

Fandango's Loyalty Platform

HELPING CHANGE CONSUMER BEHAVIOR



All brands face the challenge of earning customer repeat purchases. Great attention is focused on customer loyalty and generating frequent buying. Fandango Rewards helps brands build loyalty by offering engaging, highly customizable promotional programs featuring our entertainment rewards. For the past three decades we've been building reward programs and are experts at understanding customer loyalty and consumer engagement.

Our loyalty platform is a consumer-facing web application that enables customers to earn credits and points. It also provides a spending account balance for attaining rewards such as Fandango movie tickets, movie downloads, Virtual Visa® rewards*, and more.

Consumers have multiple ways to earn points, including reward code validation, receipt validation, referring friends or family, and social sharing. They can return to their accounts to earn or spend points, and access previously earned rewards, at any time during the promotion. We provide full, consolidated customer support for consumer accounts and rewards.

Contact us to learn more.

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- All aspects of the platform are customizable:
 - Design & User Experience
 - Verbiage
 - Currency/Game Economy
 - Rules/Eligibility
 - Ways of earning and spending points
- Designed to detect fraud and promotion abuse
- Complete account reporting structure

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 **FANDANGO REWARDS**
fandangorewards.com