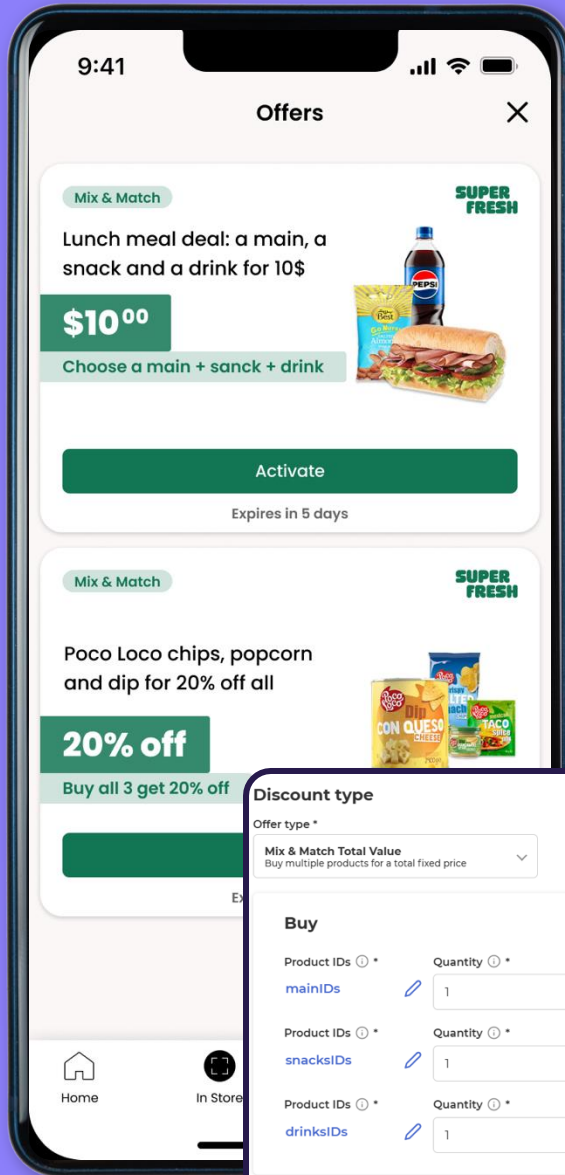


Product Release

Q2 2025

1. Offers



Mix & Match Offers

Mix & Match and Meal Deals can now run via the Promotions Platform

Why we built this feature:

- Enable retailers to run advanced offer types that give members discounts when they buy two or more products.

What it solves:

- Mix & Match offers give a discount when the user buys product bundles, enabling retailers to drive sales on specific products.
- Mix & Match Total Value offers enable a discounted total price when multiple products are bought together. This allows running meal deal offers, movie night offers, and others.

Discount type

Offer type *

Mix & Match Total Value
Buy multiple products for a total fixed price

Buy

Product IDs * Quantity *

mainIDs 1

Product IDs * Quantity *

snacksIDs 1

Product IDs * Quantity *

drinksIDs 1

+ Add product

Get (on all products)

Offer type * Offer value *

Fixed price 10 USD

2. Games & Challenges

Challenges with multiple purchase rules

Why we built this feature:

Allow marketers to run more specific stretch spend challenges, by enabling them to put more product-specific rules to complete a challenge.

What it solves:

Challenges can now give a reward when members fulfil multiple purchase rules in one transaction. For example, members could get \$2 in bonus when they buy Cola for \$10 and 3 bags of chips on the same transaction.

Create Details

Activity details Reward settings **3 Activity behaviour** Challenge layout Segmentation

Accumulation

- ☒ **One purchase**
Reach the target in one purchase
- ☐ **Multiple purchase**
Reach the target in multiple purchases
- ☐ **Store visits**
Users need to visit the store (make minimum purchase)

Earn rules

Earn method *	Amount (\$) *	ID's action *	Product IDs *	Category IDs *
Purchase amount	10	Include	colaIDs	Add items
Product count	3	Include	chipsIDs	Add items

+ Add Rule

Specify if the challenge should be one-time or renewable

☐ One-time ☐ Auto-renewable ☒ Unlimited

Auto-renewable means that if the user has completed a card they will automatically reactivate.
Unlimited until end date means that there is no limit for card activations during campaign period.

Cancel Create

Challenges at store level

Why we built this feature:

Allow store level challenges that can help run location-targeted promotions.

What it solves:

Challenges can now be configured to run on one or multiple store levels, allowing more flexibility in running location-based stretch spends.

