



Vista Loyalty can turn your moviegoers into a devoted returning audience with specific, tailored marketing campaigns, customisable reward systems, and a network of deep integrations in a consolidated cinema-centred loyalty system.

Benefits

- Develop powerful ongoing reward programs that differentiate your cinema, attract customers, nurture consistency, and increase spend per visit.
- Build customer loyalty and provide personalised incentives based on their behaviour.
- With records of purchase behaviour and activities, recognise trends and create highly-focused campaigns targeting specific demographic groups with tailored micro-marketing.
- Seamless integration with POS and other Vista products allows you to surface rewards, memberships, concessions, points, and promotions, all in multiple sales channels.
- Consolidate your CRM system and marketing campaign management into one easy-to-use space developed specifically for the cinema industry.
- Vista group partner Movio enables enhanced execution of targeted campaigns.

Tailored marketing opportunities

Vista Loyalty provides an array of opportunities to drive your loyalty programs and the marketing campaigns associated with them, to build an audience loyal to you. Promotions focused on box office or concessions have flexible definitions, and Loyalty allows you to inform members of upcoming promotions, films, events, and more through various communication methods stored within Customer Relationship Management (CRM) functionality.

Keep your members coming back by configuring when their Loyalty points may expire from inactivity, coupled with tailored incentives to prompt return visits.

Inspire your loyal following

Turn your customers into your devotees by implementing powerful reward programs the way that suits your customers; have rewards earned through points and recognitions on tickets and concessions, enable users to spend their points on specific tickets, items, or deals. You can build your customer loyalty with rewards your way, easily varying rewards using simple messages, whether that may be offering products or services at special discounted prices, providing points redemption options, or giving free rewards at thresholds of spending.

Loyalty allows your customers to give feedback easily and with less cost to you, keeping you in the loop of what your audience loves or desires, so you know how to keep them satisfied. Members can log into their loyalty account on Vista Web or Vista Mobile and provide star ratings and comments for each visit to your cinema – each satisfied customer can help pull new loyalty prospects to you!