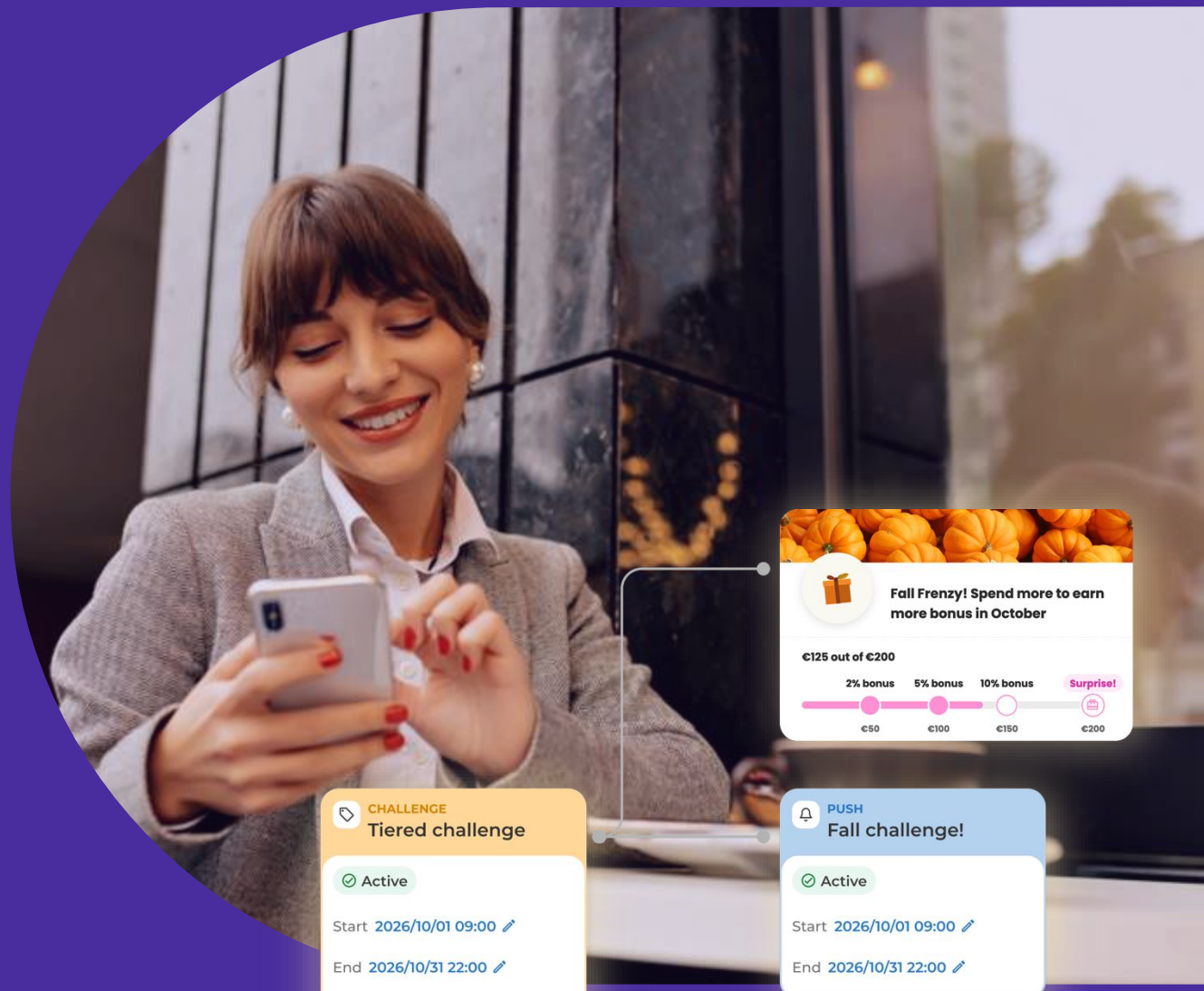
Product release

Q3 2026



Introduction

This quarter is about giving your team more control over your campaigns and less manual work to run them, with clear guardrails and new ways to keep members engaged.

In Orchestration, **Campaign templates** turn any campaign into a reusable framework, the **Delay block** sets the time between steps for each customer, so a multi-day journey no longer has to be split across separate flows, and the **Limit block** brings participation limits onto the canvas.

We are also introducing **AI segment summary**, which gives you a quick overview of who a segment includes and under which conditions.