Create Details

1 Activity details 2 Reward settings 3 Activity behaviour 4 Challenge layout 5 Segmentation

Add Activity Details

Activity name *
Buy Cola for \$20 and get \$3 in bonus
Max: 64 characters

Start date *
DD/MM/YYYY HH:mm

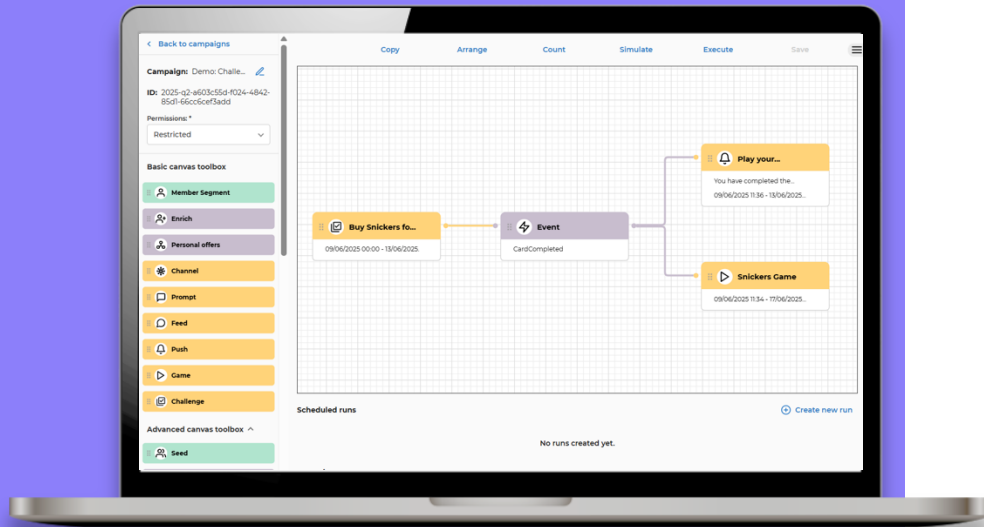
End date *
DD/MM/YYYY HH:mm

Chain(s)
Choose chain(s) OR Choose store(s)

Choose either chains or stores where you can receive challenges, but not both simultaneously.

Brugsen Mando ID: 936
CoopOne - DB Sengeløse ID: 1140
CoopOne - DB Sørvad ID: 1135
Dagli's Brugsen Ågård ID: 462
Dagli's Brugsen Agerbæk ID: 621
Dagli's Brugsen Alfa ID: 621

Completed Challenge awards Game in real time



Why we built this feature:

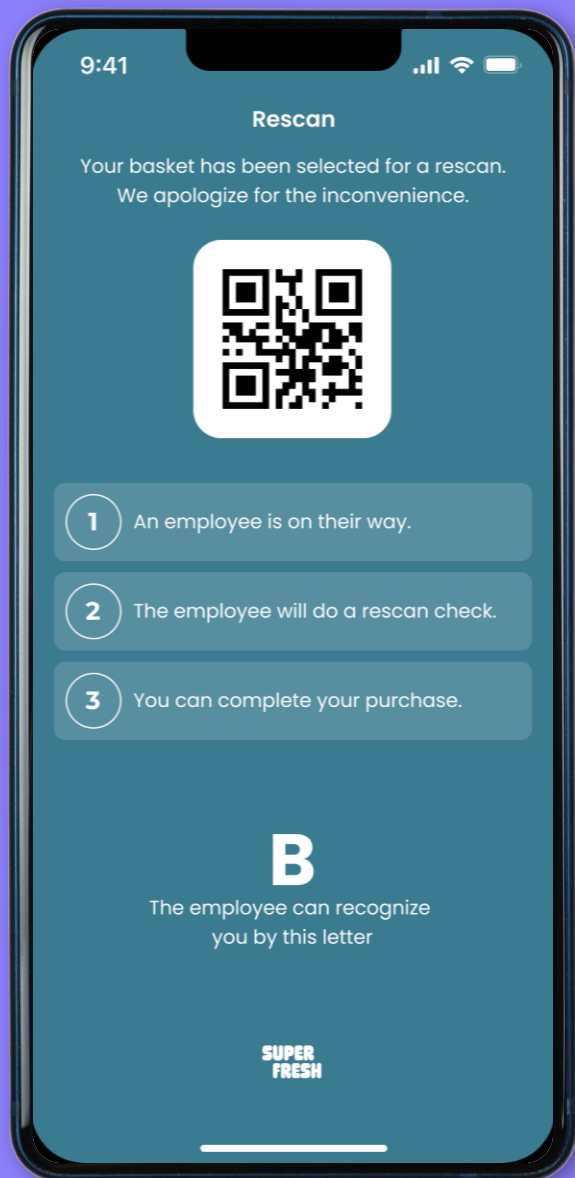
- Enable retailers to use Challenges together with Games as two powerful gamification concepts to keep members engaged in continuity products.

