



Clutch Loyalty + Salesforce

Enterprise level features at a mid-market price

Clutch Loyalty

Launch and manage personalized loyalty programs based on real-time and unified customer information with Clutch's Loyalty app for Salesforce. Neatly integrated with your existing marketing campaigns, data systems and commerce platforms, enrolling and engaging customers with relevant content has never been easier.

Key Clients



DESTINATION
MATERNITY

Rawlings®

VINCE CAMUTO



Advantages

Preconfigured with Best Practices: Program setup is simple and efficient even for those new to loyalty. Choose from a variety of recommended formats and customer segments to design successful programs.

Real-Time Data: Clutch is seamlessly integrated across digital and physical POS, first and third party systems including Point of Sale, eCommerce, mobile, ERP and more.

Multi-Channel Engagement: Customers can trigger communication on any channel based off of any type of data including balance updates, points issuance, and purchases as well as behavioral data like engagement.

Reporting & Insights: Closed loop attribution reporting includes campaign analysis including acquisition, retention, engagement, and ROI as well as enrolled member vs non member comparisons.

For more information or to schedule a demo,
✉ email us at salesforce@clutch.com

Impact of Loyalty

Annual Spend loyalty program members spend **26% more** than non-members

Average Order Value basket size increases by **15%** for loyalty members

Purchase Frequency increases by **10%** for loyalty members

Engagement increases by **25%** on all channels as a result of loyalty program participation

Future Lifetime Value for loyalty members is **2X** the value of non-members