



# Get More From Your Existing Loyalty Card Information, Advice, Ideas - *Revenue!*



Your introduced a loyalty card to encourage repeat business. But would you like to get even more benefit? Use it to gather information that can grow your business? Would you like to identify your best customers and those who have stopped returning so you can contact them directly ? Wouldn't this sort of information help increase your repeat sales?



## 1. Collect Customer Contact Details

## 2. Email Them To Us Once A Day

## 3. Get Reports In Your Email

## Loyalty Cards Can Be More Than An Expense!

If you're like most small business owners then your loyalty card is not performing as well as it could. But instead of being an expense it can become a real tool to improve and grow your business.



Zapacard uses your existing loyalty card to gather information about your customers. We then analyse the data for you and send you regular reports. These contain only *relevant* information and actions you can immediately take to strengthen relations with your customers and grow your business.

When a customer returns a completed card simply ask them for their email address.

At the end of each day just email the collected addresses to us.

We analyse the data and send you regular analysis, actions and promotional ideas.

How much information can a cardboard loyalty card gather? A surprising amount. We can identify your most valuable customers, who to contact with specific promotions, who has not been back for a long time and much more. We analyse the data so you get specific information, actions and ideas direct to your email every week.

### Simple To Use

Write it on the card or on a sheet of paper. No complicated technology to learn or maintain - just your existing tools.

### Value Your Time

Small business owners have limited time. That's why we keep it simple and fast. Just 1 minute a day is all it takes.

### One Step At A Time

Concise and quick to implement, they will, over time, make a big difference.

Zapacard uses only the tools you already have - a cardboard loyalty card and email - and requires just 1 minute a day. Try us today (free for 4 months!) and see how we can make a real difference to your business.



## TRY US FREE FOR 4 MONTHS!



Learn more at [zapacard.com](http://zapacard.com). Then simply enter your email to try us free - no credit card required and no commitment. Even if you're not sure that zapacard can help your business - just give us a try. You have nothing to lose and plenty to gain!