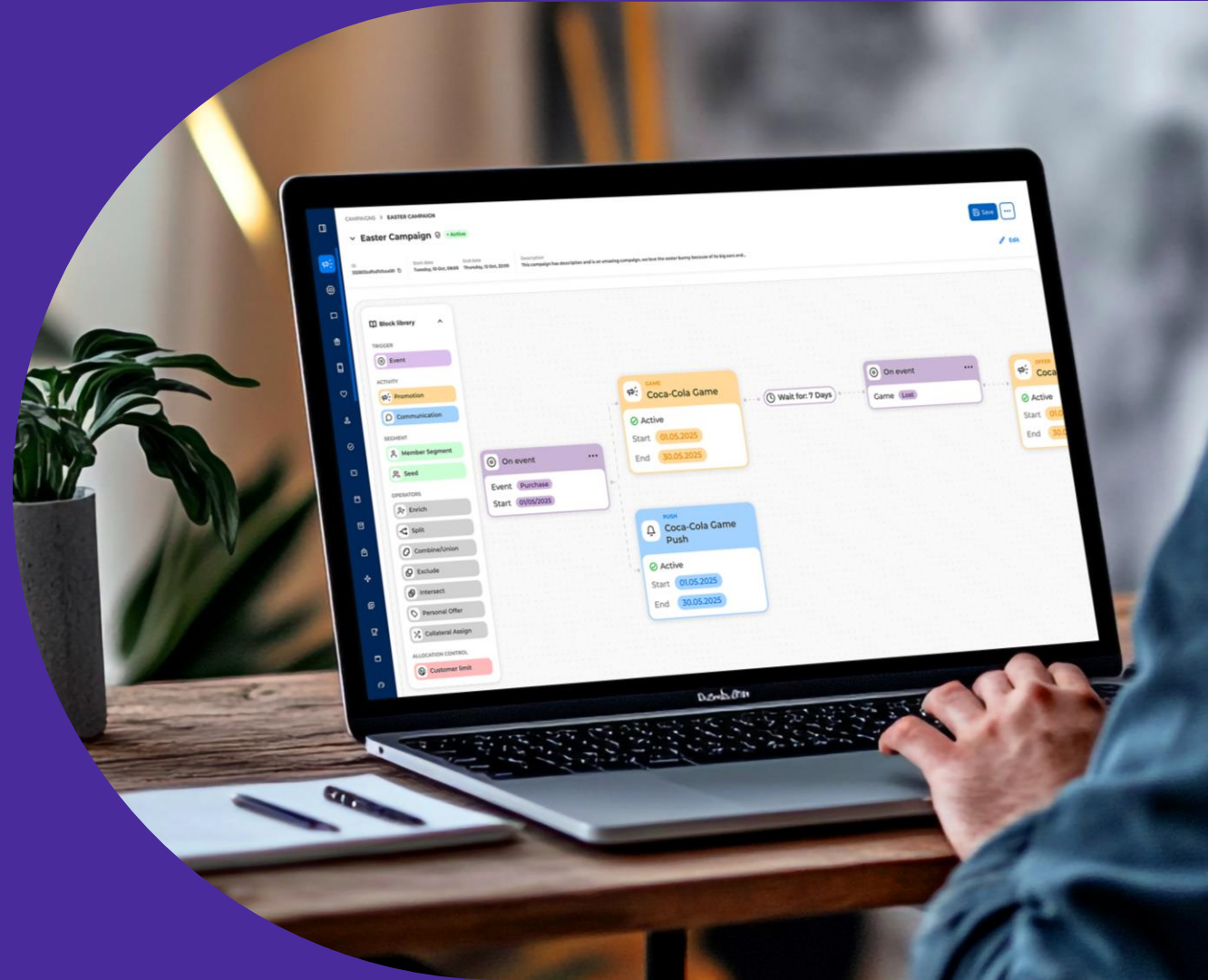




Product Release

Q4 2025





Data Package	Description
Lobbyco Nexus	Foundational data for campaigns and audiences
Customer	Member services, consents, and IDP
Loyalty & Promotion	Relevant modules inc. Offers, Games, Bonus and others.
Communication	Relevant modules Feed, Push, and others
Scan & Pay & Payment	Relevant modules such as Scan & Pay, Payments
Customer Feedback	Customer Feedback
Mobile App	Mobile App usage
Return of Customers data	Purchases, Product Catalogue, Store Service



Business
oriented
data
packages



Column	Type	Comment
CustomerId	string	Foreign key referencing the Member to whom the address belongs
City	string	City where the member lives
ZipCode	string	Postal code of the member's address
Region	string	Region where the member lives
CountryCode	string	Code of country where the member lives
AddressLine1	string	Street name and street number

Documentation
of data
available
together
with the data

Data sharing packages

We've upgraded how Lobbyco shares data with customers to make it **easier to use, more stable, and better aligned with business needs**.

