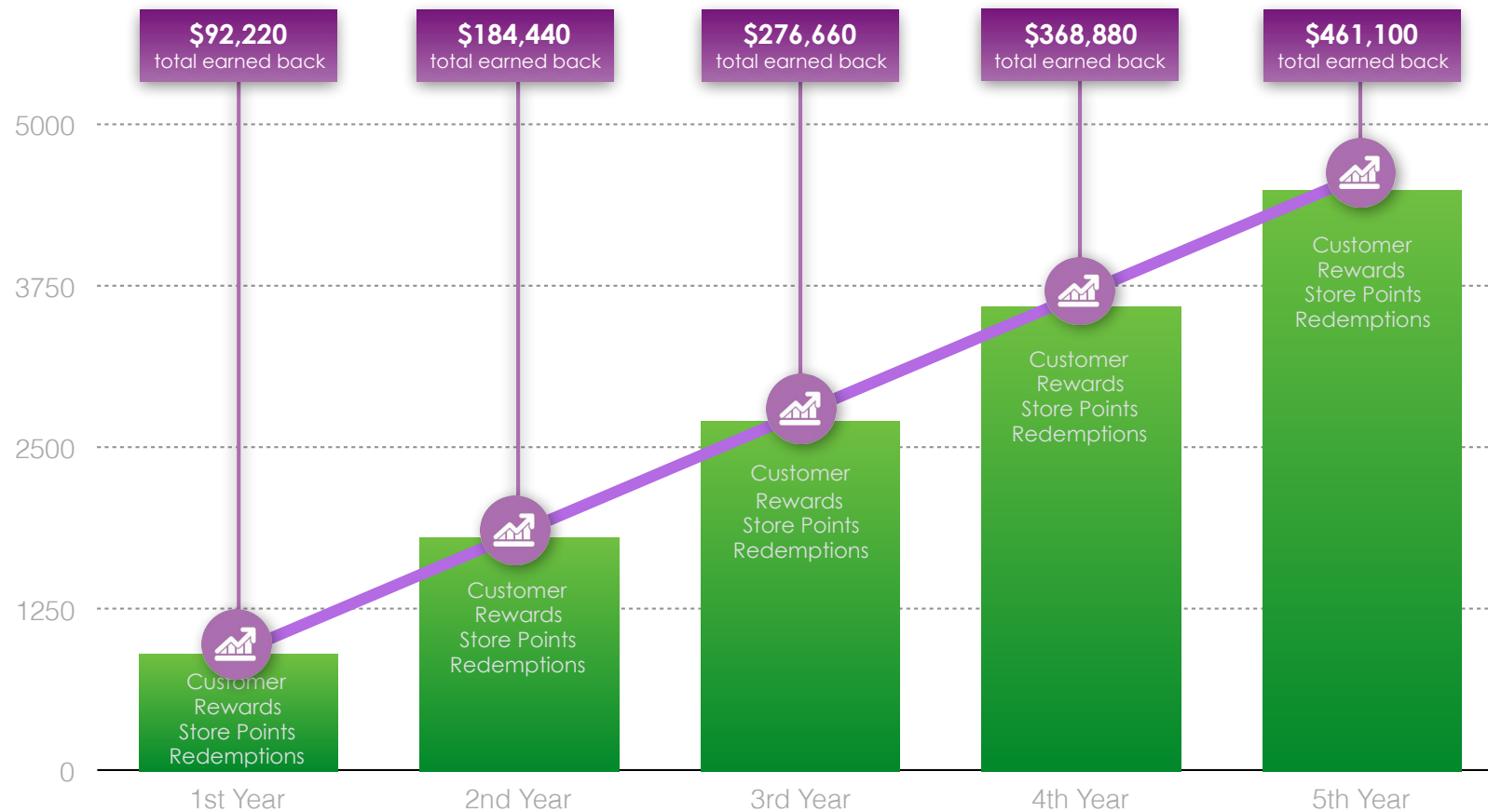
This adds up to earned back savings of **\$92+ thousand dollars** per year which equals over **\$460+ thousand dollars** in earned back savings over a five year period.



