



The World's Most Powerful Promotion Engine



WHAT'S IN IT FOR YOU

All your promotions in one place

A fully equipped, and easily customizable promotion service that gives you all the flexibility you need.

Inside, you'll find:

[Talón.One at a glance](#)

An overview of the promotion services that are available to you with every Talón.One account.

[Our Services](#)

An overview of the promotion services that are available to you with every Talón.One account.

[The Campaign Manager](#)

A background into the promotion logic and functionality of Talón.One's user interface.

[Why companies choose Talón.One](#)

Some key reasons growing business & enterprises choose to power their promotions with Talón.One.

[Get in touch](#)

Don't hesitate to contact us to book a demo or find out more about how we operate.

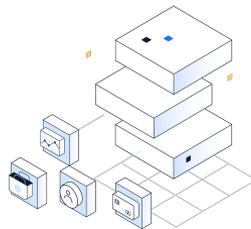
TALON.ONE AT A GLANCE

The Promotion Engine

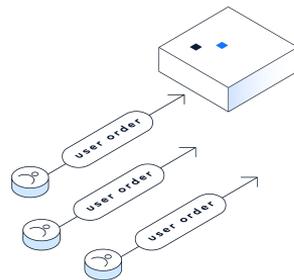
An all-in-one solution that lets you build any type of sales incentive & customer retention program your team can imagine.

Talon.One is an API-based promotion service that allows you to integrate easily, scale your promotions quickly and build personalized & engaging campaigns faster.

Now all you need is one software to build, manage and deploy all of your promotions.

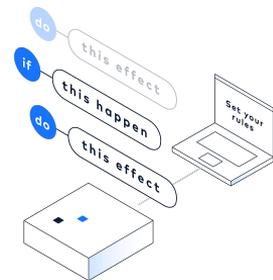


02. Configure your rules



04. Receive effects

01. Connect your shop



03. Send order data



OUR SERVICES

Ready-to-use with every package

With your Talon.One account you unlock all of these powerful features to use in any of your promotional campaigns.



Coupons

Generate, customize, edit & track coupons in thousands of ways.



Discounts

Automate dynamic discounts that react to user interaction.



Referrals

Unlock a range of effective new ways to incentivize your referrals.



Loyalty & Wallets

An entire loyalty backend with uniquely flexible wallet features.



Bundling

Target product & service bundles without redundant code.



Geofencing

Use geolocation in a number of ways to personalize promotions.



Deep personalization & targeting options



Generate, customize & track coupons easily



Simple to monitor, manage & optimize

Coupons

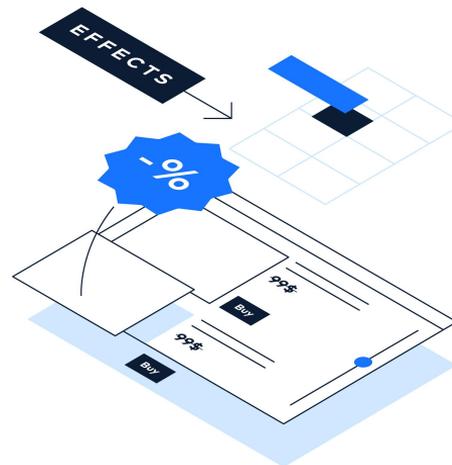
With a huge variety of personalization features you can create coupons that target a wide range of market segments.

At the same time you can reduce coupon fraud and abuse by assigning profile IDs to coupons or setting different types of redemption limits.

Discounts

Design discounts to appeal to different market segments and use any data you like to create automatic cart-level discounts.

Target users with discounts that adapt to behaviour, history and 3rd party events, then automate campaign budgets to prevent overspending.