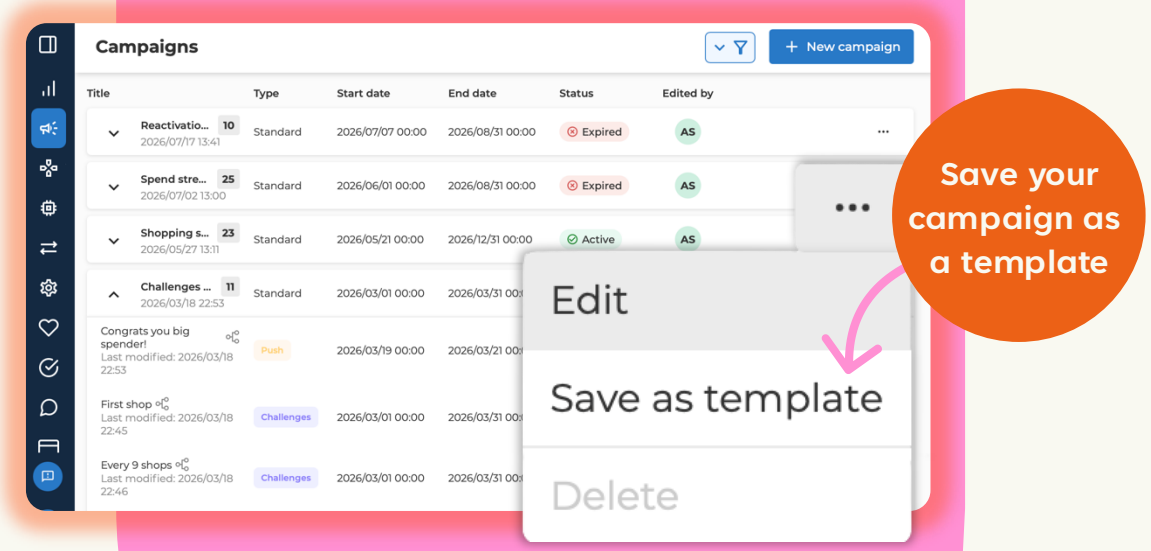
In Promotions, **Tiered challenges** reward members step by step as they progress, all within one challenge. More updates include **reward periods** for games, **display priority** for challenges, and **Liquid Glass** for iOS apps.

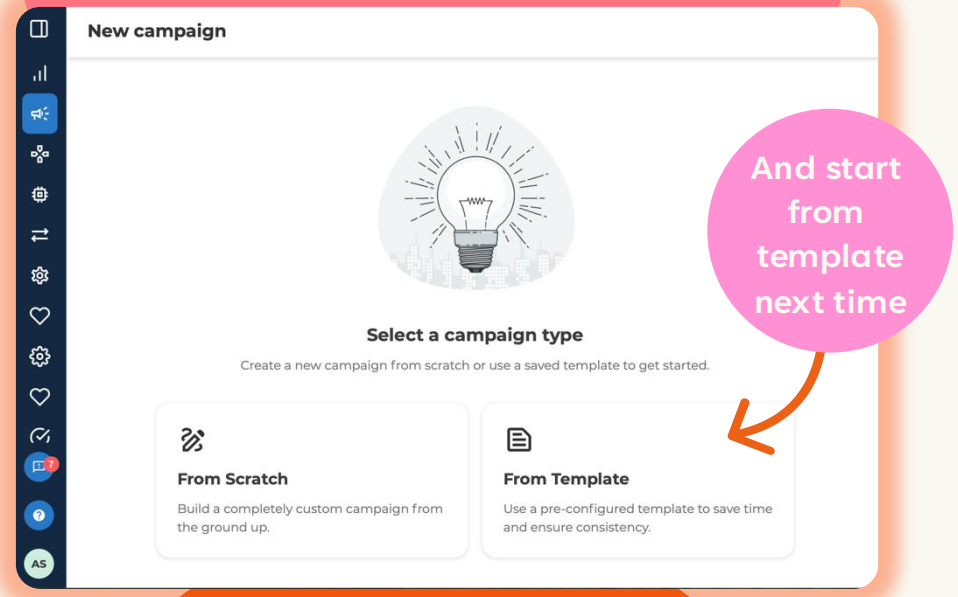
We hope you find these updates valuable, and as always, we welcome your feedback as you start exploring what is new.

The Lobyco Product Team



Orchestration





Campaign templates

Your campaigns can now be saved as a template and reused as a starting point again and again. As the template keeps the activities, their relative timing and how they are linked, it lets you rebuild recurring campaign types in a single step.

Winning use cases

- **Repeat a campaign**: For campaigns that come back with the same offers and challenges, create a new campaign from the template and update the dates. Then the full journey is ready to go.
- **Start from your own standard:** Build reusable frameworks, such as a seasonal campaign or a product launch, with the components every campaign of that type should include. Each new campaign starts with the structure in place, and you fill in the details.

What it solves

- **Less setup time:** No more rebuilding the same campaign flows from scratch.
- **More consistent campaigns:** Every campaign starts from an agreed structure, so essential steps aren't left out.

