



AmeriCard  
Gold



# PRIVATE LABEL PARTNERSHIP OPPORTUNITY

The Total Loyalty Lifecycle Under Your Company's Brand Name

# Introduction



All retail businesses need and crave a loyalty marketing strategy, especially among today's discriminating consumers where business survival depends on customer loyalty. The emergence of social media, relevant communication and integration of multiple communication mediums has only complicated the loyalty space. Many larger companies who should know better are using outdated points based programs with no ability to even query their database or differentiate between selected customers with the ability to quantify ROI.

If our Fortune 500 companies are lost, imagine the millions of small business owners who feel overwhelmed knowing they must do something and yet have nowhere to turn for expert advice or proper product implementation.

We chronicle many of these issues on our research site, [www.wildboarstraining.com](http://www.wildboarstraining.com). For the select few firms who realize this void, and provide the marketing expertise and IT capabilities necessary to fill it, the world is their oyster. This is where YOU come into play with a very unique opportunity to represent proprietary technology inside a multi-billion dollar industry.



# The Value Prop



AmeriCardGold Stored Value Networks, LLC is a closed loop gift and loyalty card processor that owns and controls its own host platform end to end. We have studied and been a part of the loyalty industry for years and combined the best and brightest minds within IT and marketing inside the stored value industry to develop our solutions. We have already tested these proprietary technologies in several industries for many years and are now ready to expand with the proper partners.

Superior technology and impeccable timing is only half the picture however. Even more important is the know-how to provide expert consulting to your clients. Through our **Wild B.O.A.R.S.** (Bachelor of Arts in Rewards Science) training program you'll learn all the latest in design, implementation, and research to be the best consultant money can buy.

We will teach you how to start your own loyalty marketing consulting business backed by the best IT solutions in the industry. From social networking integration to email marketing, text messaging and more, you will be on the forefront of a moving target which will raise your value significantly. These additional fees are ON TOP of your monthly residuals and other commissions. Your services and expertise will grow over time making your services indispensable to your clients and the marketplace as a whole.

# Loyalty System Integration



AmeriCardGold operates under a 'Single Sign On' methodology. A Single Sign On means one login ID to access every loyalty module a business (owner or chain) needs in order to build and manage their customer database and run an effective loyalty program. Instead of business owners paying multiple vendors with numerous different contacts, login IDs, phone numbers etc. they will now enjoy the luxury of controlling everything from one account. Integration is the holy grail of loyalty. System features include:

Simple milestone or instant cash back rewards with flexibility options on percentages (no points).

Cause marketing and fundraising solutions tied to transactions.

Fully integrated HTML Email Marketing and SMS Mobile Marketing modules.

Cross platform capabilities for coalition marketing and business synergy.

Paperless, outsourced database building with query capabilities for more efficient target marketing.

Gift, loyalty, and frequency applications on a single card.

# Technology Overview



Automated nightly and incremental daily file system and database backups onto separate off-site servers.

We maintain a digital T1 modem bank to process dial-up transactions from certified Verifone credit card terminals.

The AmeriCardGold back-end system is built on a state of the art Internet PHP/MySQL database architecture.

The system uses SSL to secure confidential membership data.

The database and software are hosted on a dedicated server in a world class datacenter with a premium managed hosting relationship.

We own and maintain all host software end to end (no 3rd party processors).

Robust relational database design provides for high-performing, real-time reporting.

## **Enrollment: It All Starts with a Database**



There is nothing more important to a loyalty program than customer data. Unfortunately for merchants (but fortunate for us) it's difficult and tedious for most folks to collect this data efficiently. Even the basic collection of data is still difficult for many industries (such as the \$600 billion dollar restaurant industry). Over 80% of this industry does not even TRY to collect data and for those companies who do, they are often using silly collection strategies such as fish bowls or paper signup sheets.

The vast majority of loyalty programs installed today put the burden of collecting customer data on the shoulders of the time strapped merchant. Merchants today are too busy running their business and ringing up sales to be bothered with the associated time and hassle of collecting names, emails, etc. at checkout. Furthermore, it takes a leap of faith the data collected is even legible or accurate when input at the point of sale.

This critical process in the loyalty lifecycle is begging to be outsourced and can and should be done by professionals who specialize in data collection.

