



## INTRODUCING

# LUCKYDIEM: THE DYNAMIC GAMIFIED LOYALTY CASH BACK PROGRAM

Retailers, restaurants, and travel brands all have an overwhelming desire to create excitement and connection to their brand. They do this by creating a specific look and feel, valuable content and unique products and offers that entice consumers to try and stay loyal to their brand.

We now have a new tool in that fight for attention and consumer loyalty, LuckyDiem. LuckyDiem is an app that makes merchant discovery and loyalty addictively fun for consumers while making digital marketing and rewards programs completely risk-free for businesses.

LuckyDiem solves some of the biggest challenges facing retail today by:

- Increasing consumer's perceived value of a discount by using behavioral economics and gamification
- Simplifying digital marketing by bundling search, promotion and loyalty programs
- Charging advertisers only on a cost-per-revenue (CPR) basis
- Utilizing card-linked technology for 100% online-to-offline advertising attribution
- Removing friction by not requiring any hardware, software or training

LuckyDiem does this at scale with a reach of 310-plus million active monthly users and has a national presence of over 13,000 businesses. The company has a strategic

partnership with Screenvision Media reaching its 500 million captive moviegoers with onscreen advertising. LuckyDiem has already achieved success with large brands:

- 500% loyalty program growth
- 136% increase in sales
- Over 62% user return rates

Consumers have easy access to the platform by registering their credit card, which is then tracked for redemption, and only upon successful result is there a marketing fee. Part of those funds go back to the consumer in the form of a reward program where the consumer can choose from a list of gift cards to redeem.

For consumers, LuckyDiem makes shopping and dining exciting and rewarding. They earn cashback, win prizes and compete against other users in games and leaderboards. If you'd like to attract new customers and increase your customer loyalty—completely risk-free, contact LuckyDiem, and let the magic of LuckyDiem deliver new customers and revenue to your brand.

Contact us at:  
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