

EVERY LOYALTY DECISION JUST GOT SMARTER.

THE aiRA LOYALTY PLAYBOOK



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20 questions.
20 better decisions.

One intelligence
layer behind them.



THE aiRA LOYALTY PLAYBOOK

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HOW HEALTHY IS MY LOYALTY PROGRAM, REALLY?

LOYALTY THAT ANSWERS

BETTER QUESTIONS. BIGGER POSSIBILITIES



THE SITUATION

Program health is bigger than one KPI. Member activity can move in different directions.

WHAT aIRA POWERS

Brings member, transaction, enrolment, redemption and engagement signals together so you can see what is changing and investigate further.

WHAT BECOMES POSSIBLE

See what is working, what is changing and where to focus next.

THE aIRA LOYALTY PLAYBOOK



WHICH MEMBERS ARE ACTUALLY CREATING VALUE?

LOYALTY THAT ANSWERS



THE SITUATION

A member count tells you scale. It does not tell you which customers, cohorts or behaviors are creating the most value.

WHAT aiRA POWERS

Moves beyond member counts into customer profiles, purchase behavior and member context.

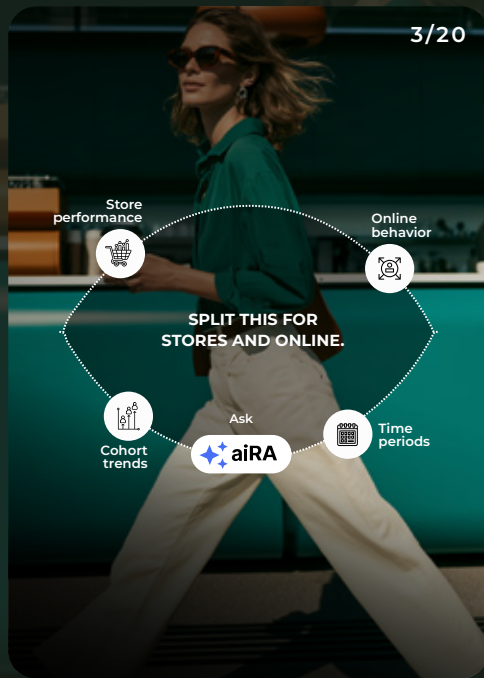
WHAT BECOMES POSSIBLE

See which members matter most and the behaviors that set them apart.



WHERE IS MEMBER BEHAVIOR CHANGING?

LOYALTY THAT ANSWERS



THE SITUATION

Topline performance can hide meaningful differences between stores, online behavior, customer cohorts and time periods.

WHAT aiRA POWERS

Lets you break the same question down by location, channel, cohort or period and continue the investigation conversationally.

WHAT BECOMES POSSIBLE

See where behavior is shifting. Know where to look next.



WHAT ARE CUSTOMERS BUYING TOGETHER?

LOYALTY THAT ANSWERS



THE SITUATION

Transactions contain patterns that can reveal more about customer needs, affinities and adjacent purchase behavior.

WHAT aiRA POWERS

Uses purchase analysis and customer context to surface relationships within the selected buyer group.

WHAT BECOMES POSSIBLE

Turn transaction patterns into richer customer understanding and more relevant opportunities.



WHICH MEMBERS ARE STARTING TO DISENGAGE?

LOYALTY THAT PREDICTS



THE SITUATION

A customer can begin changing behavior before a conventional lapsed-member rule catches it.

WHAT aiRA POWERS

Looks for emerging disengagement signals and the customer segments behind them, moving the conversation beyond backward-looking reporting.

WHAT BECOMES POSSIBLE

See who's starting to slip. Act while there's still time.



WHICH LOYALTY BEHAVIOR LOOKS SUSPICIOUS?

LOYALTY THAT PREDICTS



THE SITUATION

Points, coupons and rewards can become targets for abuse. The challenge is spotting unusual transaction and redemption patterns early.

WHAT aiRA POWERS

Analyzes transaction, redemption and behavior to identify unusual patterns and surface potential points and coupon abuse.

WHAT BECOMES POSSIBLE

Detect suspicious behavior earlier. Protect rewards, revenue and the economics of your loyalty program.



WHERE COULD THE NEXT REVENUE OPPORTUNITY BE HIDING?

LOYALTY THAT PREDICTS

BETTER QUESTIONS. BIGGER POSSIBILITIES



THE SITUATION

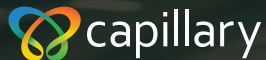
Standard reports answer known questions. Growth can depend on noticing an opportunity that was never built into a dashboard.

WHAT aiRA POWERS

Lets you interrogate your own data conversationally, follow anomalies and keep exploring without waiting for a new report.

WHAT BECOMES POSSIBLE

Surface opportunities outside standard reporting and decide what is worth exploring next.



WHO SHOULD WE PRIORITIZE?

LOYALTY THAT RECOMMENDS



THE SITUATION

An insight becomes more useful when the team can turn it into the customers who should be acted on.

WHAT aiRA POWERS

Moves from broad counts into more useful audience and segmentation views that can support the next decision.

WHAT BECOMES POSSIBLE

Turn a finding into a more precise audience for the next loyalty move.



WHAT SHOULD WE OFFER THEM?

LOYALTY THAT RECOMMENDS



THE SITUATION

The same offer for every member can turn loyalty into blanket discounting.

WHAT aiRA POWERS

Uses the objective and available customer context to support a more considered next action instead of defaulting to a generic offer.

WHAT BECOMES POSSIBLE

Choose a reward with clearer customer and commercial logic behind it.