AI segment summary

Beta

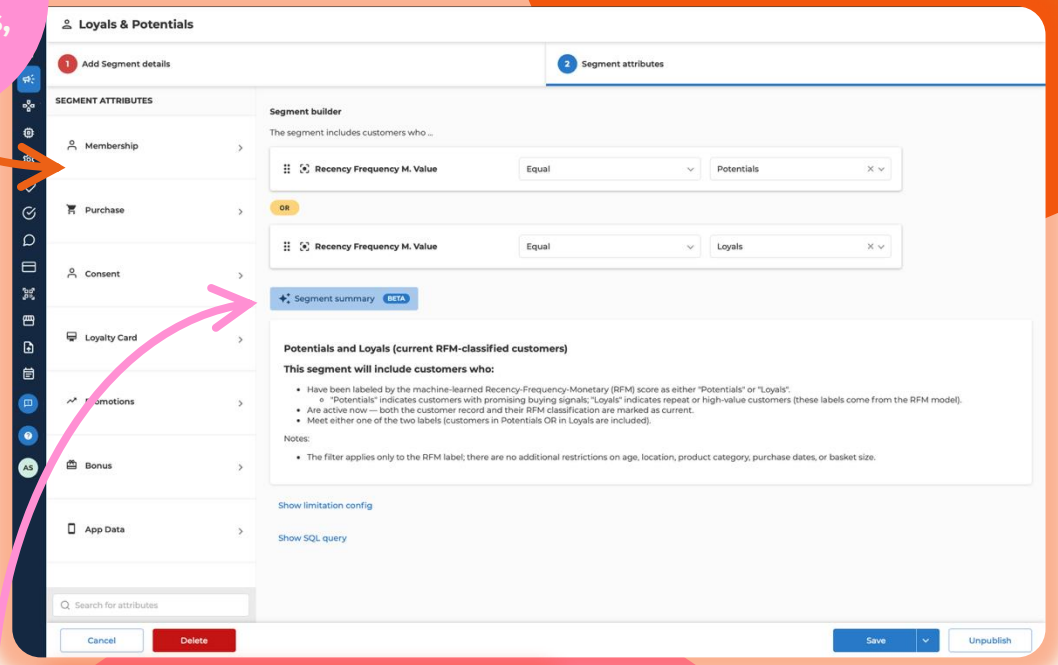
Segments in Nexus often combine many conditions, such as date ranges, product rules and spend thresholds. Click **Segment summary** while building a segment, and AI writes **a few sentences explaining who the segment includes and why**. The summary updates as you change the conditions.

Winning use cases

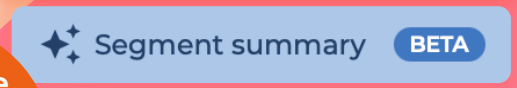
- **Catch mistakes before a campaign runs:** Wrong dates, products or thresholds are easier to spot in a sentence than in a rule set, so you can **confirm the segment reaches the members you intended**.
- **Quickly understand segments built by others:** Open a colleague's segment and **see straight away who it targets**, without working through the conditions one by one.

Summaries are generated in English. As with any AI output, check business-critical segments against the configured conditions.

Add segment attributes, then..