What it solves:

- Challenges can allocate a game when they are completed, making the users win a reward from a pool of prizes. Members are kept engaged by giving them a real-time game when they fulfill the spending conditions.
- Retailers can run continuity challenges campaigns with fewer rewards and costs.
- Works very well with supplier-funded products, where both the challenge and the game can be branded for the sponsored product or brand.

* Customer Segmentation Tool, Challenges, and Games are prerequisite products.

3. Checkout



Selfcheckout | Fraud prevention

Dynamic setup for customized rescan rules and stronger foundation for clean rescan data

Why we built this feature:

- To have retailers preventing even more fraud within SCO and Scan & go/pay solutions we extended the Rescan functionality with a dynamic audience setup to easier make customized rescan rules
- To avoid even more false positivies in rescan data so the random check algorithm works even more sofisticated for the specific retailer

What it solves:

- Short time to market on customized rescan rules for any retailer
- Dynamic use of retailers data on the customized rules
- Avoiding false positivies in rescan

4. Communications

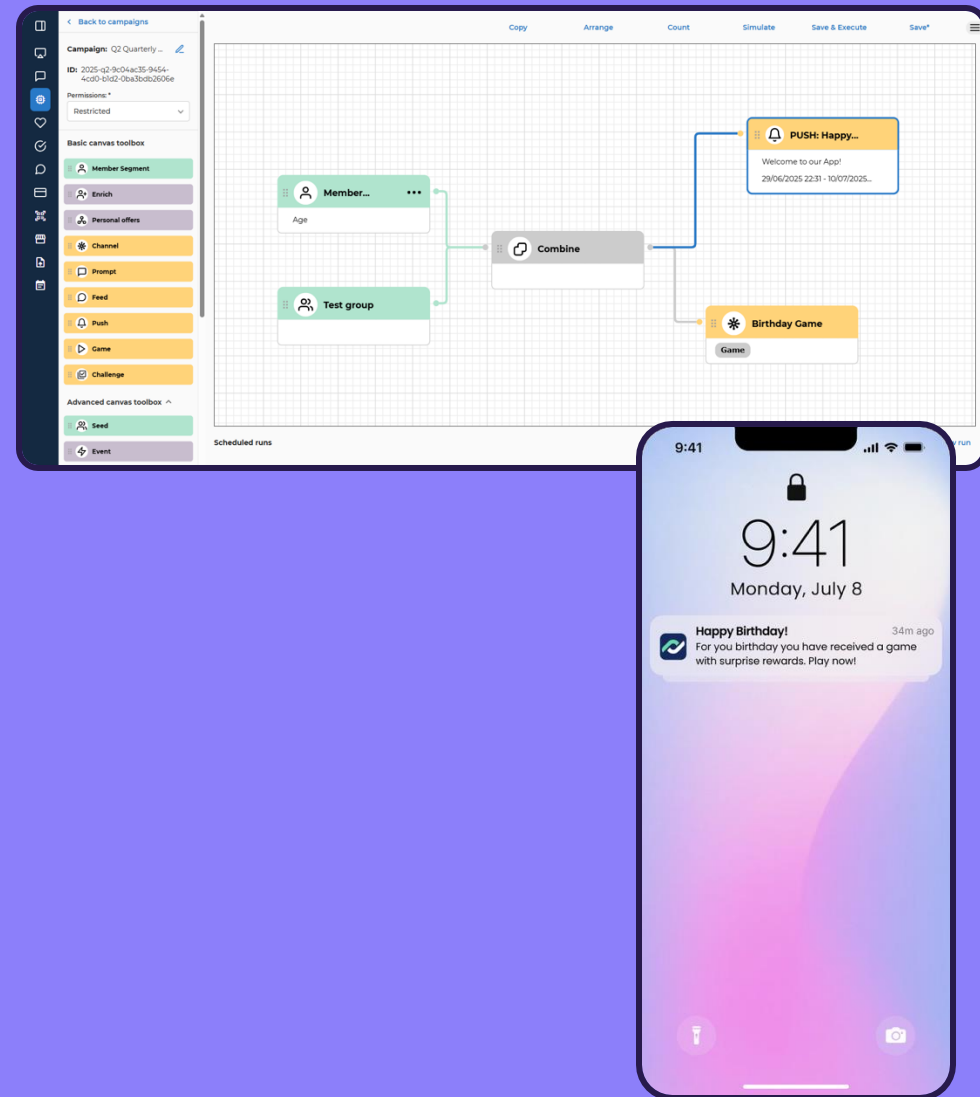
Triggered push notifications

Why we built this feature:

Marketing is most effective when messages are timely and contextual. We built triggered push notifications so marketers can automatically notify customers at exactly the right moment when an action occurs, increasing engagement, satisfaction, and conversion rates.

