

YOU'RE SITTING ON A GOLD MINE

Multiply Your Best Customers Using the Data You Already Own

Most businesses only use part of the power of their loyalty program.

You already know who your best customers are. Your loyalty list shows their demographics, spending habits, and preferences. You're successfully using it for Retention. But the same data can also drive powerful Acquisition by finding more people who look just like your best customers.



AcclaimMailer™
(two-offer layout)

DRIVE TRAFFIC
to website
with QR codes.

RETENTION

Keep your best customers coming back

-  Target loyalty members & lapsed shoppers
-  Increase frequency and basket size
-  High-retention formats drive results

ACQUISITION

Find new customers who look like your best ones

-  Build Lookalike lists from top loyalty members
-  Match demographics & spending profiles
-  Grow your future loyal customer base



Proven Retention Success: AcclaimMailer™

A regional specialty grocer ran consistent loyalty/reactivation campaigns for 5 years:

- ✓ 25% average redemption rate (goal was only 10%)
- ✓ 55% average ROI on total investment
- ✓ Stronger **upward migration** and **higher transaction sizes** vs. control groups

If this data can reactivate lost customers and boost spend, imagine what it will do for acquiring new ones.

THE LOOKALIKE TARGETS

Your best customers already tell you who to target next. We create a Lookalike prospect list that matches the spending profile, location, and demographics of your highest value loyalty members.

Two simple ways to build it:

- 1 You share the attributes** – Give us key demographics of your best customers and we build the matching prospect list.
- 2 We enrich your data** – Securely share your loyalty list and we enrich it to identify and source lookalike prospects.

WHY IT WORKS

- ✓ **Higher conversion and spend** – Prospects who match your best customers convert better and spend more
- ✓ **Less wasted spend** – No broad, untargeted lists
- ✓ **Proven high-ROI direct mail** – Deploy AcclaimMailer™ to drive retention, reactivation, and response
- ✓ **Complete the loop** – Retention keeps customers; Acquisition grows future loyal ones

READY TO UNLOCK THE OTHER HALF OF YOUR LOYALTY LIST?

Let's build your Lookalike list and put high-performing direct mail to work finding more of your ideal customers.



MARKETING & DIRECT MAIL
REVENUE POWER BUILT INTO EVERY CARD.™

ssicards.com | 405.359.6000

©2026 SSI CARDS. ALL RIGHTS RESERVED.