..Click the Segment Summary Button

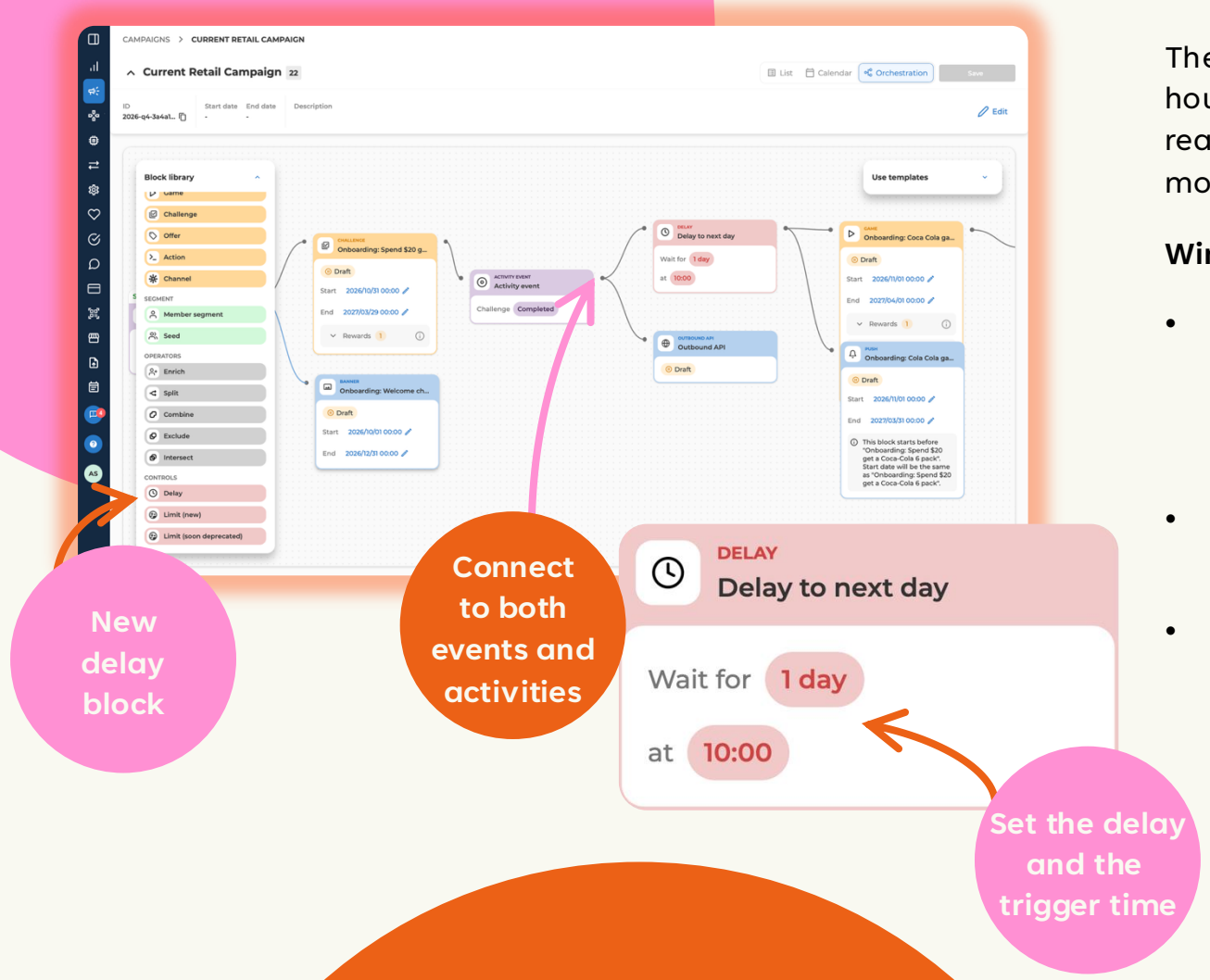


Current customers labeled "Potentials" or "Loyals" by RFM

This segment will include customers who:

- Have been assigned an RFM (Recency–Frequency–Monetary) label of either "Potentials" or "Loyals" by the company's machine-learned RFM score.
- Have active/current customer records and an active/current RFM record (i.e., the most recent/valid entries).
- Are included regardless of product, category, location, age, or individual purchase amounts — the only filter is the RFM label.
- Note: the terms come from the RFM model — typically "Potentials" means customers with growth potential and "Loyals" means repeat or high-value customers — but the query itself selects solely on those labels, not on specific purchase thresholds or products.

Delay block



The new Delay block pauses a customer journey for minutes, hours or days before the next step. You decide **when** each step reaches a customer, so the right incentive arrives at the right moment.

Winning use cases

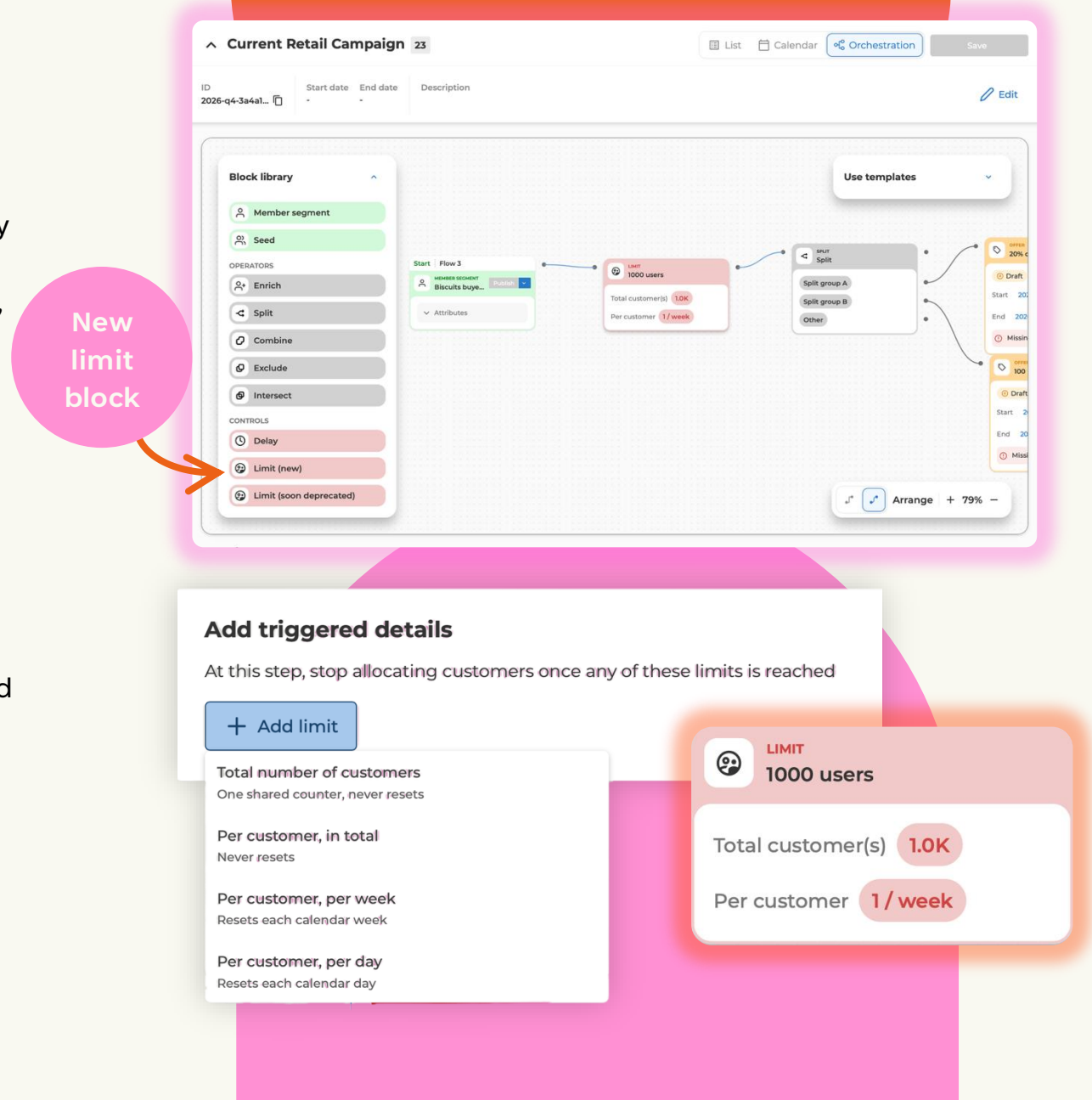
- **Keep longer journeys in one campaign:** Onboarding, win-back and reward reminder journeys that run over days or weeks now **stay on one canvas** instead of across separate campaigns.
- **Give customers some breathing room:** Follow up a day after a completed challenge, **not instantly**.
- **Reach customers at the right time of day:** Set a delay in days with a time, so a customer who qualifies at 08:00 is **contacted in the evening instead**.

