



MEMBERCARD WEBINAR

APRIL 13, 2022



 **membercard**
An **allegiance** Company
group

INTRODUCTIONS



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AGENDA

1 New MemberCard Brand Reveal

2 Mobile App Overview

3 Launch Details

4 Questions & Answers





Instant Access to Savings with the All-New MemberCard App

The all-new MemberCard Mobile App gives your members easy and convenient access to their MemberCard benefits. No matter where your members go, they can instantly find the nearest discount offer at neighborhood restaurants, retail stores, attractions, recreational activities and more.





App Features

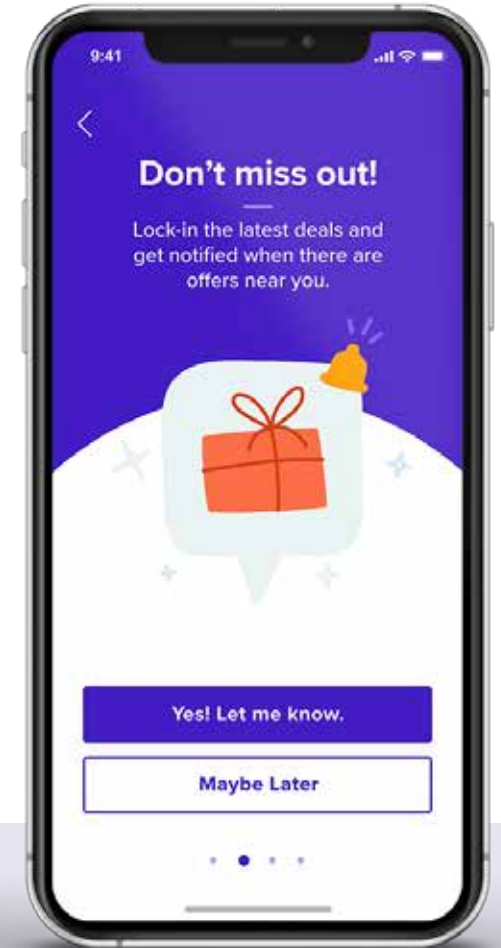
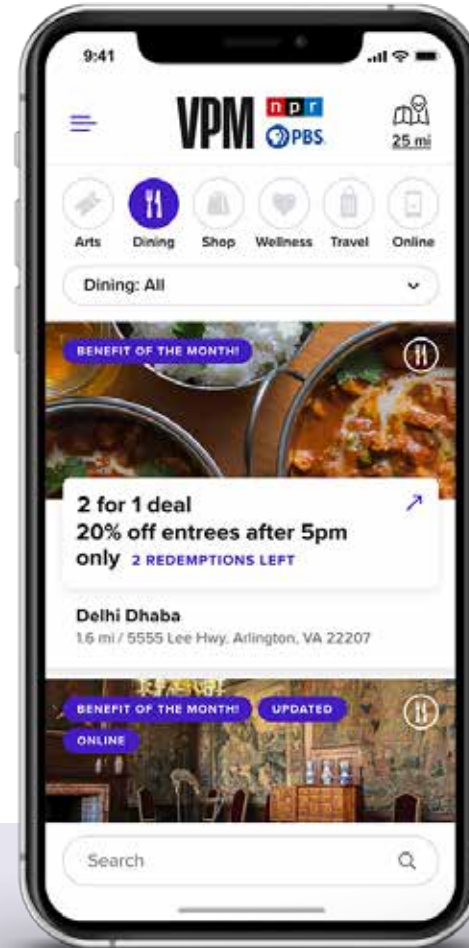
All-New MemberCard Mobile App Features