What it solves:

- Marketers can now easily integrate scheduled or real-time push notifications into their campaign flows, directly on the Customer Segmentation Tool (CST) canvas.
- For example, when a user receives a birthday game or completes a challenge, the system can instantly trigger a push message informing them of their reward, why they received it, and encouraging immediate redemption.
- This drives higher awareness, better participation rates, and ultimately stronger campaign performance, without requiring manual follow-up activities.



Prompt block configuration

Name *

Prompt: You've won a lottery prize

Background color *

#417554ff

#HEX

Message content

Added image

Challenge type.png

X

8 of 8 KB

Change file

Single file upload. Allowed files are .png .jpeg .jpg .svg .bmp .gif

Headline text

Short headline for dialouge

Maximum 60 characters

Body text

↶ ↷ Paragraph ▾ - 18px +

≡ ≡ ≡ B I U ↻

You've won a lottery prize!
Click below to find out more!

p

Approve button text

Go to prize details

Maximum 255 characters

☐ In-app navigation

☒ Navigate to external URL

https://lobyco.com

Write external URL

Preview

X

You've won a lottery prize!
Click below to find out more!

Go to prize details

Go to competition details

Prompt content improvements

Why we built this feature:

- Allow more flexibility around prompt communications in the Mobile App.

What it solves:

- Mobile App Prompts now support more customization of the content. Buttons can load external content inside the mobile app, the prompt background color can be changed, and more fields are optional.

5. Segmentation

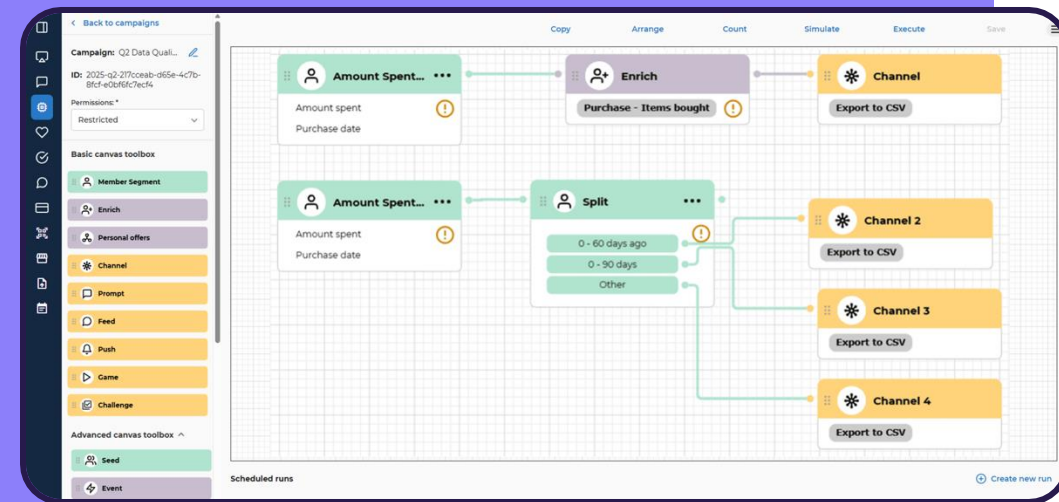
Data health in CST

Why we built this feature:

- Segmentation tools are only as good as their data, and delays or gaps in purchase or member information can compromise targeting and audience reach.
- This feature proactively informs users about outdated data, enabling informed decisions at every stage of campaign execution. In the end, it gives marketers full confidence that triggered campaigns rely on complete, accurate data.

What it solves:

- Marketers can now quickly identify missing or incomplete data when building segments by looking at the warning messages that appear when data is not up to date. Campaigns can be triggered even when the data is not up to date, but the users will be prompted about missing data.
- Instead of launching campaigns with unnoticed gaps, users receive clear warnings in the segment builder and real-time notifications if scheduled campaigns face data failures.
- This safeguards campaign performance, prevents wasted budget, and allows timely adjustments.



Between Fixed Float

 Purchase date

Past From 120 to 0 days ago Now

+03:00 Eastern European Time - Kyiv, Kharkiv, Odesa, Dnipro

 Missing data. Last update: 2025/05/26 02:59. [Learn more](#)

 **Missing Data Detected** ×

Data from some attributes will not be considered when running the campaign. Please review the last update dates for these attributes and confirm if you wish to proceed without them.

- Total outdated attributes: 1
- Total blocks affected: 1

Cancel Proceed

Last time's release covered:

Lobyco Portal Updates

An enhanced UI with updated calendar and activity templates
Pre-activated offers can now be selected



Games & Challenges Updates

Lottery capability now available in challenges, not just games!
Enhanced flexibility on counting visits, as well as product and spend, and increased options on stacking rules



Currency (Bonus) Updates

3 x updates to help you maximise currency campaigns efficiency and impact: Bulk uploads, Stacking, Temporary Multiplier functionality



Checkout Updates

Enhancements on the Employee's app to increase efficiency with re-scan

