

# MobiLytix™

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## Marketing Studio for Loyalty

120Mn+

End Customers

8Bn+

Points Issued Weekly

10Mn+

Global Rewards  
Catalogue

30

Deployments  
Across 15 Countries

**MobiLytix Rewards recognized  
as 'Major Contender' in Everest  
Group's Loyalty Solutions  
PEAK Matrix® Assessment 2024**

# AI-Powered SaaS Platform For Modern Loyalty

Deliver smarter, more engaging loyalty programs with MobiLytix — a unified SaaS loyalty platform built for scale, speed, and customer impact. Leverage AI, gamification, and personalization to boost retention and engagement across digital channels — all from a single, cloud-based interface.

With intuitive tools for campaign management, AI-powered personalization, and built-in gamification, the platform makes it easy to create engaging, high-impact loyalty programs. The SaaS solution adapts to your business needs — delivering measurable results and stronger customer connections.

The new-age loyalty platform offers a dynamic, data-driven approach to building lasting customer relationships. With seamless integration and real-time insights, it serves as a powerful tool for fostering customer retention, driving growth, and delivering meaningful rewards.

## Value Proposition

### Improve Retention

Use AI to deliver personalized rewards and insights, enhancing satisfaction, conversions, and decision-making

### Additional Partner Revenue

Engage customers seamlessly across web, mobile, and in-store channels with tailored programs while offering instant rewards and real-time updates.

### Omni channel experience

Whether online, in-store, via mobile app, email, or SMS, every touchpoint is unified to deliver a consistent, real-time, and personalized journey



### Enhance Customer Enrichment

Leverage zero-party data through quizzes, surveys, and updates while boosting engagement using gamification elements

### Secure & Transparent Data Management

Ensure data security and privacy, providing transparency and trust in your loyalty program's transactions and customer interactions.

## Market Proven Results



100%

Increase in  
Average  
Order Value



>50%

High Value Customer  
Churn Reduction



75%

Redemption  
Rates for High  
Engagement  
Programs



40%

Loyalty  
Program  
Enrolment Rate



61%

Contribution to  
Overall Sales from  
Loyalty Program  
Members

# Use Cases Across The Customer Lifecycle

## Awareness

- Targeted social media ads
- Extra points/discounts for referrals
- In-Store banners/QR codes promotions
- Blogs and videos highlighting program benefits

## Engagement

- Tiered Points system for increased spending
- Gamified challenges for rewards
- Targeted offers to drive engagement
- Special Occasion rewards for birthdays/anniversaries
- Points Event -Double/triple points days

## Retention & growth

- Enhanced rewards for top spenders
- Bonuses for high-value members
- Exclusive Perks-Free shipping, member-only sales
- Expiry Reminders for point redemption



## Enrollment

- Welcome email with points/redemption details
- First Purchase Reward
- Exclusive offers for new member
- Points for referrals in the first month



## Reward redemption

- Redeemable digital vouchers
- Pay with Points at checkout
- Discount/cashback vouchers



## Advocacy

- Social Challenges
- Referral Programs



## Our Services



### Reward Aggregation Services

We partner with some of the world's most trusted reward aggregators to deliver enriched and compelling coalition loyalty programs.



### Growth Marketing Services

Leverage our specialists in Loyalty & Rewards, consulting, analysis, campaign, operations and performance evaluation. Enables customers to execute error free loyalty campaign within SLA.

# Key Capabilities and Benefits



## About Comviva



Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group.

For more information, visit us at [www.comviva.com](http://www.comviva.com)



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