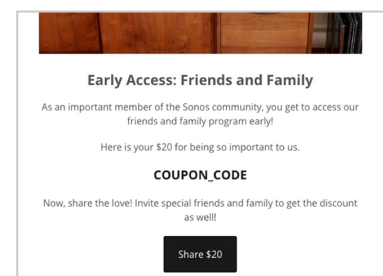


# Supercharge Loyalty Programs With GXP + Extole

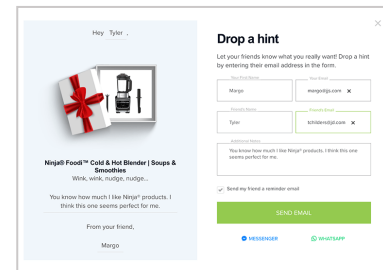
Retailers and brands spend a lot of time, effort, and budget attracting customers to their site, but often fail to achieve conversions or even collect the critical zero-or first-party data necessary for future marketing efforts. This issue is avoidable by combining Extole and Listrak's Identity Resolution Marketing, GXP. With GXP, known and anonymous site traffic can be identified, allowing retailers and brands to attach loyalty/reward information to those influenced by Extole growth programs.

## Extole: Customer-Led Growth

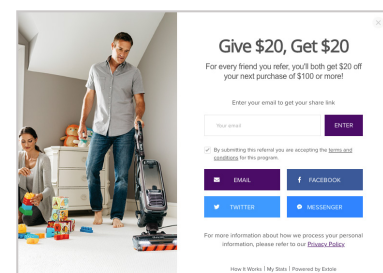
Extole, a Listrak Technology Partner, is the Customer-Led Growth platform. With Extole, marketers fight skyrocketing paid media costs by turning their customers into a primary vehicle for acquisition, awareness, and activation. With Extole's SaaS platform and experts, marketers rapidly launch programs such as refer-a-friend, influencer, and challenges, personalized to important behavioral segments. Customer-Led Growth drives revenue and generates an important and unique source of first-party data. Companies such as Levi's, Acorns, Estee Lauder, SharkNinja and Square are already using Extole to power Customer-Led Growth.



### Friends & Family



### Drop a Hint



### Refer a Friend



# 3 Benefits of Extole + GXP

## 1. New Subscriber Growth

With Extole, retailers can identify influential customers and incentivize them with referral and influencer reward programs. Your customer champions will use Extole referral offers to drive new visitors to your retail site where GXP can capture zero- and first-party data, identify them, and move them along the customer journey with personalized engagement.

## 2. Increase Onsite Conversion Rates

Using signals from Extole's programs, GXP can determine which offers are most attractive to your shoppers and deliver custom campaigns that feel native to your website for individual experiences that encourage first-session purchases.

## 3. Send More Personalized Messages Offline

Through data collected from Extole programs and GXP's onsite acquisition strategies, the GXP team of experts will tailor and optimize behavioral triggers that best resonate with each customer champion and the visitors they influence to drive more conversions and higher revenue.