# Database Collection Methods



We go the extra mile and make life much easier for the busy merchant by handling everything on their behalf to streamline the collection of data. Our registration process collects data very quickly and efficiently while providing the customer service and technical support functions necessary to handle everything on behalf of each merchant. We utilize three major methods in collection of data that occurs through your own private label website.

Merchants simply pass out cards to consumers, non-profits, chamber events, or just about anywhere they travel, generally preloaded with an activation bonus (i.e., \$10 Reward). Consumers activate the card at their convenience from the comfort of their home, work or mobile device.

If the customer has trouble activating their card, they contact us (not the merchant) for assistance and we certify the customer's data and activate their card. If the card is not activated the cardholder is unable to redeem their rewards (but can still earn them). It's simple, easy and it works!



## **FACEBOOK CONNECT**

Cardholders simply enter their facebook password during the registration process and join the merchant's friend or fan page instantly, with all marketing data rolling up to the merchant's private database.



## **MOBILE TEXT OPT-IN**

Upon completing registration, the cardholder receives a text message to their mobile phone requesting reply to activate their card.



## **EMAIL DOUBLE OPT-IN**

The standard activation method of clicking a link inside a welcome email to authenticate the cardholder's email and activate their account.

# Cause Marketing & Fundraising



Instead of merchants spending thousands of dollars on outdated traditional advertising with only a hope and prayer that it works (even though they pay in advance if it doesn't) we developed an automated pay for performance answer to this merry-go-round of waste through our proprietary fundraising module. Business owners can push buttons for free and only realize an 'expense' AFTER the customer is paying full price! The Internet uses a very successful pay-per-click advertising strategy and we bring this type of mindset to the offline world.

Our fundraising program tracks sales 24x7x365 by non-profit members patronizing the business. Donations are electronically tracked only on new money spent sorted by charitable organization and by individual cardholder. Each new customer's marketing profile is automatically added to the merchant's secure database after the first swipe.



# Accountability & Transparency



Our proprietary fundraising module is the ONLY program we know of that delivers complete accountability and transparency with every donation. Non-profit leaders are issued their own unique ID and password allowing them to track donations in real time and all of this through your private label website.

In an era of corruption and graft, you can help merchants provide an immediate solution to their local non-profit community all delivered through a trusted, independent third party. This is a HUGE selling point for our clients and a completely unique value prop which triggers new customer acquisition like nothing else. After all, isn't 'pay per sale' the best form of advertising imaginable?

As a Private Label Partner, you can bring this proprietary marketing and fundraising solution to the marketplace without any competition in the rear view mirror and lock up first mover advantage while creating substantial recurring revenue.

*Montesini*



**Monty's Pizza**

(800) 555-6565

www.montypizza.net

Monday 04/13/10 11:26 AM

Card #: 999999900

Dan Pogach

Transaction Summary

Number	Type	Amount
090413005	Add Rewards	2.00
Sale Amount =		\$20.00

Card Summary

Previous		Current
0.00	Gift Bal.	0.00
10.01	Reward Bal.	12.01

You have no Gift Value and \$12.01 in rewards remaining on your card.

**Fundraiser Summary**

**10% Donation Rate**

**You just earned \$1.00 for  
Johnson Middle School.**

# Integrated Email Marketing & SMS Mobile Marketing



If you've ever subscribed to 3rd party email marketing solutions (such as Constant Contact, Vertical Response, etc.) then you are aware of the frustration which often occurs. Whether it's uploading, downloading, importing, exporting, mail merging list scrubbing (or who knows what else) the task can become very annoying and confusing for busy merchants who are not experienced in these types of programs. There is a much better way to handle data management, you guessed it, a 'Single Sign On' solution. That is why AmeriCardGold took the time to develop truly **integrated** email marketing and mobile text marketing modules built **right inside** the host platform and tied into the rewards program and membership database. Our modules are backed by world class providers who specialize in deliverability. Integration offers many unique advantages, here are a few.

## Query of the Database:

Integration enables clients to query their customer database and create subscriber lists based on the query criteria (e.g., Females aged 18-35 who have not visited in 60 days).