Limit block

The new Limit block adds budget and participation control directly on the Orchestration canvas. Place it before an activity and **cap how many customers can continue**: in total, or per customer in total, per day or per week. Combine several limits, and the flow stops as soon as any one of them is reached.

Winning use cases

- **Cap the size of a giveaway:** Let only the first 1,000 customers into a reward flow, so budget and reward stock are **protected without manual monitoring**. A bonus effect is urgency: “first 1,000 only” gives members a reason to act now.
- **Prevent reward abuse:** A customer who qualifies again and again can’t take a disproportionate share. Set limits so **rewards reach more of your members**.
- **Avoid over-contacting customers:** Limit how many messages one customer gets in a campaign, so members **don’t receive so much that they unsubscribe**.





Promotions

Tiered challenges

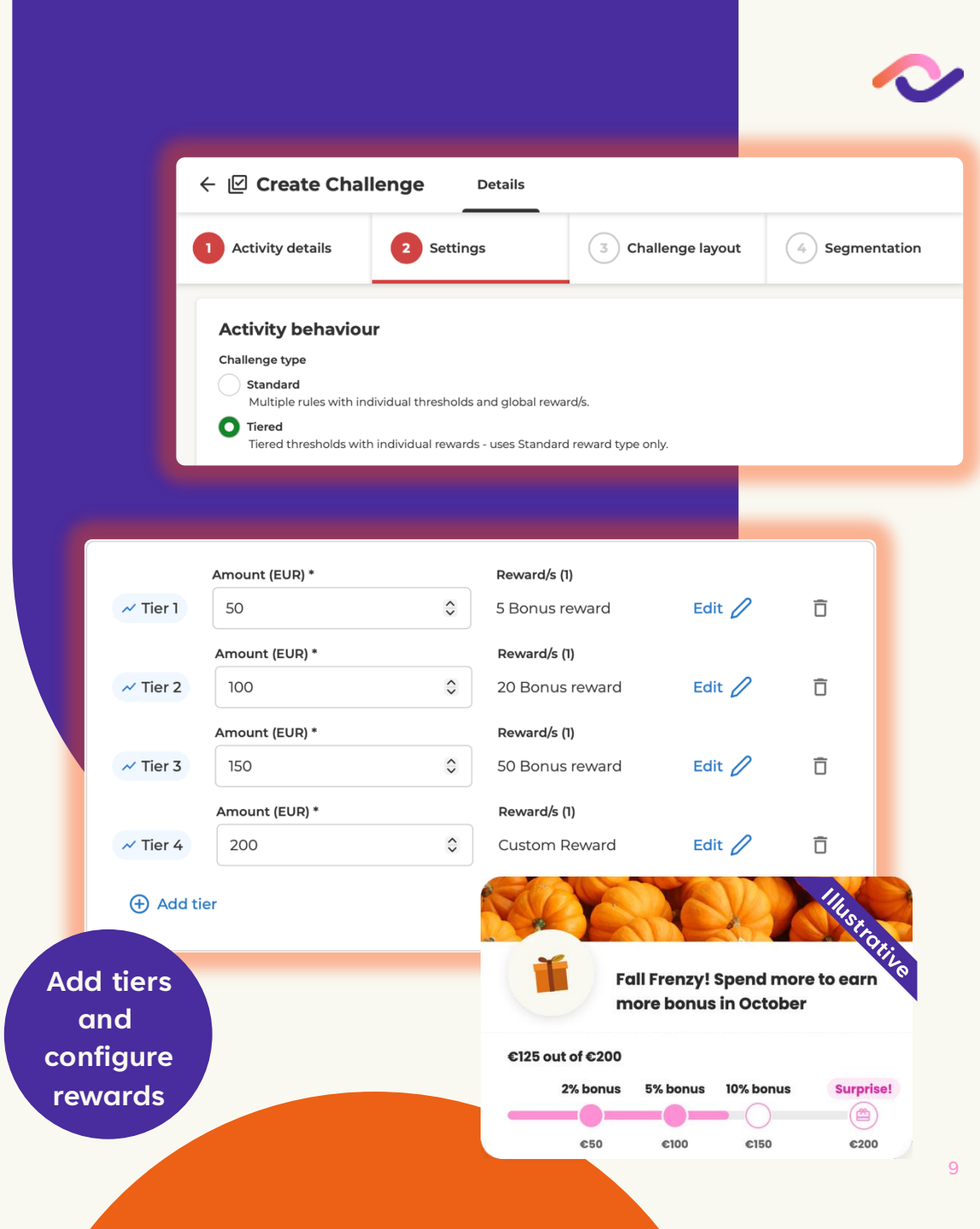
Reward members step by step as they progress, all within one challenge. Choose **Tiered** as the challenge type and set two or more tiers on one shared goal, each with **its own threshold and reward**.