Instead of technical tables, data is now delivered in **business-related packages** that reflect real-world use cases. Each package comes with clear explanations of what the data contains, so teams can work faster and with more confidence.

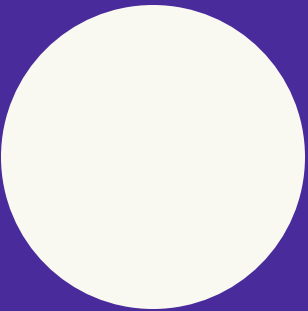
Packages by default come with the **Essential** tier configuration, which means that data is refreshed daily. An upgrade to **Premium** is possible if you require an hourly data refresh.

What it solves:

- **Less maintenance** for your data team, **fewer unexpected changes**, and more **stable data** over time
- Faster understanding of the data, with clear descriptions and structure reduce onboarding and interpretation time.
- Data that matches how you work, being business-oriented data instead of technically complex.
- Right level of freshness for your needs: daily updates for most use cases, with an upgrade path when hourly refreshes are needed.

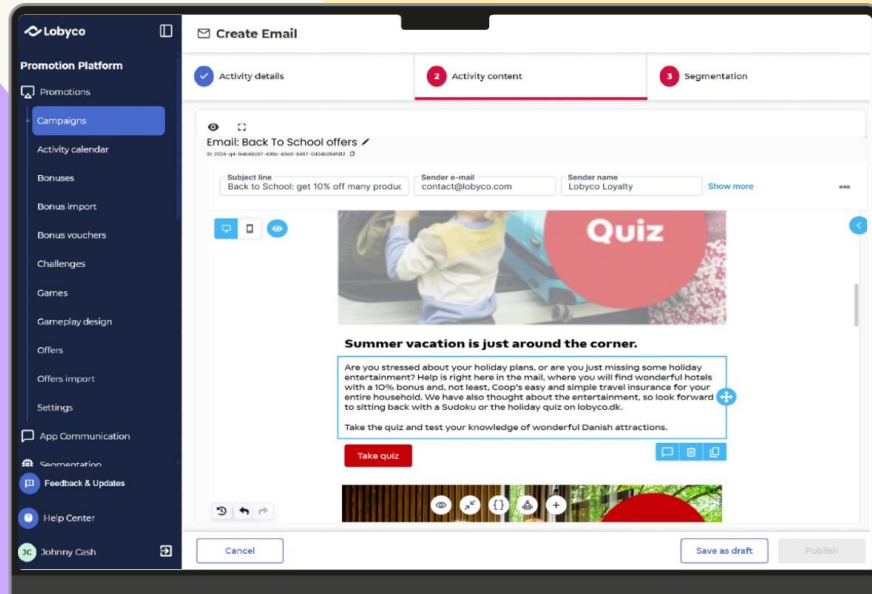


Communications





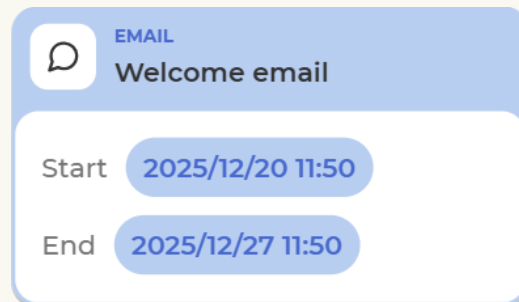
Email communication



Lobyco now supports **Email** as part of its extended communication channels. Instead of managing email in a separate tool, you can now orchestrate emails alongside other channels and benefits—all from the same place and powered by the same customer data and logic.

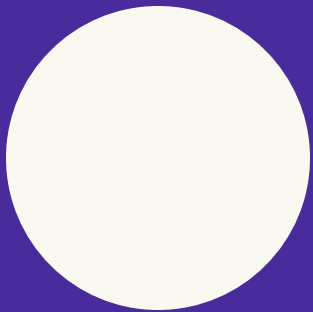
What it solves:

- Emails are no longer isolated messages, but part of **coordinated customer journeys** that combine communication and value.
- You no longer need to move or sync customer data between tools. Loyalty data, purchase history, and customer segments are already available in Lobyco and can be used directly to personalise email communication.
- Emails become more relevant and timely because they are **powered by the same Lobyco Orchestration engine** as other channels. You can allocate benefits such as games, offers, or rewards and support them with email and push messages at the right moment.