# Earned Back Savings.

With the Rewards Store your customer redeems their points for brand-name products and services with perceived high Recommended Retail Price values while your company is invoiced for the goods at discounted costs.

So while your company increases its customer good-will, the Rewards Store continues to build your earned back savings while also rapidly decreasing customer points liabilities.





# Reporting + Exporting.

Included with the StickyFeet Platform are the fantastic Reporting Facilities.

Who buys the most? Who has not been back in a while? How many have just joined?

Run a report to better gauge your demographic so as to increase the overall average spend and frequency.

Differently filtered reports can be generated to give a variety of audited Customer outcomes.

All reports can be exported to MS Excel files so you can use the data for your various Marketing campaigns (Email, SMS, Newsletter, etc).



Location A  
Location B



Location C  
Location D

All Customers Between: 2010-01-01 and 2013-02-01  
Campaigns Included: BLN Rewards

**Run any "Marketing" Report** → Export to Excel, Export to Mailchimp, Export to SMS

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Name	Account #	Phone Number	Email Address	Contact Name
4th Construction	0430228304	0430228304	info@4thconstruction.com	John Hepp
A Jones (Caroline Co. LLC)	0430044700	0430044700	caroline@ajonesllc.com	Caroline Jones
APCO John Watson	0430011866	0430011866	john@apco.com	John Watson
Advanced Builders	0430173900	0430173900	info@advancedbuilders.com	John Adams
Adrian Inc of Charleston	0430173900	0430173900	adrian@adrianinc.com	Adrian Adams
Admirals	0430173900	0430173900	admirals@admirals.com	Admirals Adams
Al About Garage Shop	0430242004	0430242004	al@aboutgarageshop.com	Robert Smith
Amesbury Woodcraft	0430173900	0430173900	amesbury@woodcraft.com	Robert Smith
Andy Pines Construction Inc	0430173900	0430173900	andy@andypines.com	Andy Pines
Andy Pines	0430173900	0430173900	andy@andypines.com	Andy Pines
Archie Construction	0430344201	0430344201	archie@archieconstruction.com	Archie Adams
Archie Home Builders	0430344201	0430344201	archie@archiehomebuilders.com	Archie Adams
Art Brown Construction and Management	0430344201	0430344201	art@artbrownconstruction.com	Art Adams
Artistic Design & Construction, Inc	0430344201	0430344201	artistic@artisticdesign.com	Art Adams
At Your Service	0430344201	0430344201	atyourservice@atyourservice.com	At Adams
Atlanta Builders Inc	0430344201	0430344201	atlantabuilders@atlantabuilders.com	Atlanta Adams
Atlanta Home, LLC	0430344201	0430344201	atlantahome@atlantahome.com	Atlanta Adams
BBB Custom Builders, LLC	0430344201	0430344201	bbb@bbbcustombuilders.com	BBB Adams
B.E. Williams Construction	0430344201	0430344201	bewilliams@bewilliams.com	B.E. Adams

Run a report and export the results to MS Excel for simple upload into your preferred marketing service.

Marketing to your StickyFeet client loyalty-base is as simple as 1, 2, 3.



REPORT



EXPORT



SEND

Email All of your loyalty customers or using the StickyFeet reports you can also segment by:

- \* date range
- \* purchase frequency
- \* birth dates
- \* and more





- 1 LEVERAGING THE LATEST TECHNOLOGIES SUCH AS GEOFENCING AND PREDICTIVE ANALYTICS.
- 2 AUTOMATED REPORTING AND CAMPAIGNS.
- 3 DRAG + DROP DIGITAL SIGNAGE SOLUTION.
- 4 EXPANDING LARGE LOYALTY SOLUTIONS OUT SO AS TO OFFER A “LOVE-LOCAL” SOLUTION.



**MILLIONS\* OF LOYAL CUSTOMERS**  
(OK! MAYBE NOT MILLIONS, BUT LOTS AND LOTS)

2 5 9 9 9 9 9 9 8 7 6 5 4 3 2 1



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<http://bit.ly/1Q6u0Yg>



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<https://www.linkedin.com/company/iq-gecko>