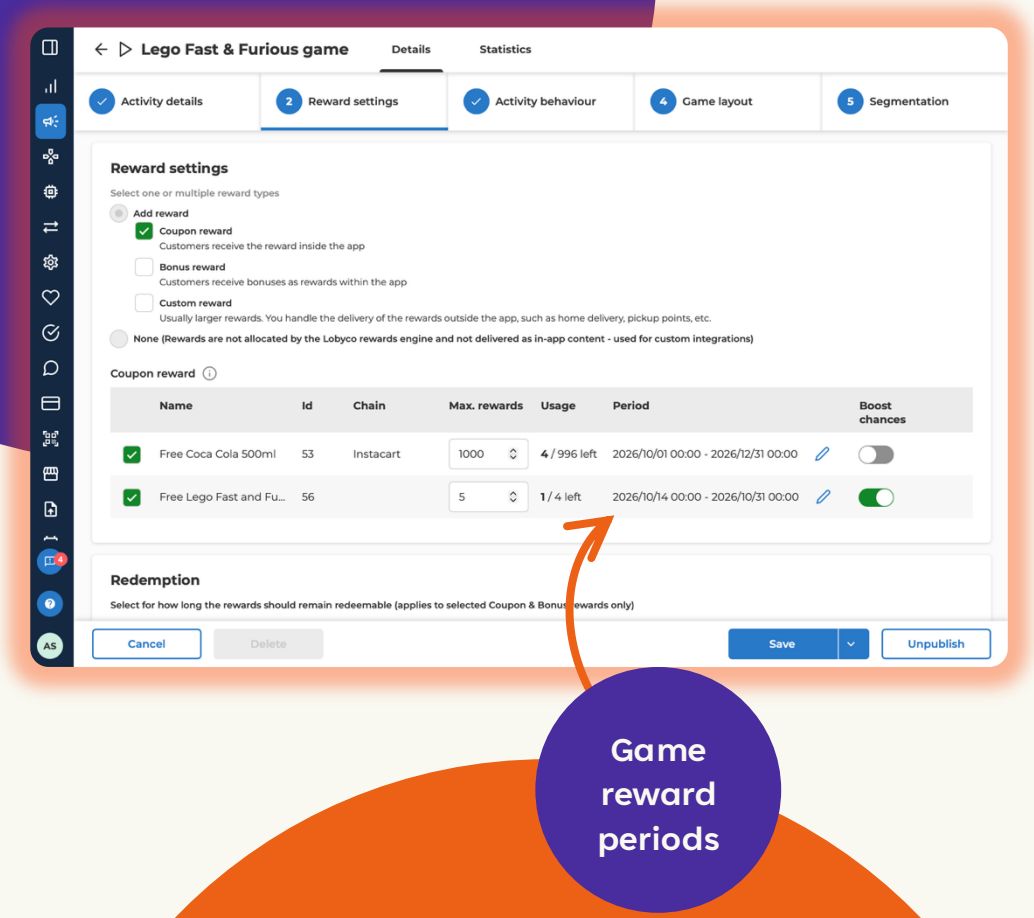
Tiers work with every accumulation type: spend, product quantity, store visits or payment method. For example: spend €50 for 50 points, €100 for 150 points and €200 for 400 points.

Winning use cases

- **Give members a next step to reach for:** Each tier sets the next goal, so members have **a clear reason to add one more item or make one more visit**.
- **One challenge instead of several:** A spend ladder that used to need a separate challenge for each step now **runs as one**, with coupon, bonus or custom rewards at any tier.
- **Reward the way that suits the campaign:** Reward **every tier a customer passes**, or only the highest one they reach, issued the night after the challenge ends.