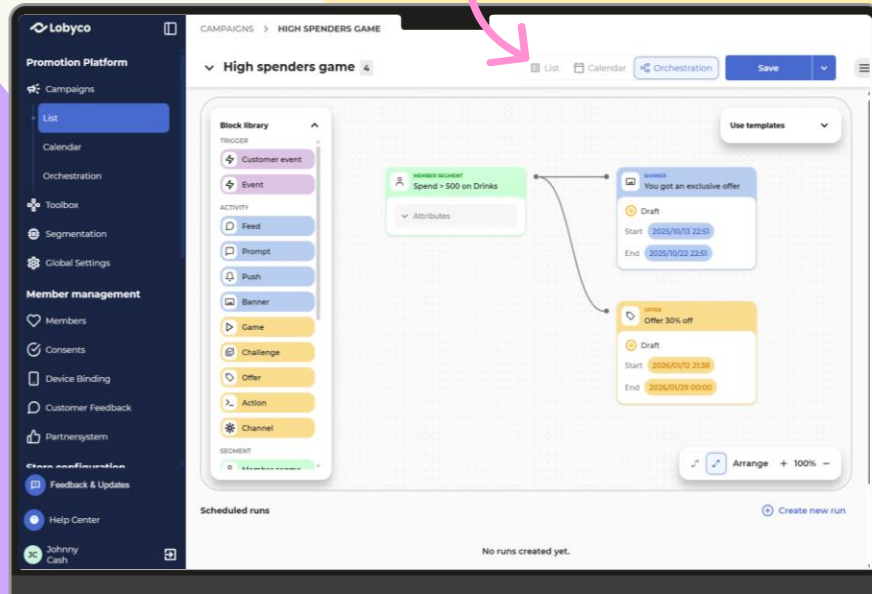


Orchestration





Switch
between
multiple
views



Unified campaign management

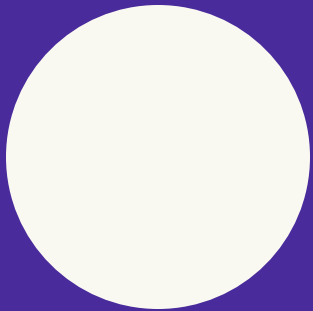
Unified campaign management brings **targeting, promotions, communications, and orchestration** into a single campaign experience, making it easier to plan and execute campaigns end to end.

What does it solve?

- With canvas, list, and calendar views available for the same campaigns, teams can see how activities connect, when they go live, and how they overlap over time.
- Removes silos between segmentation, promotions, and communication. **Teams no longer need to switch context or manage separate setups** to reach customers effectively across channels.
- Different ways of working are better supported. Some teams prefer a visual journey view, others need a structured list, while others plan primarily through calendars. Unified Campaign Management allows teams to work in the way that suits them best, without losing consistency.



Promotions





Challenge with payment method

The screenshot shows a configuration page for a challenge titled "Challenge: Pay 3 times with Card". On the left is a sidebar with icons for various challenge types. The main area has two sections: "Accumulation" and "Earn rules".

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)
- ☒ **Payment method**
Users need to make the purchase using a specific payment method.

Earn rules:

Purchases by payment method * ⓘ: 3
Minimum amount per purchase ⓘ: 50
Payment method * ⓘ: X Card X v
Delay between purchases ⓘ: 1

A dropdown menu for "Payment method * ⓘ" is open, showing the following options:

- X Loyalty App X ^
- Card
- Cash
- Loyalty App ✓
- Other

Two orange circles with white text are overlaid on the image: "Track payments with specific method" at the top and "Payment method" at the bottom right, with a pink arrow pointing to the dropdown menu.

You can now create challenges that track purchases made with a **specific payment method**, such as loyalty app balance, vouchers, or gift cards. Customers complete the challenge by using the selected payment method in one or multiple transactions and receive a reward once the goal is reached.

What it solves:

- Adds a new layer of flexibility to challenges and allows you to **actively influence payment behaviour**, by creating an engaging incentive for customers to choose the preferred way to pay.
- Motivate customers through challenges that reward repeated or intentional use of a payment method over time.
- Helps **drive adoption of digital payments such as loyalty balance, vouchers, or gift cards**, while making the experience feel rewarding rather than restrictive.



Bonus rewards expiration

Bonus earned through games and challenges can now **expire after a defined period**, for example 7 days, or on a fixed expiration date. Bulk-imported bonus rewards can also be configured with an expiration date.

What it solves:

- Allows retailers to create **time-bound incentives** that encourage customers to act quickly and turn rewards into store visits and purchases
- Rewards Expiration creates urgency and motivates customers to return to the store within a defined time window, **increasing redemption rates and driving incremental visits**.
- Gives retailers better control over reward liability by defining how long bonus remains available, while still delivering a positive customer experience.

← ☒ Game with \$100 bonus expiring in 5 days

Activity reward

☐ Coupon reward
Customers receive coupon rewards within the app

☒ Bonus reward
Customers receive bonuses as rewards within the app

☐ Custom reward
Usually larger rewards. You handle the delivery of the rewards outside the app, such as home delivery, pickup points, etc.

Bonus amount *

100

Sponsor *

Retailer

Redemption

Select for how long the rewards should remain redeemable (applies to selected Coupon & Bonus rewards only)

Redemption expire date

Validity period of redemption

OR

5

Redemption will expire on the selected date.

Redemption will expire after the selected days from allocation.

Date or validity period