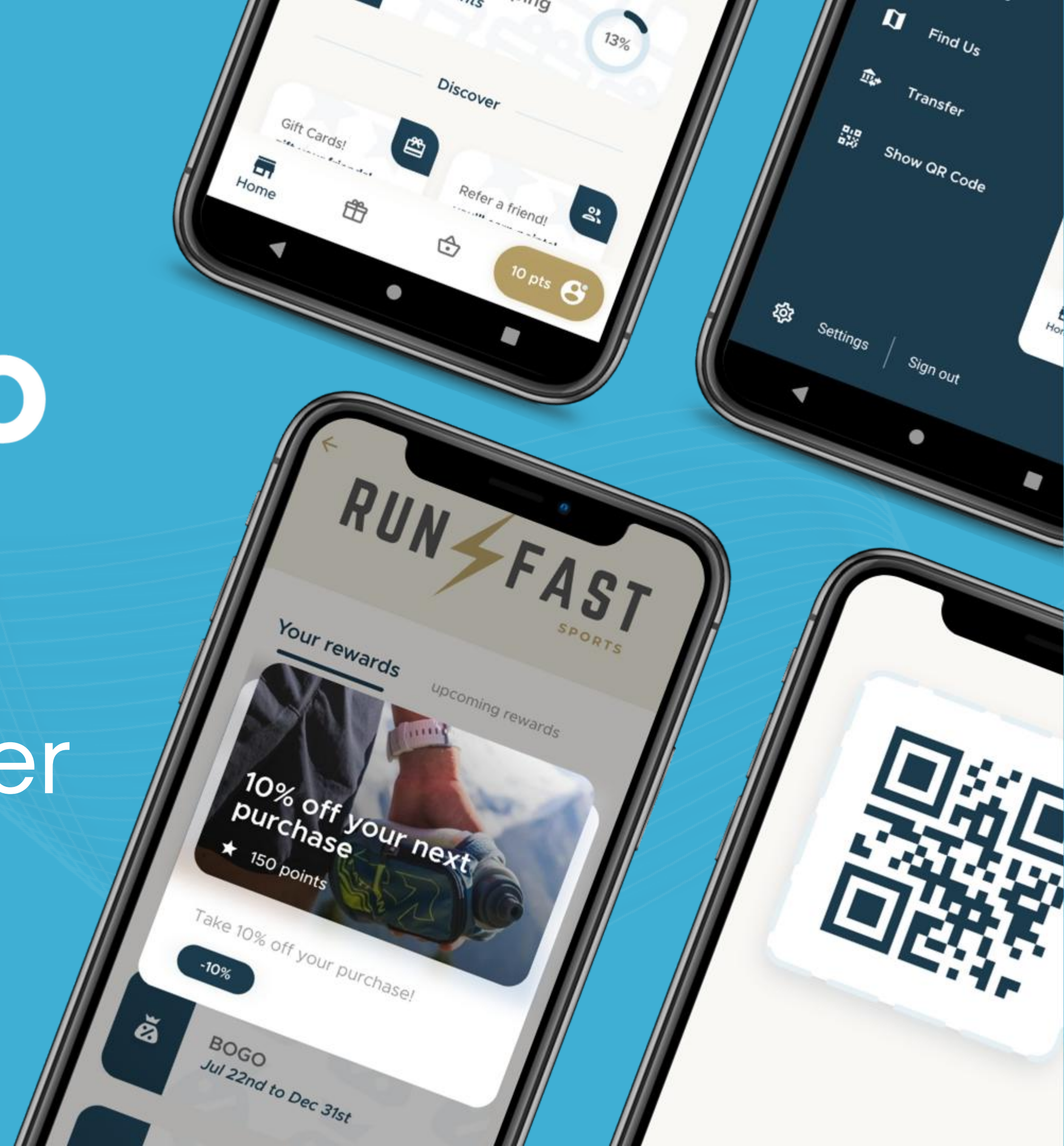




Smart Loyalty,
Rewards & Customer
Engagement



ABOUT KANGAROO

Established in 2012, with a proven track record of success and trusted by thousands of businesses across the USA, Canada, UK, Australia, and the EMEA region.

