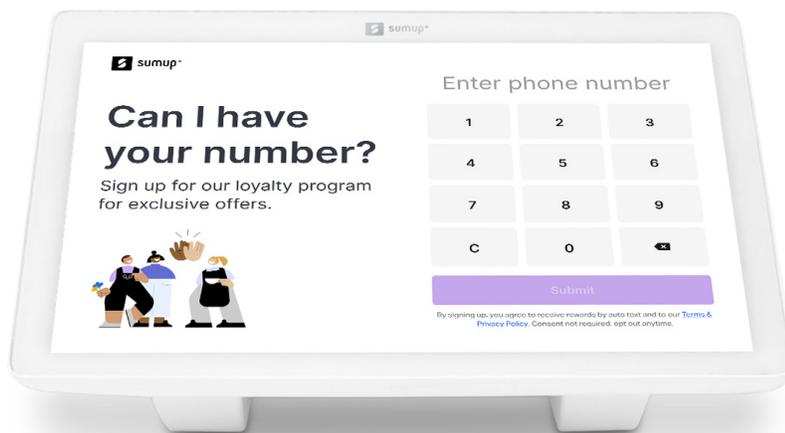




# SumUp Connect

Increase return visits by 200%



## Identify your customers

*SumUp Connect collects your customers' name, email and birthday. Use this data to deliver a truly differentiated experience to make each customer feel like a VIP.*



## Personalise your messages

*We automatically send messages based on a customer's visit behaviour or frequency to win back 10% of lost customers.*



## Incentivise with promotions

*Increase customer visits by 70% after sending one-off promotions to all customers or select groups.*

# Bring more customers *to your store with* **one powerful marketing program**

## **Create a unique rewards program**

*From simple to complex, we help you craft the perfect program for your business.*

## **Customers sign up with their phone number**

*Anyone can be a member and there's no mobile app required. Loyal SumUp Connect users spend 10X more over time.*

## **Customise audience groups**

*With SumUp Connect segmentation, you can create customised categories that make sense for your business. When you're ready to send a promotion, simply select the groups you want to reach and watch your message make an impact.*

## **Track your program's success**

*Monitor your performance with real time data in your merchant dashboard.*

## **Automate your rewards**

*With automated marketing, you can build a digital rewards program for your customers that automatically welcomes new customers and brings back those who haven't visited recently.*



*Last month the messages that SumUp Connect automatically sends were responsible for my highest month in gross sales yet.*



**Al Silva, Play it Again Sports**