WHEN SHOULD WE ACT?

LOYALTY THAT RECOMMENDS



THE SITUATION

Timing can change the quality of an engagement decision just as much as audience or offer.

WHAT aiRA POWERS

Brings timing into the recommendation rather than leaving it as a downstream campaign setting.

WHAT BECOMES POSSIBLE

Make timing part of the next-best move, not an afterthought.



WHAT SHOULD WE DO NEXT?

LOYALTY THAT RECOMMENDS



THE SITUATION

The value of intelligence is not only explaining the past. It is helping the marketer decide what should happen next.

WHAT aiRA POWERS

Uses brand context, KPIs and playbooks to support ranked next-best actions with expected impact.

WHAT BECOMES POSSIBLE

Move from answer to next-best action in the same session.



HOW DO WE TURN THIS DECISION INTO ACTION?

LOYALTY THAT LAUNCHES



THE SITUATION

Knowing what to do is only half the job. The next friction is translating the recommendation into something ready to run.

WHAT aiRA POWERS

Carries the flow from question and answer into a recommended play and campaign preparation in the same session.

WHAT BECOMES POSSIBLE

Move from decision to campaign without losing momentum in hand-offs.



HOW SHOULD THIS CAMPAIGN CHANGE BY MARKET?

LOYALTY THAT LAUNCHES

BETTER QUESTIONS. BIGGER POSSIBILITIES



THE SITUATION

A multi-market campaign can share one business objective without forcing every market into one identical execution.

WHAT aiRA POWERS

Uses brand and market context to prepare differentiated campaign elements before approval and execution.

WHAT BECOMES POSSIBLE

Keep one objective while preparing market-relevant audiences, messages and offers.



HOW DO WE GET THE CAMPAIGN LIVE FASTER?

LOYALTY THAT LAUNCHES



THE SITUATION

Campaign latency grows when analysis, audience, creative preparation and execution live in separate workflows.

WHAT aiRA POWERS

Brings campaign preparation and connected execution into one workflow, with approval retained before customer-facing action.

WHAT BECOMES POSSIBLE

Reduce the distance between a loyalty decision and customer-facing execution.



ARE WE GIVING AWAY MORE REWARD THAN WE NEED TO?

LOYALTY THAT OPTIMIZES



THE SITUATION

A higher response rate can still be a poor commercial result if the incentive is too expensive.

WHAT aiRA POWERS

Extends the decision beyond engagement into reward economics and the expected commercial impact of the action.

WHAT BECOMES POSSIBLE

Balance customer response with reward cost, ROI and margin.



IS STRONGER ENGAGEMENT CREATING STRONGER RETURN?

LOYALTY THAT OPTIMIZES

BETTER QUESTIONS. BIGGER POSSIBILITIES



THE SITUATION

Loyalty performance needs to be read commercially, not only through campaign activity metrics.

WHAT aiRA POWERS

Uses campaign results to help you understand the commercial quality of the intervention and what may need to change.

WHAT BECOMES POSSIBLE

See whether the campaign is improving return, not just activity.



WHERE SHOULD WE SPEND LESS?

LOYALTY THAT OPTIMIZES

BETTER QUESTIONS. BIGGER POSSIBILITIES



THE SITUATION

Optimization also means identifying weak activity and not carrying it forward by habit.

WHAT aiRA POWERS

Feeds results back into the decision loop so weak activity can be identified and reviewed for intervention.

WHAT BECOMES POSSIBLE

Find underperformance sooner and redirect effort away from what is not working.



WHAT SHOULD WE LEARN FROM LAST YEAR'S FESTIVE CAMPAIGNS?

LOYALTY THAT LEARNS



THE SITUATION

Every festive campaign should tell you what worked and what didn't, helping shape the next festive campaign.

WHAT aiRA POWERS

Analyzes past festive campaign performance, learnings, and opportunities that can inform this year's campaign strategy.

WHAT BECOMES POSSIBLE

Turn past learnings into a smarter campaign strategy designed to drive stronger customer response and ROI this year.



WHAT DIDN'T WORK AND WHY?

LOYALTY THAT LEARNS



THE SITUATION

Weak performance still has value if it changes the next decision.

WHAT aIRA POWERS

Feeds the result back into the next decision so the campaign can be adjusted rather than repeated unchanged.

WHAT BECOMES POSSIBLE

Turn a weak result into a useful input for the next campaign.



WHAT SHOULD THE NEXT CAMPAIGN LEARN FROM THIS ONE?

LOYALTY THAT LEARNS



THE SITUATION

The strongest loyalty system is not a sequence of disconnected campaigns. It is a continuous decision loop.

WHAT aiRA POWERS

Connects result, learning and next-best action so one campaign can inform the next decision.

WHAT BECOMES POSSIBLE

Make every campaign feed the next one: ask, decide, launch, learn and repeat.

20 Answers. Your question is next.

Every loyalty program has different customers, behaviors, objectives and opportunities.

That's why aiRA doesn't start with a fixed dashboard. It starts with what you need to know.

-  Ask a loyalty question.
-  Understand what's happening.
-  See what could happen next.
-  Find the next-best action.
-  Move it toward execution.
-  Learn from what happens.

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About this playbook

The examples, questions and scenarios in this playbook are intended to illustrate how aiRA can support loyalty teams across analysis, prediction, recommendation, campaign execution, optimization and learning.

Outputs and recommendations may vary based on the data, program configuration, business context and capabilities available to each organization. All customer-facing actions remain subject to appropriate review, approval and applicable organizational policies.

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