Empowers businesses globally with innovative loyalty marketing solutions.

Drives sustainable growth by fostering lasting customer relationships.

Provides brands with tools and strategies to succeed in a customer-centric world.



OUR HAPPY CUSTOMERS

dermalogica[®]

MAISON
JACYNTHÉ

skin^z
CLINIQUE

THE  ROUTE


essence

CLARICE
Beauty

ESTD  2005
B E L L A
M E D S P A



**MIKE'S
bikes**[®]


PHILIP MORRIS
INTERNATIONAL

& many more

Loyalty Program

LOYALTY MARKETING SOLUTION

Loyalty Program



Rewards



Points



Discounts



Customer Tiers



Referrals

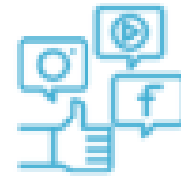


eGift Cards



Contests
& Games

Customer Engagement



Social Media
Connectors



SMS



Push
Notification



Email



Marketing



Segmentation
& Targeting

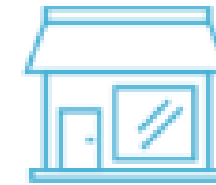


Reviews



Reporting &
Analytics

Channels



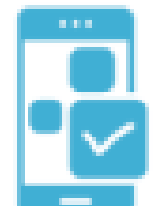