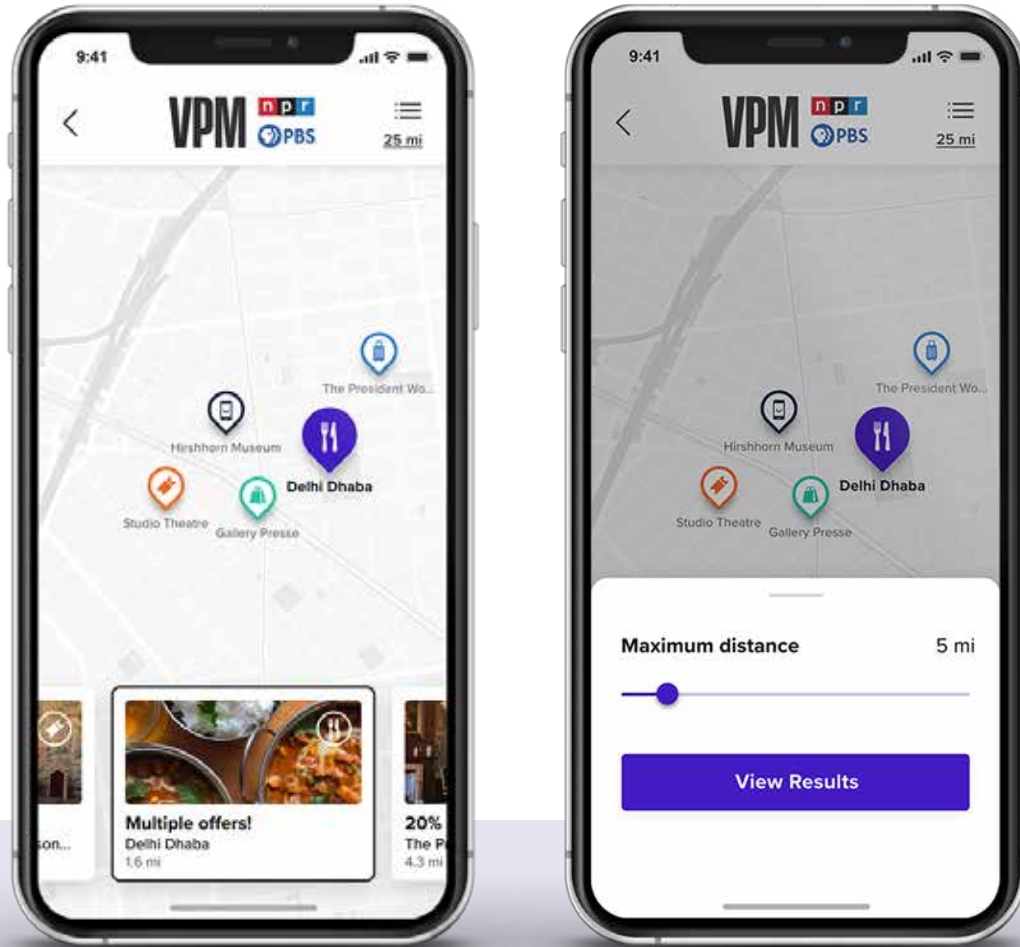
- ✓ Free download on Apple & Android devices
- ✓ Improved onboarding & user experience
- ✓ Branded for your organization
- ✓ Simply enter name, email, access code and zip code to get started



The all-new MemberCard Mobile App gives your members easy & convenient access to their MemberCard benefits.

- ✓ "Show Your Phone" deal redemption
- ✓ Savings tracker to track total savings (post launch)
- ✓ Personalized notification settings



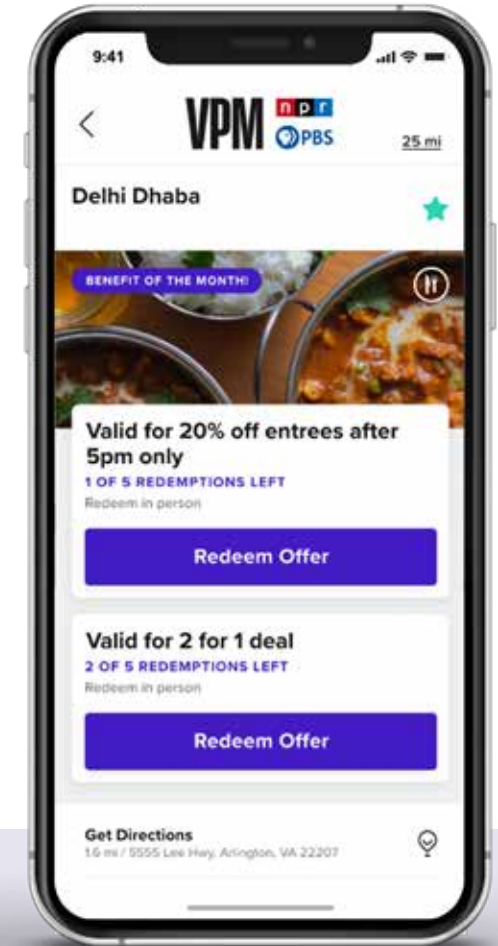
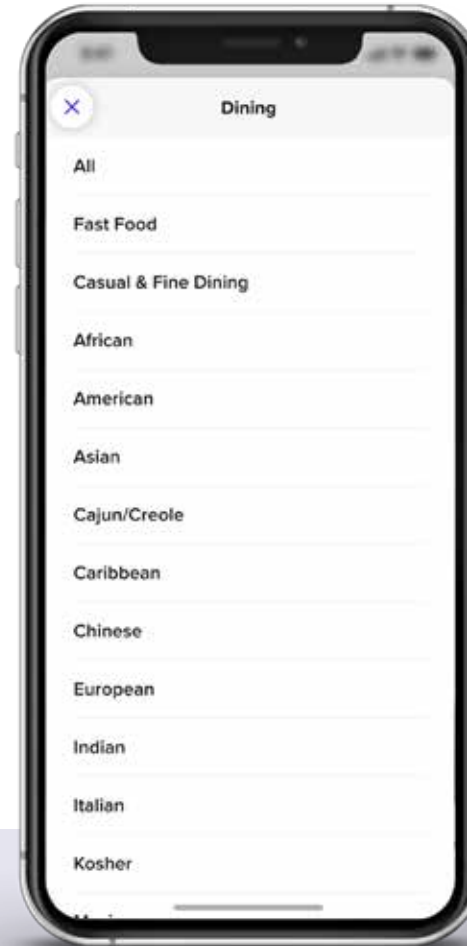