Tiered challenges are supported in Lobyco Nexus today, with the mobile app to come later in Q4.





Periods for game rewards

Each reward in a game can now have **its own period** within the game. A new Period column in the game's Reward settings shows when each reward can be won, and you can set a custom window for any Coupon, Bonus or Custom reward.

What it solves

- **Run scheduled prizes:** Set up **a prize of the day or a weekend-only prize** in advance, instead of having someone change reward settings in a live game.
- **Control low-quantity prizes:** Keep a scarce prize to the window where it matters, so it is not used up in the first days. Boosted rewards follow the period too, building up **over the reward's own window** rather than the whole game.
- **No gaps in the game:** Nexus checks that at least one reward can be won at every point of the game. If the periods leave a gap, it **shows the exact dates and blocks publishing** until it is fixed.

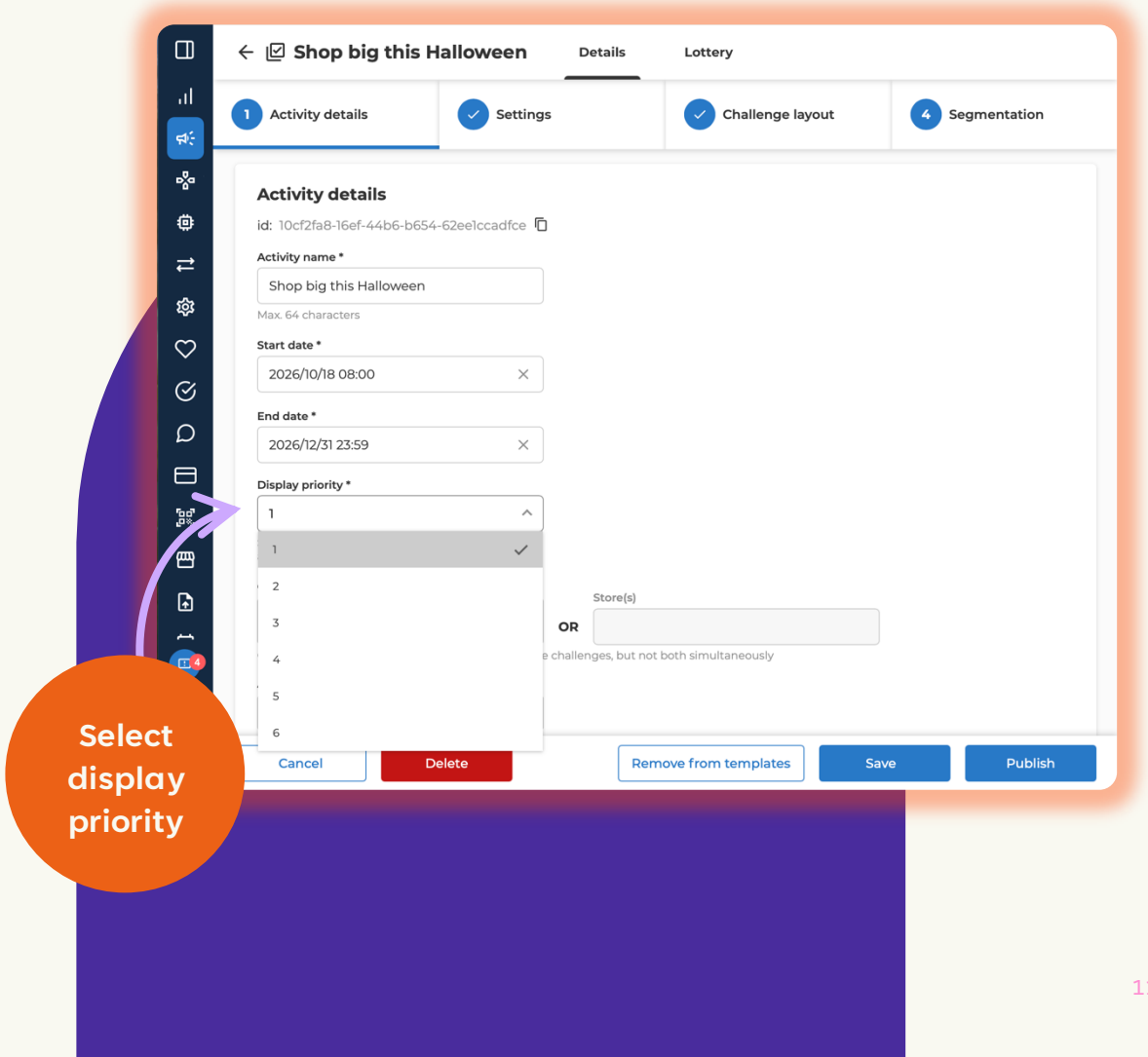
Challenge display priority

You can now decide the order in which challenges appear in the app. Set a **Display priority from 1 to 10** in the challenge's Activity details, the same setting you already use for Offers. Priority 1 is shown first, and every challenge starts at 5.