In-Store



eCommerce



Kiosk Mode



White Label App

POS Integrations



lightspeed



shopify



COMMERCE



COMMERCE



Magento

Marketing Integrations



mailchimp



KLAVIYO

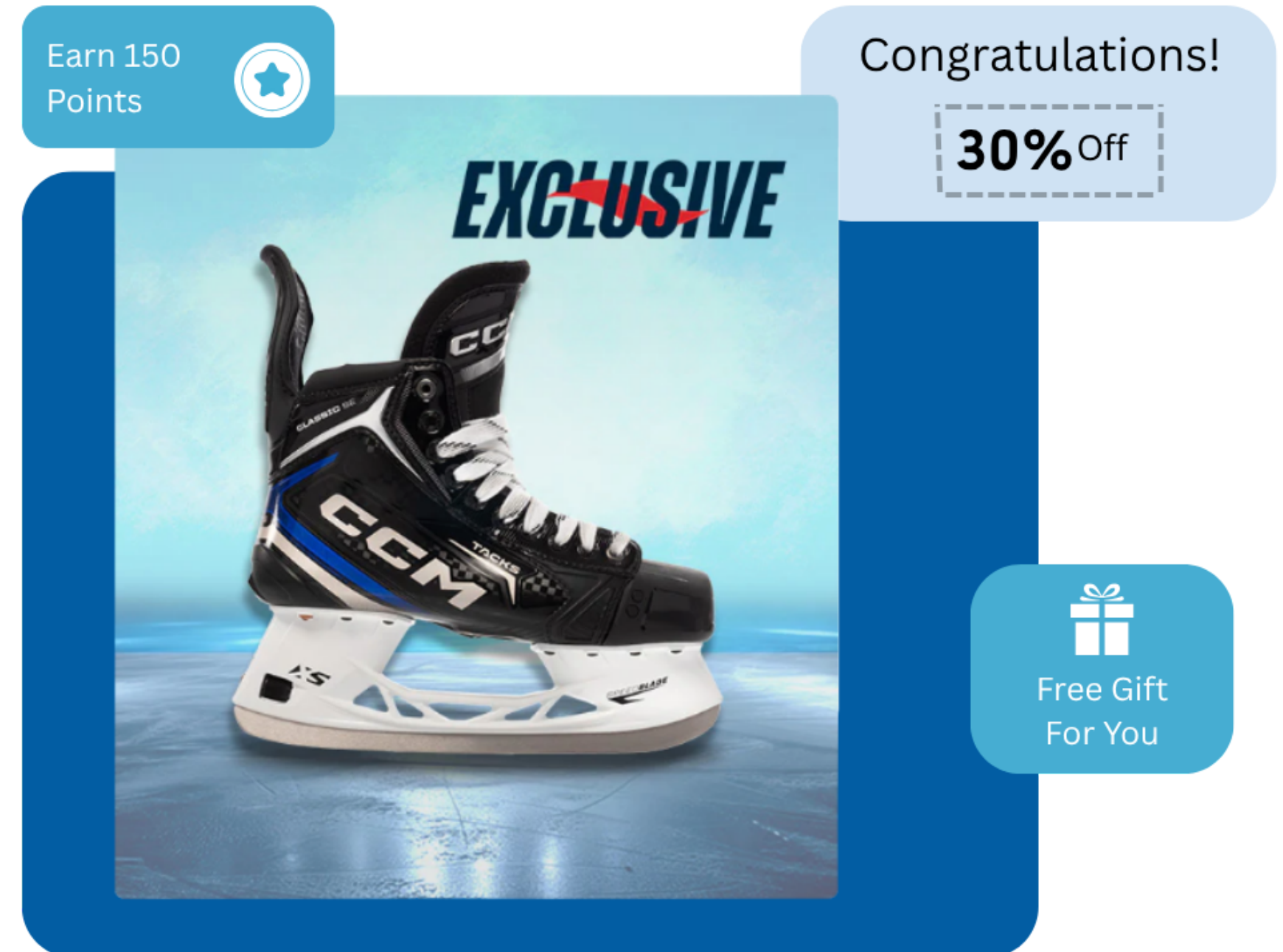


Constant Contact

POINTS & REWARDS

Give your customers a reason to keep coming back with flexible, customizable point-based rewards.

Whether you want to assign points per dollar spent online or in person, per store visit, or for specific actions on your website or in-store, Kangaroo lets you set the rules—or use our research-backed defaults, proven to drive results.



MEMBERSHIP & TIERS

Kangaroo enables you to build custom tiers based on customer behavior—such as spend, frequency, or engagement—and offer escalating benefits that drive retention.

Reward VIPs with exclusive offers, early access, or special perks, while encouraging others to unlock more by leveling up.