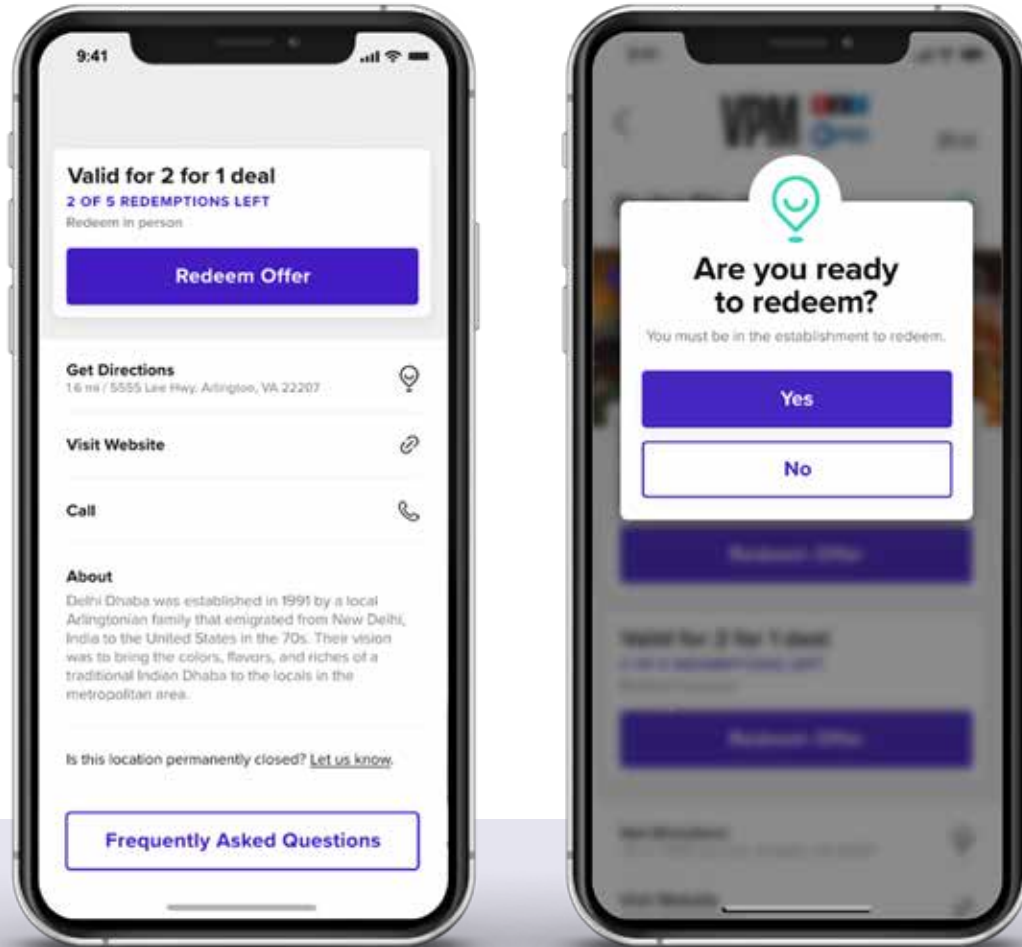
Instantly find the nearest discount offer at neighborhood restaurants, retail stores, attractions, recreational activities & more.