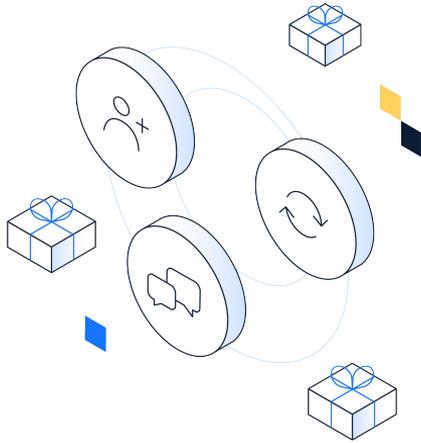
**Build personalized
data-driven discounts**



**No code to build & no code
input for users**



**Automate discounts that
react to session data**



**Any incentive or criteria
can be assigned**



**Automate time-sensitive
referrals to add urgency**



**Minimize churn with
referral criteria**

Referrals

Create referrals that benefit both your new customers & advocates.

Use any incentive or reward to attract different customer profiles or set a variety of qualification criteria to make sure you only onboard customers that are less likely to churn.

Loyalty

Instantly unlock a full backend for any type of loyalty program you want to build.

Set up any program you like using points, tiers, goals, membership access, badges and even sub-ledgers which allow you to save and spend different values of currency in different ways.



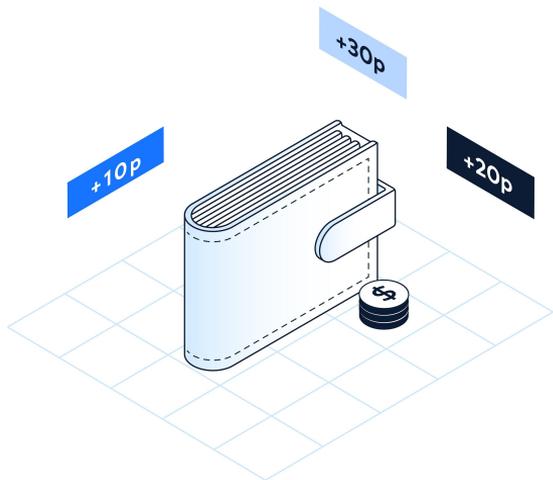
Offer relevant and well-timed rewards



Use profile and session data to set incentives



Create multi-tiered & goal oriented plans



Wallets

Use as many customer wallets as you like with different currencies, conversion rates and 'point' collection.

Wallets can be used to store any type of numbers your company deals in, including miles, minutes, data, stamps, points or cash.



Use any currency or
conversion rates



Collect any points, miles,
cash or stamps



As many wallets per
customer as you need

Bundling

Trigger the most relevant products or services for your customers based on their profile data and shopping history.

Add discounts and giveaways at a cart-level to save your developers time and reduce the need for redundant bundle code.



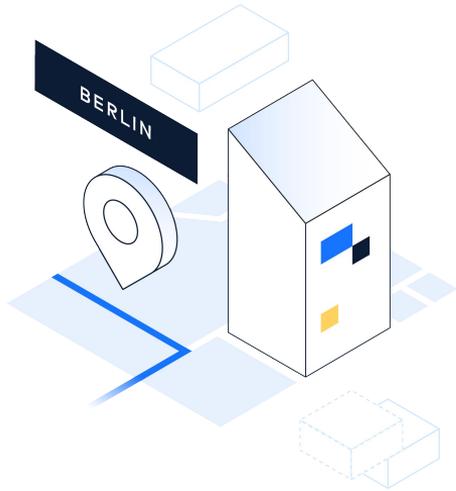
Bundle any products or services



Personalize bundles for each customer



Reduce the amount of redundant code



Geo-fencing

A powerful feature to use with any of our services to personalize promotions based on geolocation.

This is especially important for the mobility, travel and transport industries, but is also used to create promotions at locations of special interest.



