End-to-End Loyalty Partners

VS.

Technology-Only Providers

ITA Group is an end-to-end loyalty solution provider who can deliver all six components of a successful loyalty program, not just the technology. Our full suite of capabilities support clients by streamlining solutions to increase efficiency and incremental growth.

● Included
● Sometimes included
● Not included

Program Services	End-to-End Loyalty Provider (ITA Group)	Technology-Only Provider
1. Program Strategy & Design	●	●

With an end-to-end loyalty partner, your entire loyalty program is designed with the big picture in mind so you achieve your business objectives. ITA Group has the strategic and creative resources to help your team design a new loyalty program or reinvigorate an existing program so it fosters stronger emotional connections with customers.

2. Loyalty Technology Platform Configuration	●	●

ITA Group's customer loyalty technology includes all the market-leading loyalty capabilities that technology-only solutions offer *and* our in-house team can handle integration to your source systems (which is often an incremental cost from technology-only providers).

3. Program Operations	●	●

Technology-only loyalty solutions typically require one of your marketing team members to become an expert in their technology. ITA Group offers intuitive self-service technology with the option of full-service support from our in-house client success team (they're set up to serve as the day-to-day operators of your loyalty program).

4. Creative Services	●	●

ITA Group's full-service creative team has expertise in both digital and physical touchpoints, and can deliver all the creative assets from strategy through execution for your loyalty program.

5. Award Fulfillment	●	●

End-to-end providers simplify the complexity of award fulfillment by managing all the details. ITA Group can handle any program, no matter the redemption method (e.g., in-house awards, POS redemption, points, merchandise or experiential rewards). Access to ITA Group's award catalog is integrated into the technology platform and accessible to your program.

6. Analytics & Optimization	●	●

The ITA Group Analytics team enables clients to gain the full insight of what's working best to optimize the program for increased success. And, our platform is equipped with multiple self-service reports. We help you better analyze data, forecast results and derive the next best action to improve your program in real time.