



ONE PLATFORM Unlimited Programmes



2026

GoLoyalty is a channel-driven loyalty platform that enables Channel Partners to onboard and grow multiple independent retail loyalty programs through a single integration.



Website
www.goloyalty.loyaltyplus.aero

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Who Is This For?

Ideal GoLoyalty Channel Partners:



- POS, ERP, and retail software resellers
- System integrators and consultants
- Sales agents serving SMB and mid-market retailers
- Businesses seeking loyalty as a value-added service without platform risk



Create Recurring Revenue



Faster Deal Closures



Improves Client Retention



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Page 01

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The Agent Value Proposition

Sell Loyalty. Don't Run It.

As a GoLoyalty Agent, you:

- Sell under the official GoLoyalty brand
- Onboard stores quickly through one integration
- Focus on sales and relationships, not operations
- Carry no platform, billing, or financial liability



Customer Service Excellence



Quick onboarding through one integration



No platform, billing or financial liability



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Page 02



A Purpose-built Solution

Retailers consistently say:

- "Loyalty blocks deals"
- "Enterprise platforms are too expensive"
- "Discount-only loyalty hurts margins"
- "Staff struggle to manage loyalty in-store"
- "We need visibility into customer behaviour"



GoLoyalty Solves this by:

- Providing market-priced, SMB-ready loyalty
- Automating enrolment, points, rewards, and redemptions
- Enabling points, promotions, campaigns, and rewards — not just discounts
- Delivering centralised customer and transaction insights



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Platform Capabilities

Every GoLoyalty Deployment Includes:



-  Member Portal & Mobile App
-  Rewards, Points, Promotions, and Campaigns
-  Unified Reporting and Engagement Tools
-  Scalable Architecture from one store to thousands
-  Standardised features and flows for fast onboarding

All delivered through a single platform, single integration



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Page 04



Built for Simplicity and Success

Partner Success

- New recurring revenue stream
- Increased stickiness with existing clients
- Faster deal closures
- Clear differentiation from competitors
- No heavy infrastructure investment
- No operational or billing overhead



Simple Commercial Model

How it works:

- LoyaltyPlus invoices the store directly
- The Agent carries no billing or financial liability
- Agent is paid once the Store settles invoices

Preferential economics include:

- 15% licence discount
- 10% gross profit rebate on consumables (SMS, Email, Push)



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GoLoyalty

How to Sell GoLoyalty

Successful Partners Position GoLoyalty as:



- A loyalty add-on, not a complex platform
- Fast, simple, and scalable
- A way to unlock recurring income without risk

Recommended Sales Flow:

- 1 Position GoLoyalty as a channel enablement tool
- 2 Emphasise speed, simplicity, and margin opportunity
- 3 Demo the member experience
- 4 Close on predictable recurring revenue



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Page 06



Common Objectives

■ Answered

“We want our own branding.”

Option available once scale justifies platform ownership

“Margins seem lower than owning a platform.”

Zero risk, zero overhead, predictable recurring income

“We don’t want support headaches”

Platform operations and billing are handled centrally

Why GoLoyalty vs Traditional Loyalty Platforms

GoLoyalty

- Channel-first
- SMB affordable
- Independent store programmes
- Fast onboarding

Traditional Platforms

- Direct-to-merchant
- Enterprise pricing
- Shared liability
- Long implementations



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Thank You

Stay Connected



“GoLoyalty turns loyalty from a cost centre into a scalable channel revenue product.”



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