Target areas you want
expand into



Personalize based on
geolocation



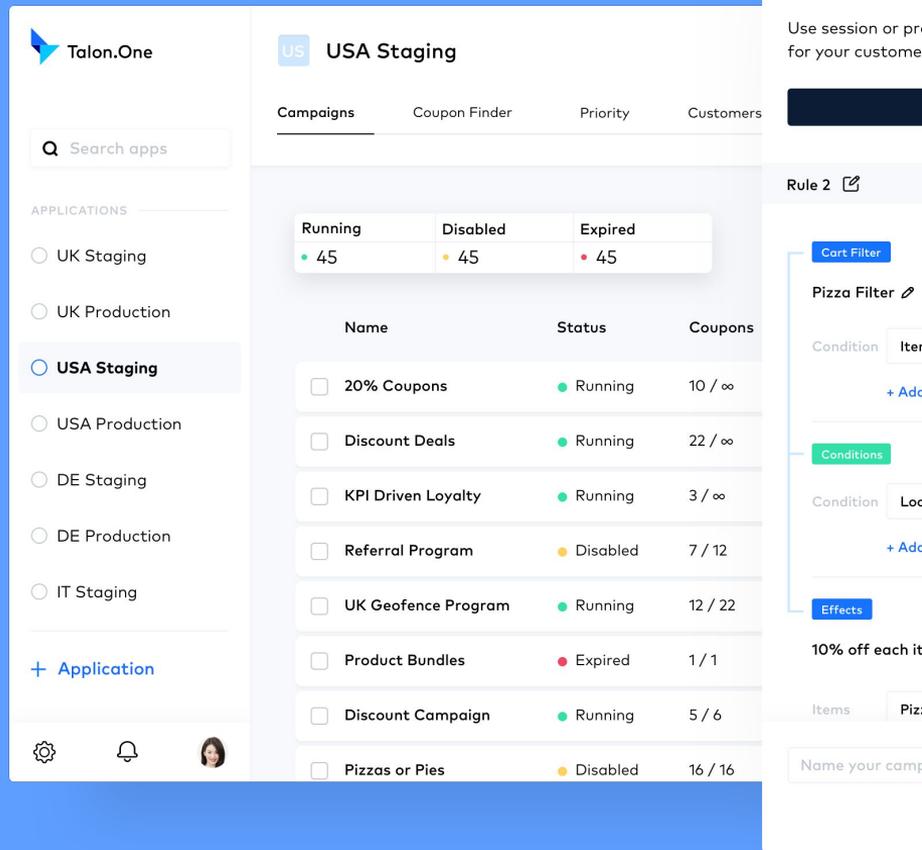
Real-time location &
distance data

THE CAMPAIGN MANAGER

Customize and control your campaigns

Use Talon.One's intuitive user interface to automate, edit, manage and analyze all of your promotion services in one place.

There are a range of useful features, including coupon tracking, user-role assignment and a developer's section for API testing and logs.



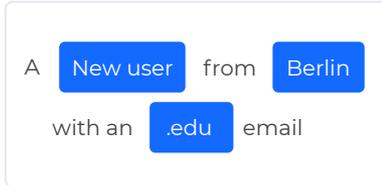
The screenshot displays the Talon.One Campaign Manager interface. The main header shows the Talon.One logo and the current application, "USA Staging". Below the header, there are tabs for "Campaigns", "Coupon Finder", "Priority", and "Customers". A search bar labeled "Search apps" is present. The left sidebar lists various applications, with "USA Staging" selected. The main content area shows a summary of campaign status: Running (45), Disabled (45), and Expired (45). Below this is a table of campaigns with columns for Name, Status, and Coupons.

Name	Status	Coupons
<input type="checkbox"/> 20% Coupons	Running	10 / ∞
<input type="checkbox"/> Discount Deals	Running	22 / ∞
<input type="checkbox"/> KPI Driven Loyalty	Running	3 / ∞
<input type="checkbox"/> Referral Program	Disabled	7 / 12
<input type="checkbox"/> UK Geofence Program	Running	12 / 22
<input type="checkbox"/> Product Bundles	Expired	1 / 1
<input type="checkbox"/> Discount Campaign	Running	5 / 6
<input type="checkbox"/> Pizzas or Pies	Disabled	16 / 16

On the right side, there is a "Define rules for" section with a sub-section for "Rule 2" showing a "Cart Filter" and "Pizza Filter" condition. Below this, there is an "Effects" section showing "10% off each it".

