

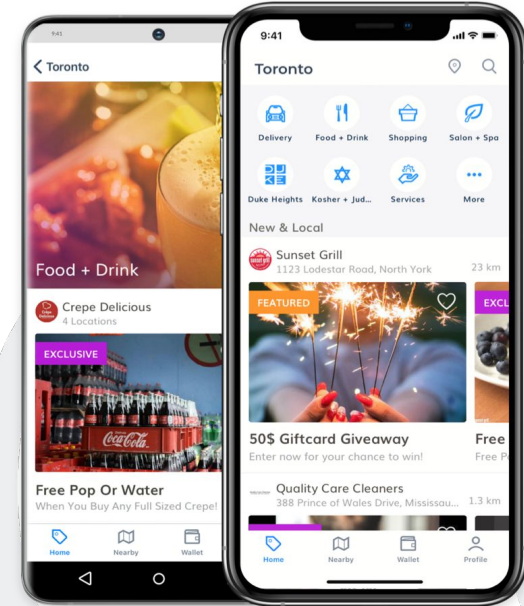
Offers Management

An offer is a distinct loyalty reward, discount coupon, limited quantity deal, or other promotion offered by a Business Partner to customers via GetintheLoop. Offers are managed in the Loyalty and Promotions sections of the GetintheLoop for Business Dashboard.

This guide covers:

- Offer Basics
- Creating Great Offers
- Maximizing Offer Impact

For additional information refer to the Offer Strategy documents which include offer examples across industries.

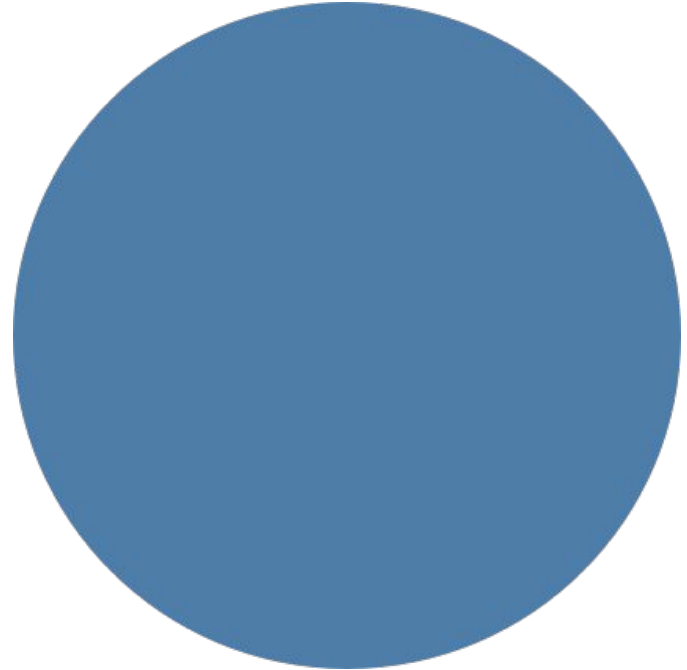


Offer Basics

There are 4 core offer types to choose from, each tailored to achieve a specific marketing goal.

These offer types can be mixed and matched to achieve different results.

Offer types available are controlled by the partner's current plan.



Offer Types

Offers types are divided into 2 categories: **Loyalty** and **Promotions**. The 4 main types of offers available to Partners are:

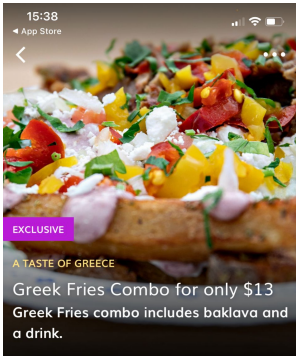
Loyalty

- Punch Card

Promotions

- Exclusive
- Limited Quantity
- Reach+

Reminder: Access to these offer types can vary depending on the plan the partner is on. Some plans are limited to certain offer types.



Our fries are seasoned with rosemary, thyme and chives, sprinkled with feta cheese, topped with gyro, your vegetables of choice, parsley, kalamata olive aioli and tzatziki!

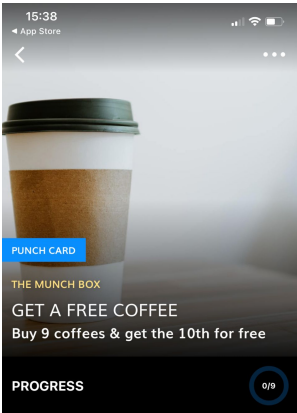
SAVE SHARE

Available every day.