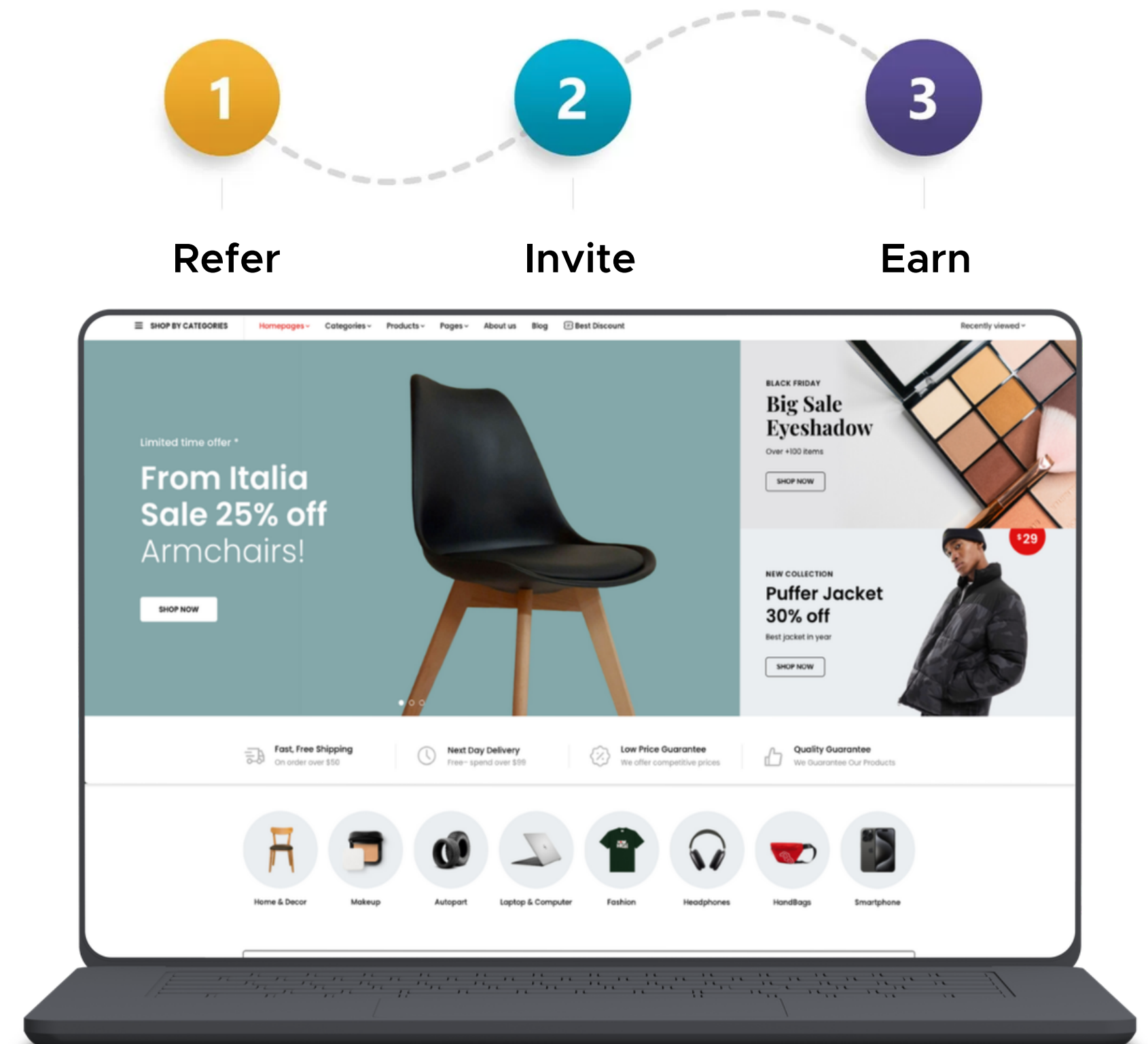


ACQUIRE NEW CUSTOMERS WITH REFERRALS

Reward both referrers and referees with points, discounts, gifts, or credits. Works across in-store, eCommerce, and mobile.

Share referrals via app, POS tablet, website, SMS, email, and social — all seamlessly integrated with Kangaroo.

Real-time analytics help you monitor performance, optimize messaging, and run contests that keep referrals flowing.



GIFT CARDS

Track, manage and resend e-gift cards.

Senders can choose the design, customize and schedule their message and send it by email or SMS.