Simple-to-Build Promotion Rules

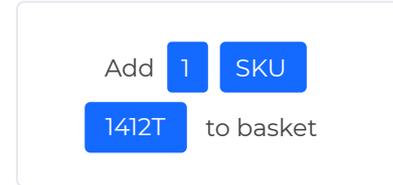
If someone...



...does this...



...then this happens.



No limitations in creating new campaigns. **No more development effort.**

WHY COMPANIES CHOOSE TALON.ONE

A flexible, high-speed, powerful & scalable solution

Use Talon.One's intuitive user interface to automate, edit, manage and analyze all of your promotion services in one place.

There are a range of useful features, including coupon tracking, user-role assignment and a developer's section for API testing and logs.

Flexible API & speedy integration

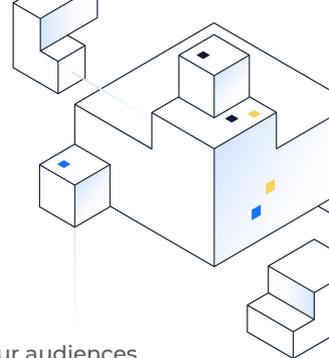
- Leverage any data to tailor promotions to your audiences.
- Support applications in almost every language.
- Learn quickly with easy-to-read guides, API docs & tutorials.
- Work with experts to integrate your system effectively.

Powerful management tools

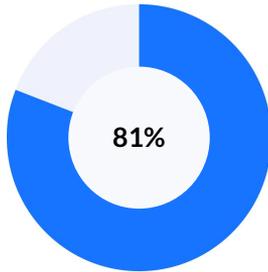
- A single UI for all your promotional campaign solutions.
- Better CX with granular and data-driven personalization.
- Intuitive interface with a wide range of available features.
- Create simple and complex campaigns without coding.

Scalable enterprise-ready software

- Quickly migrate legacy code & upscale promotion output.
- Secure data encryption, audit logs, SLAs & custom user-roles.
- 300 API requests per second & quick evaluation (40-60 ms).
- Used and trusted by market leaders in many industries.

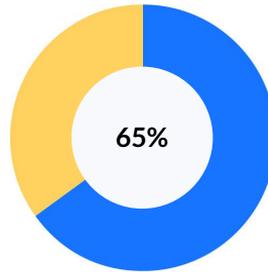


Your Customers Want Promotions



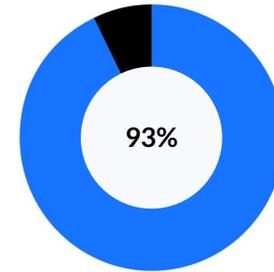
81% of e-shoppers say that **finding a great deal** or offer is on their mind throughout the entire shopping journey.

- RetailMeNot



65% of consumers said they would **spend more** than originally planned **to secure a discount**.

- eMarketer



93% of consumers agree they would make a **repeat purchase** if they were offered a good discount or deal from a retailer.

- MyCustomer

Generic promotions

“**Over 70%** of promotions fail to break even.”

- Nielsen

VS.

Tailored promotions

“79% of consumers say they are only likely to use a brand’s promotions if the promotions are **tailored to previous interactions.**”

- Marketo

Promotions-as-a-Service

Communication	Payment	Infrastructure	CRM
			
Tracking	Productivity	Personalization	Promotions
			

Companies don't spend resources on developing all of these services.

So why build your promotions in-house?

Trusted by Companies Worldwide

Casper



Chantelle



ELSEVIER

flaconi

TIER

getsafe



HelloPrint™



movinga

JUST EAT

mjam

KEEPERsport

ABOUT US

How we started

Talon.One was launched in 2015 by an experienced team of developers and entrepreneurs, we wanted to build a system that would allow marketing, business and product teams to invent and implement promotions without the need for developers. Since then, Talon.One has grown into the leading Promotion Engine for many online businesses operating all around the world.

Meet our founders



Christoph Gerber (CEO)

Founded Lieferando, which he successfully exited to Takeaway.com in 2014.



Sebastian Haas (COO)

Founded RapidApe, which he successfully exited to ProSiebenSat1 in 2015.

Get in touch!



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