## Automatic Refresh of Subscriber Lists:

Integration allows clients to set subscriber lists on Automatic Refresh and pull in subscriber list updates automatically, without ANY human intervention.

## Automatic Opt-Out and Bounce Management:

Integration enables clients to seamlessly handle opt-outs and hard bounces with automatic updating and synchronization of their customer database.

Seamless integration of **ALL** loyalty modules means less work and more effective communication with customers.

# The Deliverable



Owning your own private label stored value network is as if you were the Microsoft marketing machine and we are the Intel inside. Everything is connected and running through your website and your company brand and image. Customers will not even know we exist (we don't put a powered by Intel on the computer!). AmeriCardGold operates behind the scenes completely transparent to your customers and sponsors providing the backbone data management network including:

Computer Operations

Disaster Recovery

Program Change Management

Network Security

Database Hosting

Transaction Processing (Internet & POS)

Reconciliation Reporting

Software Development & Support

Level 2 Cardholder Services

Level 2 Merchant Technical Support

# Private Label Branding



As a Private Label Partner, you'll enjoy the opportunity to market AmeriCardGold's world class loyalty marketing system under your company's own brand name. For example:

- Your website handles all sales traffic, logins, and activity.
- All cardholder interfaces are branded in your company's image.
- All merchant (client) interfaces are branded in your company's image.
- All POS terminal interfaces, right down to the screens and logos on the paper receipts are branded with your company's image.

The end result is both cardholders and merchants think they are dealing directly with your firm as the host processor. This level of branding is truly unprecedented in the loyalty industry.

# Private Label Partner Responsibilities



In addition to sales and marketing, Private Label Partners handle their own Level 1 technical support. This means your company must be staffed to handle both telephone and email service and support from customers.

Private Label Partners also run their own finance department and bill clients directly through any desired means (paper invoice, ACH, credit card billing, etc.).

Owning these business processes is all part of the experience of running your own loyalty marketing business so AmeriCardGold fades into the background as much as possible. Your firm is the main point of contact and more advanced technical issues are forwarded to us through traditional Level 2 escalation procedures.



# Research & Training



We have created one of the only websites on the internet devoted exclusively to the training of sales professionals in all aspects of loyalty marketing, including how to actually close deals! We refer to our training program as Wild B.O.A.R.S (Bachelor of Arts in Rewards Science). Our training and degree certifications are not earned within the hallowed halls of any institution, but rather take place in the retail jungle with advertising predators lurking behind every corner desirous of taking our piglets before they grow up.

Whether you're an independent professional or work for a larger firm, [www.wildboarstraining.com](http://www.wildboarstraining.com) works 24x7 to train you and/or your sales force how to be an all-star closer in loyalty marketing. But beyond the website, a Private Label Partnership includes access to our loyalty experts both on the phone and onsite who will teach your sales people how to run with the B.O.A.R.S. This expert level training, complete with prospecting, role play, and rebuttal strategies, will energize your sales organization while teaching them the right way to generate business and close deals in the field.

**Wild B.O.A.R.S. Training Program**  
**Bachelor of Arts in Rewards Science**



# Case Studies



AmeriCardGold has designed and developed a variety of private label networks serving niche industries in the bowling, restaurant, and general retail space. We are the technology partner behind Clipper Magazine's rewards program, TLS Rewards. We also operate the leading loyalty and rewards program in the bowling industry. And we're just getting started. We look forward to building a private label loyalty solution for your business.

Please visit the following websites for case studies:



# Certified POS Systems



In addition to providing our software as a virtual terminal over the Internet, we work with the following POS platforms.



Verifone Omni 3740/3750



Verifone Omni Vx510



Verifone Omni Vx570



Verifone Omni Vx610  
(Wireless)

## Coming Soon ▾



Micros 3700



Hypercomm T4100



Hypercomm T4230



Ingenico AQ50 - Aqua



Ingenico 5100

**THANK YOU FOR YOUR ATTENTION**



**Loyalty Marketing Specialists • [www.americardgold.com](http://www.americardgold.com)**

Please contact us for a comprehensive Private Label Proposal complete with system features, program costs and wholesale fees.

**1-800-978-1338, ext. 1 • Email: [steve@americardgold.com](mailto:steve@americardgold.com)**