What it solves

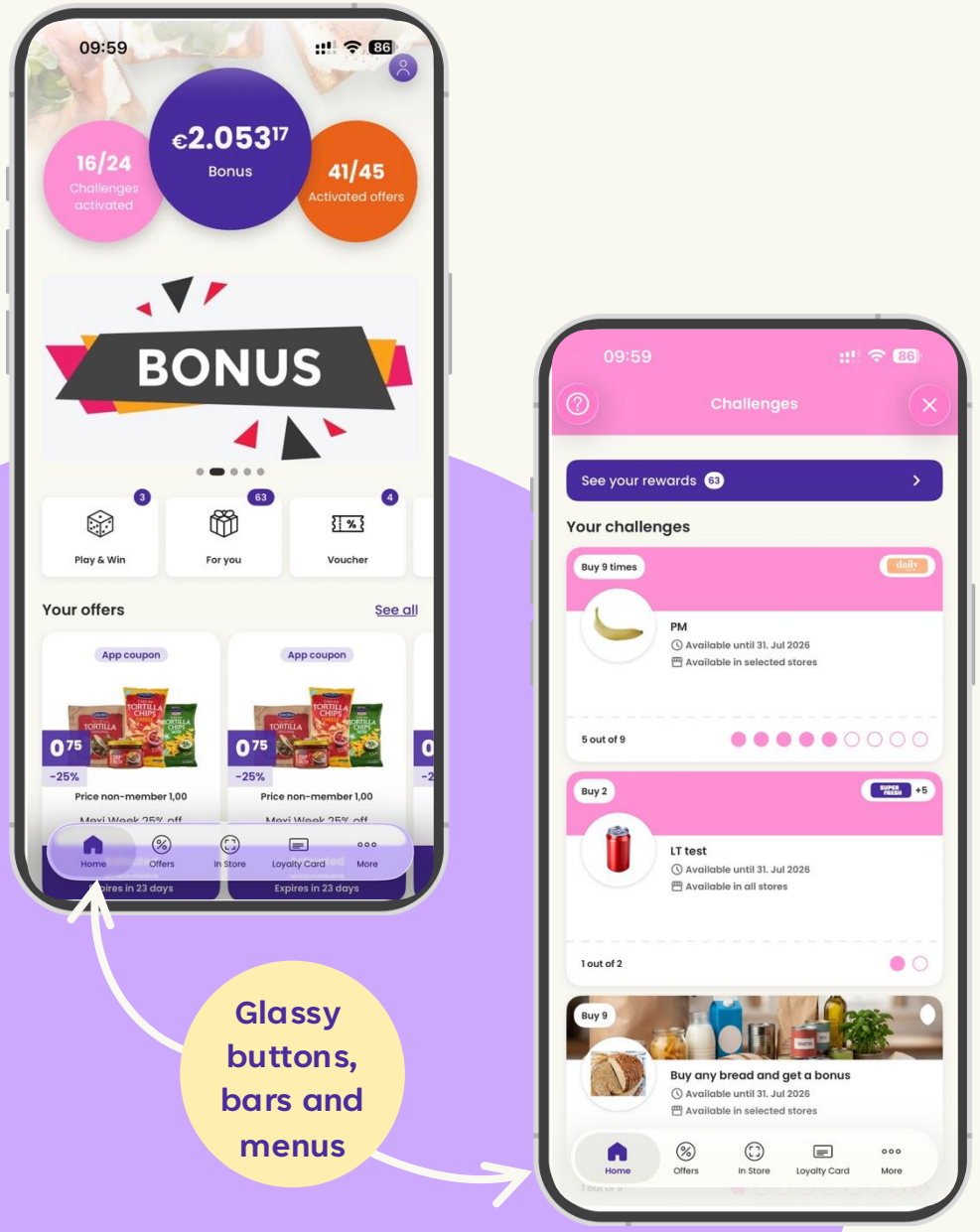
- **Put the most important challenge first:** Move a campaign challenge to the top of the list, or a less relevant one further down, instead of relying on **the order challenges were created in**.
- **Reorder without starting over:** Priority can be changed at any time, **including on a live challenge**, so you can adjust the list mid-campaign without recreating anything.

Existing challenges count as priority 5 until they are edited.





Mobile App



Liquid Glass

Your iOS app is ready for Liquid Glass, Apple's new look with translucent buttons, bars and menus. It becomes standard for all iOS apps with iOS 27, and your app already makes the switch polished and tested.

What it means for you

- **An app that feels current:** Members see the same buttons, bars and menus they know from Apple's own apps, so your app looks at home on the latest iOS.
- **Nothing to set up:** Liquid Glass is built into the app platform and reaches your app with a regular release, with further refinements to bars, menus and icons to come.

Liquid Glass applies to iOS only and is rolling out app by app.

Thank you for another great quarter

If you'd like to learn more and see these features in action, don’t hesitate to reach out to your Lobyco contact today.