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BOND LAUNCHES SYNAPZESHOP, A CPG MOBILE LOYALTY APP TO DRIVE CONSUMER ENGAGEMENT AND BUILD SHARE OF BASKET

New solution integrates offers and loyalty initiatives to drive engagement, build deeper relationships and collect valuable shopper purchase data.

NEW YORK and TORONTO, Feb. 11, 2015 /CNW/ - Bond Brand Loyalty, North America's leading brand loyalty agency, today announced the launch of [SynapzeSHOP](#), a new consumer mobile loyalty solution for CPG brands.

With [SynapzeSHOP](#), brands can offer consumers a convenient, personalized, branded mobile loyalty and rewards experience. [SynapzeSHOP](#) integrates a complete set of class-leading loyalty features with in-the-moment, location-based offers and messaging. Through this customizable, branded app, consumers can shop, scan receipts and earn valuable rewards such as points, cash, gift cards and other forms of recognition for purchase and non-purchase activities.

"With mobile usage and adoption at record levels, the game has changed when it comes to building share of basket and brand loyalty," said Bob Macdonald, President and CEO of Bond Brand Loyalty. "In the highly competitive CPG marketplace, this solution opens up new growth opportunities for brands that need to differentiate, more tightly connect with empowered consumers and quickly embrace digital transformation."

[SynapzeSHOP](#) was developed to deliver a number of benefits to CPG brands, including:

Collect Powerful Data – Brands have direct access to and own purchase, payment, competitive and store-level data to optimize promotional strategies and deepen consumer relationships.

Build Loyalty – A white-label solution allows you to create direct-to-consumer engagement, offers and personalized content at home, on the go or in-store with geo-location and iBeacon technology.

Lead the Category – Drive trial, growth and build share-of-basket opportunities with valuable data to optimize shopper marketing campaigns and strengthen retailer relationships. Macdonald further added,

"We designed SynapzeSHOP to help brands quickly make the leap to mobile and provide them with a sophisticated set of features to attract consumers, drive engagement and influence them along the entire path to purchase. This is a step change for brands that are looking to collect powerful data and build promotions or programs on their own or with retailers to target consumer segments, influence behaviors and track results."

Macdonald added that back-end receipt scanning, processing and purchase validation technology is handled by Snipp Interactive, a leading provider of marketing promotion solutions.



[SynapzeSHOP](#) is built on Bond's powerful Synapze™ Loyalty Platform, which means CPG companies can build one-off brand-specific promotions, or complete and scalable full-featured master brand loyalty programs where multiple brands can participate, cross promote, engage and reward loyal consumers.

About Synapze Loyalty Platform [Synapze](#) is a scalable brand loyalty platform that allows you to engage all of your customers – those who are most deserving, most in need, or most at risk – with meaningful, real-time content. Designed to drive timely, ongoing and relevant engagement between brands and members, Synapze is a flexible platform that is best suited for enterprise as a new loyalty platform or as a replacement to an underperforming program.

About Bond Brand Loyalty Bond Brand Loyalty, a Maritz Company, is a leader in building brand loyalty for the world's most influential and valuable brands. We make the world more rewarding for customers, richer and more resilient for brands, and extremely profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that include loyalty strategy, customer experience, market research, insights and analytics, live brand experiences and proprietary loyalty technology platforms. Visit our [website](#), follow us on [Twitter](#) or contact us at 1-844-277-2663.

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