- ✓ Curated offers based on location
- ✓ National & local merchants available in one place
- ✓ Adjust radius up to 200 miles
- ✓ Interactive mapping and pin selection

Curated offers and advanced search & filter functionality.

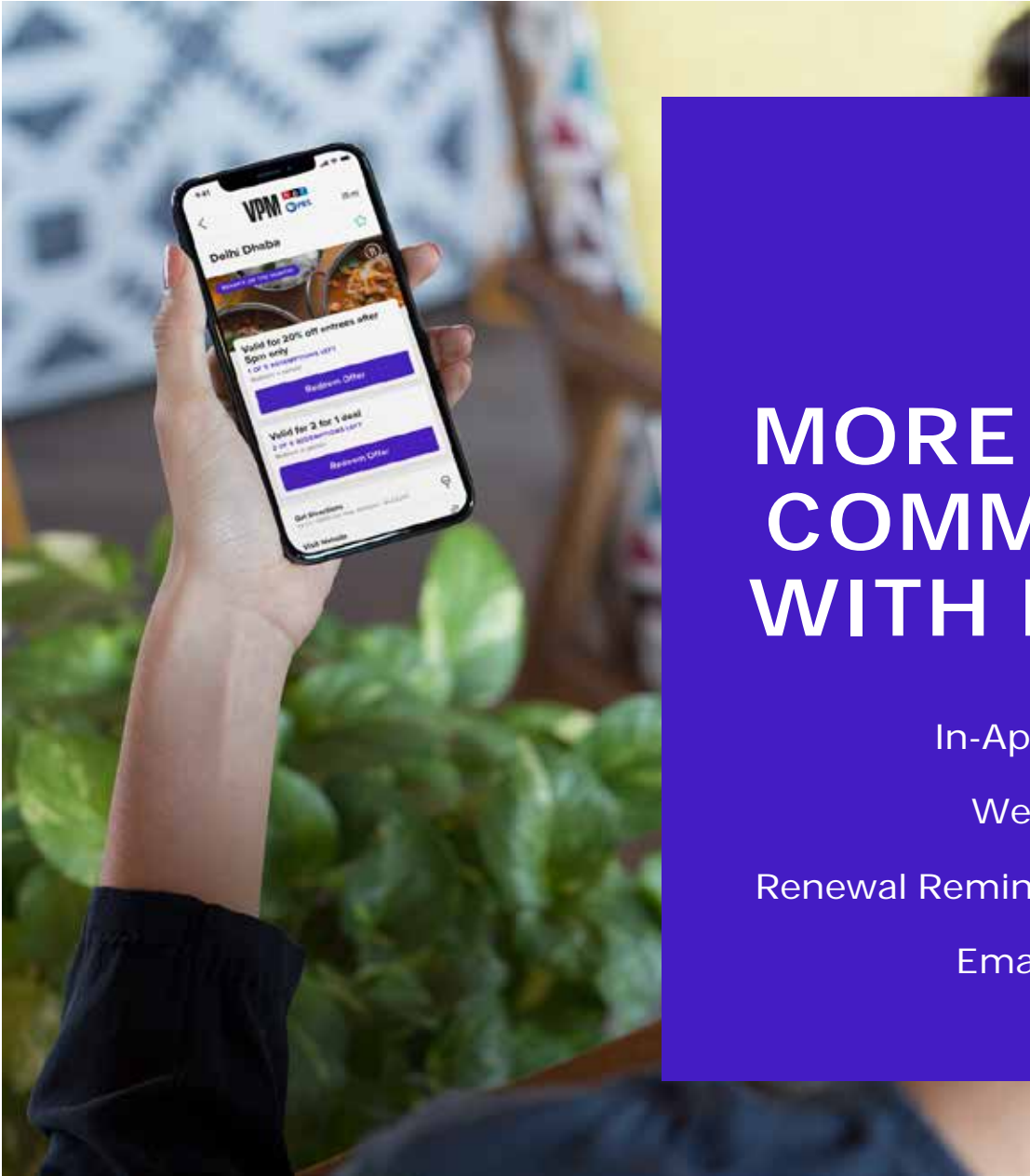
- ✓ Search benefits by location and benefit type
- ✓ Favorite merchants and offers
- ✓ Simplified benefit categories:
 - Dining
 - Arts
 - Travel
 - Shop
 - Wellness
 - Online
- ✓ Filter search using sub-categories





Conveniently redeem benefits in-person from your phone or online using a unique offer code or coupon.