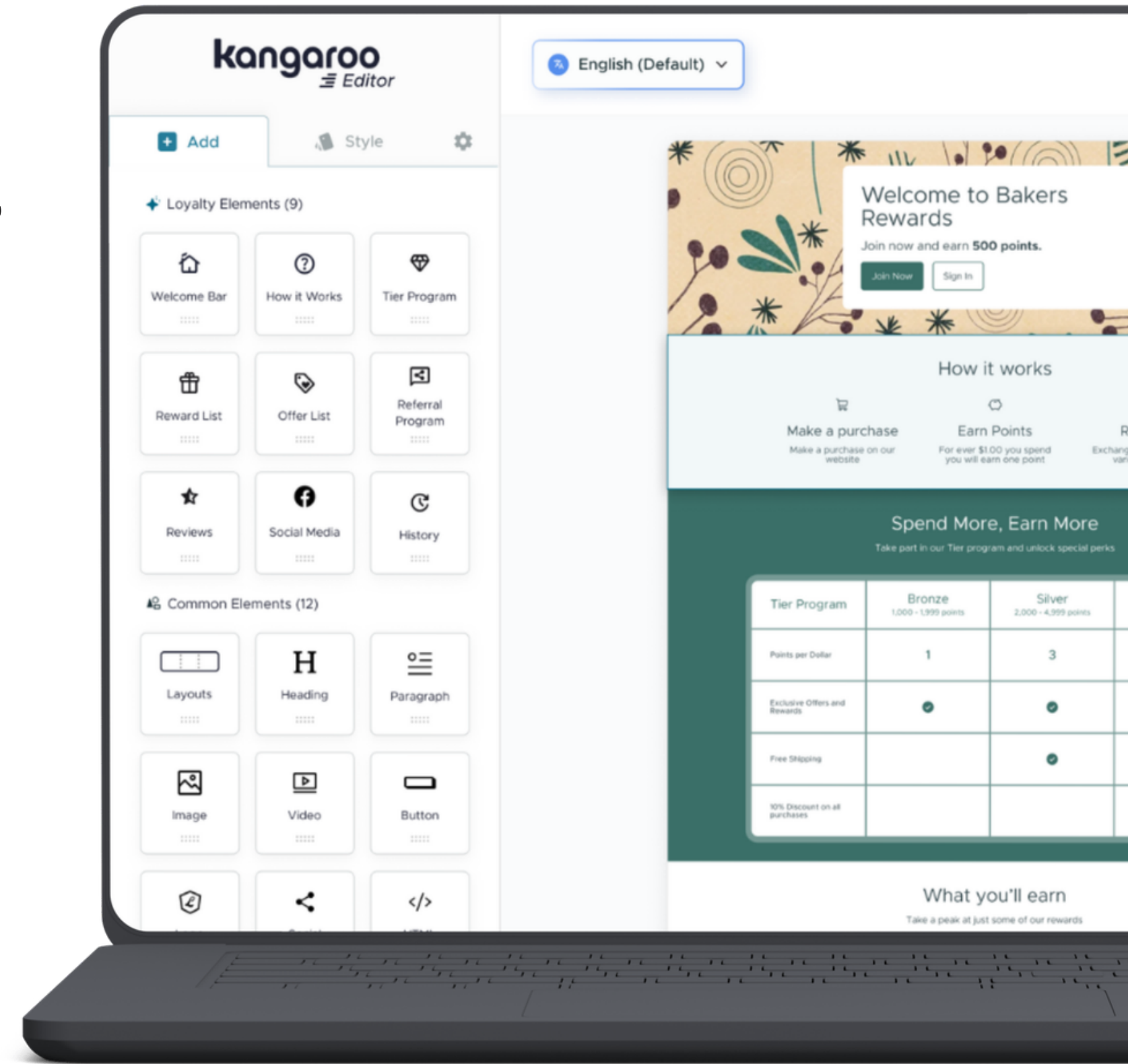


Customer Engagement

SMARTER MARKETING & ENGAGEMENT

Launch personalized campaigns across SMS, email, push notifications, and in-app messages—all from one centralized platform.

Set automated business rules to trigger communications based on customer actions or milestones, and leverage our powerful segmentation engine to deliver the right message to the right audience.



CONTESTS AND DRAWS

Add excitement to your loyalty program with Kangaroo's built-in Contests and Draws—designed to surprise, delight, and motivate your customers.

Turn routine visits into rewarding experiences with engaging mechanics that drive participation, increase brand affinity, and boost sales.

PRIZE DRAWS

Build brand excitement by giving customers a chance to win by purchasing, referring, visiting & more!