Terms & Conditions

For in person purchase. Find us in Paddler's

USE NOW



Purchase any coffee to earn a punch. Get 9 punches, and your 10th coffee is on us. Visit us and start punching today!

SAVE SHARE

Available every day.

JOIN THE MUNCH BOX REWARDS

Offer Types

Exclusive Offers

An exclusive offer can only be found on GetintheLoop and is only available to GetintheLoop members.

Exclusive offers have the goal of increasing the perceived value by offering something not found anywhere else.

The offers are part of a free exclusive membership that's gives real benefits found nowhere else.

This offer type has the flexibility to be redeemable in person, by phone or online.

An exclusive offer is prioritized higher by the sorting algorithm which will increase reach, response and actions. The quality of the offer itself will determine how much of an increase that is.

Offer Types

Limited Quantity Offers

Building on the exclusive offer, a Limited Quantity offer is also exclusive to GetintheLoop but adds a layer of “Act now” psychology.

This offer type also **MUST** be redeemed in person and can include limits on the individual user as well as an overall maximum (optional).

The offer can be set to limit 1 per day or 1 per lifetime.

The offer total can also be set to a maximum of 5 per day and in this case, will automatically reset every 24 hours.

Limited Quantity offers allow partners to limit their exposure when giving deeper discounts but still generate additional interest and drive.

Offer Types

Punch Card Offers

This reward offer has the goal of building member loyalty within the app by rewarding members for multiple uses.

This allows partners to get their own loyalty program up and running within minutes without the need for physical printing or tracking.

Offer Types

Reach+ Offers

The Reach+ offer type has the least priority within the platform and is primarily reserved for supplementing exclusive content.

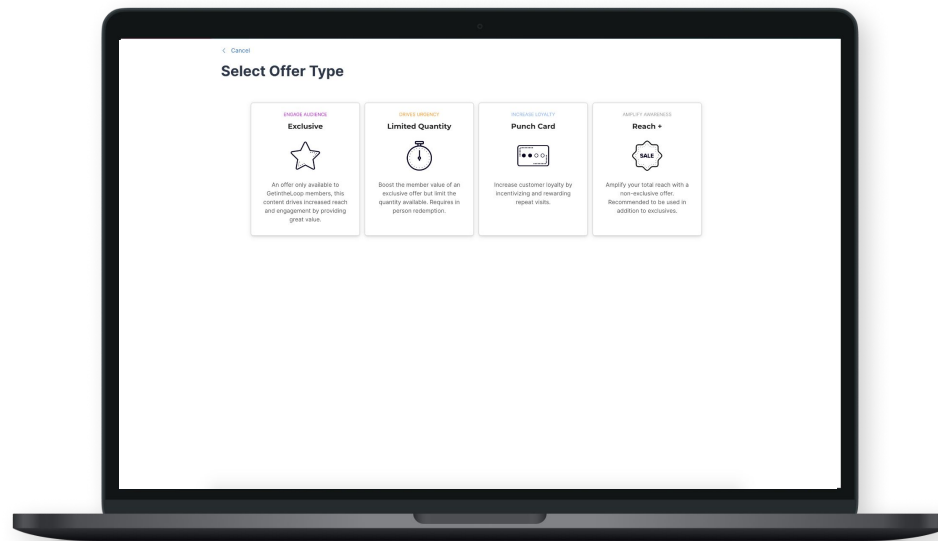
The content tends to be less “deal” focused and more about the services the business provides, upcoming event advertisements or nationwide advertisements not exclusive to the platform such as flyer content.

Reach+ offers do a good job of increasing exposure and amplifying the exclusive, limited and loyalty offers.

It is recommended to have more than just Reach+ offers because if you don't, the partner's results will be less than ideal.

Creating Great Offers

Offer quality is the most critical component of a great marketing strategy. The content, discount, image, and details are what will make an immediate first impression on a potential customer.



Offer Image Guidelines

Images appear differently depending on the device they are being displayed on. This is often different than the way you see it on your device.

Therefore we have some rules to facilitate displaying images in the best possible way. A captivating clean image is the number 1 way to catch the eye of a member.

- Use a good quality resolution (most cell phone pictures are great) with a sharp focus.
- Use a single image (not a collage or grouping of images).
- No images with text.
- Use images with edges that can bleed off the side; no specific shapes.
- No illustrations, cartoons (digital or otherwise) or headshots are allowed.
- Ensure the image is appropriate for the offer.

