

HOW TO GROW REVENUE WITH A CAMPUS LOYALTY PROGRAM

The Transact Mobile Ordering Marketing Module allows students to earn points for **making purchases and accessing services**. These points can be the basis for loyalty program, which can be used to **influence student buying behavior—and grow revenue**.

Why loyalty programs work

Loyalty programs help boost student engagement through a gamification-style with multiple ways to earn points.

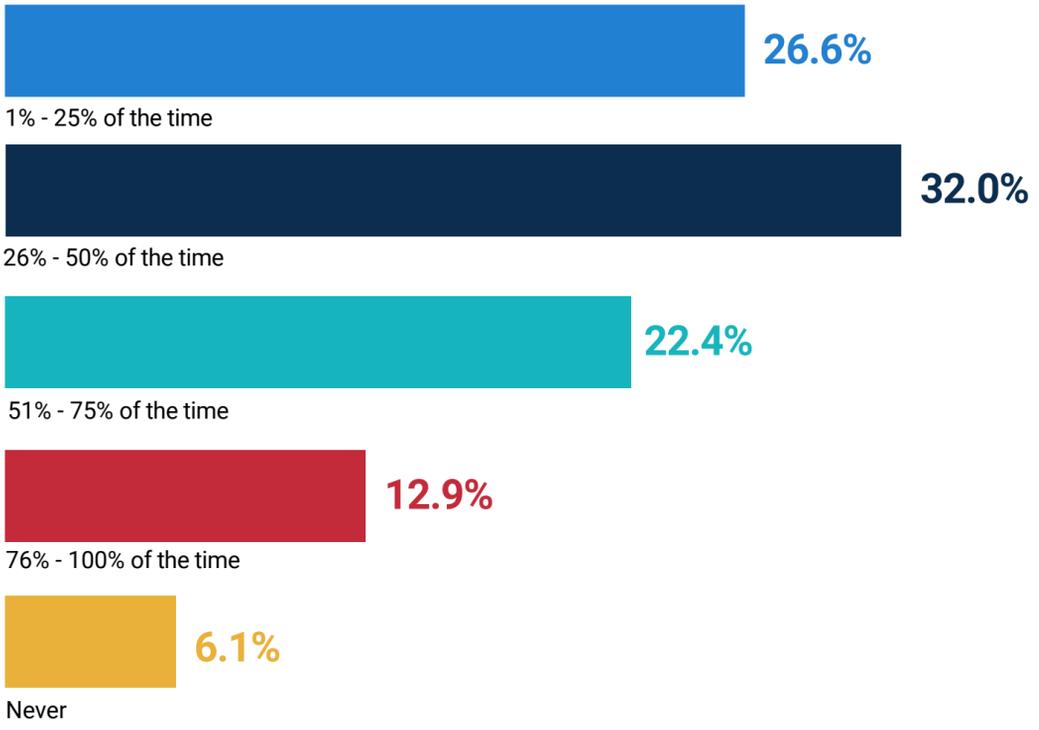


The power of points

Studies show people buy things just to earn points or partake in the game offered by the loyalty program.



How often consumers make purchases to earn loyalty rewards or points²:



When it comes to redeeming reward points, students prefer:



5 reasons to ditch your paper punch card and go digital

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A final tip: Don't forget to upsell

Increase revenue by suggesting an item the user can add right from the cart. Or, present a relevant item on the checkout screen based on what's in their cart, the time of day, the user segment and more!



Learn more about Transact Mobile Ordering Marketing Module and start your campus loyalty program today by going to TransactCampus.com

1. 2017 Loyalty Barometer Report: What Consumers Think of Loyalty & Reward Programs
<https://www.globenews-wire.com/news-release/2017/12/18/1263422/0/en>HelloWorld-New-Loyalty-Report-Reveals-75-of-Consumers-Want-To-Be-Rewarded-Beyond-Purchase.html>

2. 2019 Global Shopper Trends Report
<https://ivend.com/blog/retail-news-customer-loyalty-card-usage-up-12-worldwide/>

3. The Loyalty Report '19
<https://blog.accessdevelopment.com/millennials-loyalty-statistics>

2016 Pew Research Center Mobile Fact Sheet
<https://passkit.com/blog/why-you-need-to-ditch-your-paper-punch-card-in-2021/>