SPIN TO WIN

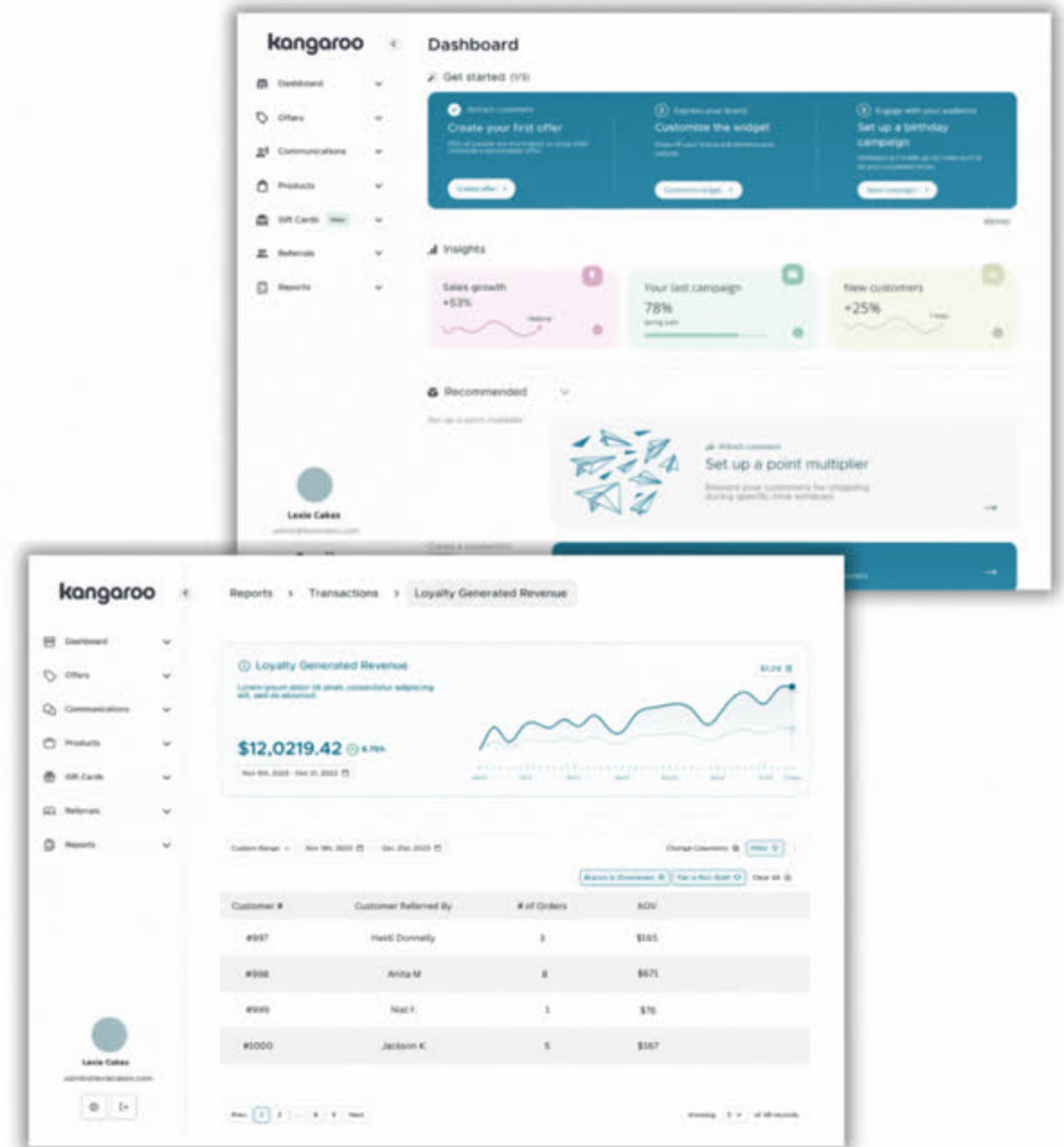
Surprise and delight your customer base with your own custom spin-to-win game.

POWERFUL REPORTING

Kangaroo's intuitive reporting tools give you real-time visibility into every aspect of your loyalty program—so you're never guessing, you're growing.

Track customer behavior, campaign performance, and ROI through dynamic dashboards and customizable reports.

With actionable insights at your fingertips, you can make smarter decisions, optimize engagement strategies, and continuously refine your program for maximum impact.



GEOLOCATION-BASED TARGETING

Reach the right customer at the right place and time with Kangaroo's geolocation targeting features.

