



# How to Create the Perfect Perk

## Use an Enticing Perk Title

A perk should make your customers feel they're receiving something valuable. Ensure the perk is significant enough to motivate action. A minor discount may not suffice; consider exclusive promotions, additional services, or special bundles. Keep it simple: 15% OFF all footwear or Buy 1, Get 2nd at 50% OFF. You can use emojis to help your perks stand out!

## Highlight the Value in Perk Description

Clearly outline the benefits users will gain. Include a call to action such as "Limited Time Offer" or "Limited Quantities" to motivate immediate redemption.

## Upgrade to a Feature Member

Obtain featured perk app placement to boost engagement. Incorporate interchangeable image and video banners to highlight your products and services, and link banners to your desired location to streamline redemptions.

## Select Perk Redeemable to Control Who Can View and Redeem

You are not restricted in the number of perks you can offer. To achieve the highest conversion rate, choose "Anyone." Additionally, you can create a special perk for local members by selecting "Local Members Only." Remember that you can also establish an exclusive perk that only your employees can view and redeem by choosing "Company Employees Only."

## Perk Availability

In this section, you can customize your perk. You may allow users to redeem your perk multiple times, fostering loyalty among repeat customers. To draw in new clientele, provide a substantial incentive and set the perk to be redeemable only once. Lastly, you can choose which perks are viewable and redeemable on specific days and months. Utilize this feature to establish perks for special sales events and holidays.

## Where to Redeem

In this section, you determine how a user can redeem your perk. You can set up perks to be redeemed "In Person," which is ideal for B2C. For B2B sales transactions, select "Contact Company," and for D2C sales, select "Online."