- ✓ Easy to follow prompts to guide user
- ✓ View additional details about a merchant or offer
- ✓ One-click access to FAQs and help desk
- ✓ See all redeemed offers in one place (post launch)



MORE WAYS TO COMMUNICATE WITH MEMBERS

In-App Notifications

Welcome Email

Renewal Reminders (with link to donation form)

Email Campaigns



MORE APP USAGE REPORTS

Download Reports

App Usage Report

Benefit Redemption Reports

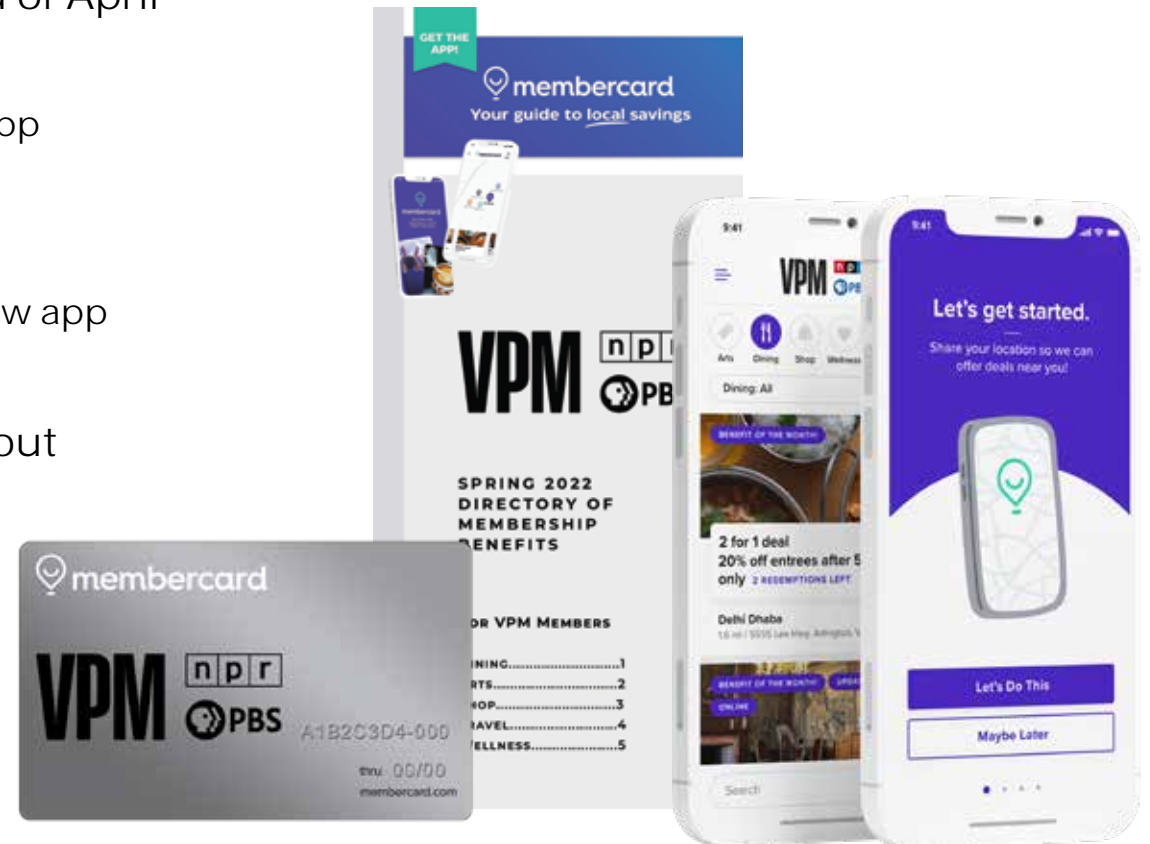


What to Expect



Timeline and Additional Information

- Mobile App to go live in Apple Store & Google Play end of April
 - Current account details will be ported over
 - Members will need to uninstall old app and install new app
 - Push notifications to members ahead of launch
 - Current app will stop working 2 weeks post launch
 - Prompt will be added with instructions to install new app
- New MemberCard logo on physical cards to be rolled out over time along with rebranded directory covers





Q&A



**THANK
YOU!**