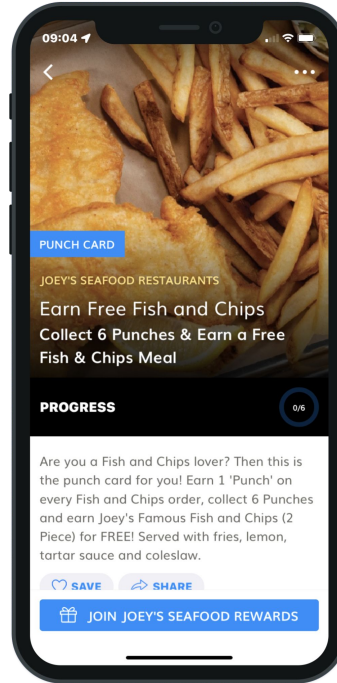
Make sure stock images are legally available for use. Here are our favorite royalty-free image sites so you'll have no copyright infringement issues.

- Unsplash
- Pixabay
- Pexels

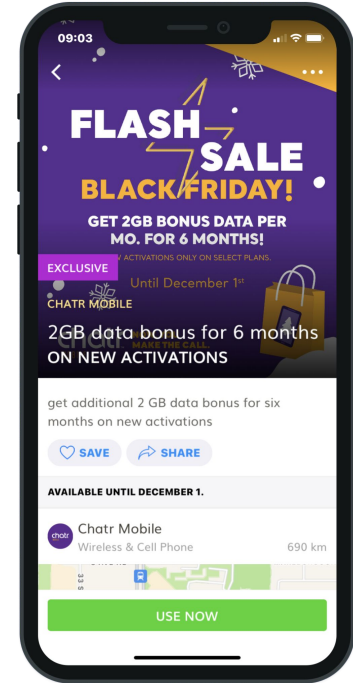
Avoiding Text

Offer Images

Images made up of text are not very pleasing and can make the offer details (headline, sub-headline / description) hard to read. An exclusive badge may obliterate the text too. It's best to find a great image that suits the offer, and add the text in the offer details.



Good example



Poor example

Offer Image Technical Requirements

	Min	Max	Best	Visible Shape	Shown in App
Profile (graphic)	64 × 64		250 × 250	Circle	On lists, headers, and other areas where display size is restricted. (Using the image from Facebook is perfectly sized)
Logo (graphic)	128 × 128	1024 x 1024	256 × 256	Square	Overlay on offer image in lower right corner (Facebook is perfectly sized) for larger single-business promotion pages and campaigns.
Business & Custom Loop	960 x 960	2560 x 2560	2560 × 2560	Landscape	Top of list of business offers (preference for no text)
Offers	960 x 960	2560 x 2560	2000 x 1300	Screen dependent	At the top when you click into the offer (no text preferred or very little)
Custom Loop Icon	64 × 64	512 × 512	96 × 96	Circle	Home screen; must be simple line drawing
Facebook	600 x 600	-	1200 × 628	Rectangle	Feed & directly on business page
Instagram	320 x 320	1080 x 1080	1080 × 1080	Rectangle	Height will adjust based on width for upload. A large image will be shrunk to optimal

Maximizing Offer Impact

Post Offer Direct to Facebook

Getting the Most Out of Offers

- Once offers are live, partners can share the offer to Facebook via the three dots on the top right of the dashboard.
 - Select the three dots
 - Choose Post to Facebook
- For newly created offers, wait 10 minutes to use the 'Post to Facebook' feature.

The screenshot displays the 'GETin the LOOP' dashboard for the 'Great Canadian Oil Change' offer. The left sidebar contains navigation links: 'Back to Dashboard', 'BUSINESS' (with a 'CHANGE' button), 'Great Canadian Oil Change', 'Offers' (selected), 'Performance', 'Locations', 'Team', 'Settings', 'SHORTCUTS' (with an 'Add Offer' button), and 'ACCOUNT' (with contact and support links).

The main content area shows the offer details for '\$15 Off Transmission Service'. It includes a 'Details' tab, a 'Schedule' section (All Days, 00:00 - 00:00, Oct 12, 2021 - Jan 12, 2022), a 'Redemption Action' section (This offer must be redeemed in person), and a 'Locations' section listing three locations: Richter St. Kelowna, Winfield, and West Kelowna.

On the right, a mobile preview of the offer card is shown. An orange arrow points to the three-dot menu in the top right corner of the offer details section, which contains options like 'Copy Offer URL', 'Duplicate', 'Post to Facebook', and 'Disable'.