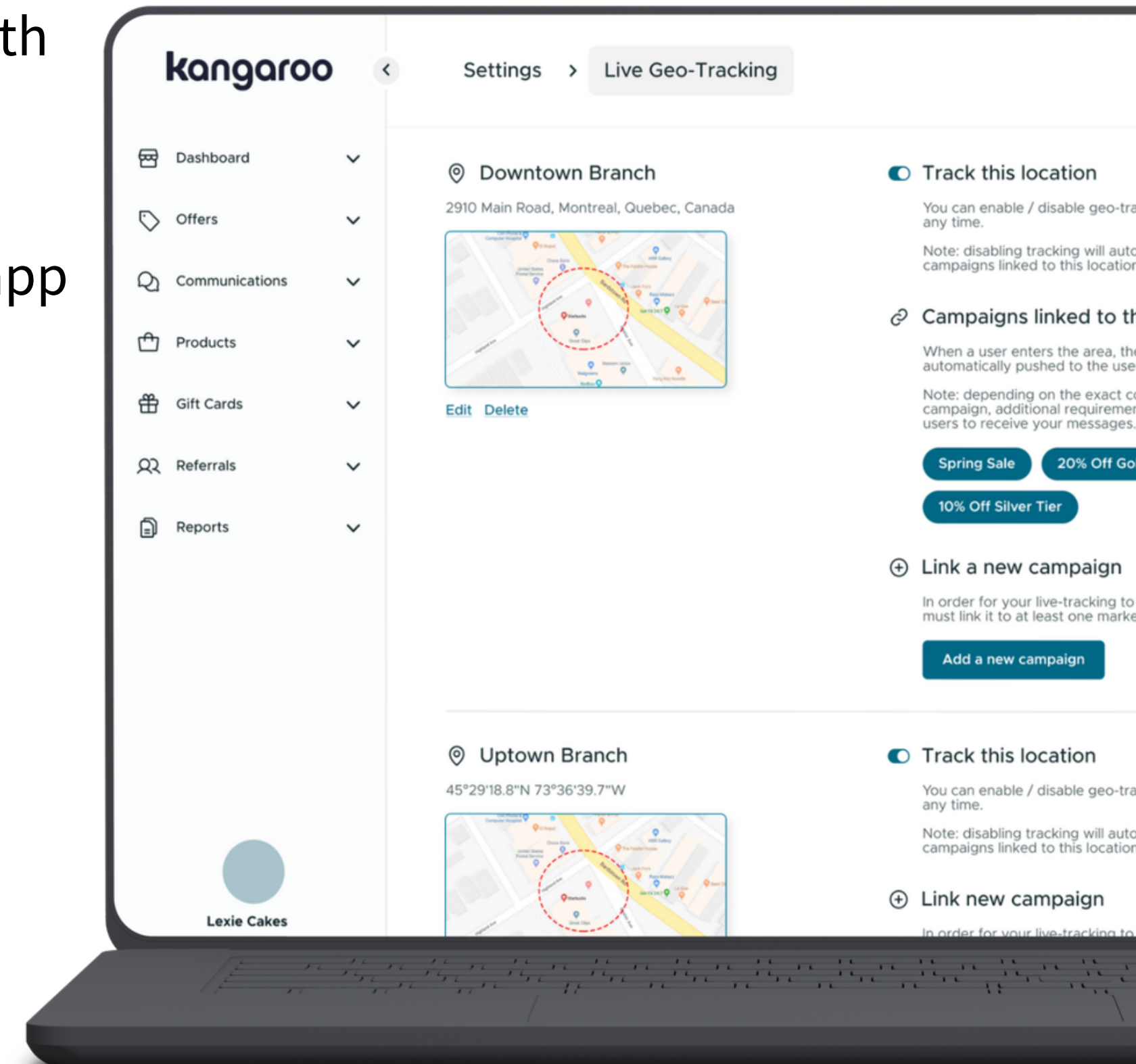
Deliver personalized offers, push notifications, and in-app messages triggered by a customer's location—whether they're near your store, at an event, or in a specific neighborhood.

NEARBY OFFERS

Send discounts and rewards to customers when they are near your store.

LOCATION-TRIGGERED CAMPAIGNS

Automatically engage customers with messages based on their location.



QR CODE & RECEIPT SCANNING

Reach the right customer at the right place and time with Kangaroo's geolocation targeting features.

Deliver personalized offers, push notifications, and in-app messages triggered by a customer's location—whether they're near your store, at an event, or in a specific neighborhood.

NEARBY OFFERS

Send discounts and rewards to customers when they are near your store.

LOCATION-TRIGGERED CAMPAIGNS

Automatically engage customers with messages based on their location.

QR CODE & RECEIPT SCANNING

Receipt Scanning

Reward any purchase, from any receipt format — in-store or online.

Treasure Hunts

Hide QR codes around a venue or store for a gamified points hunt.

Restaurant & Cafe Tables

A table-top QR lets diners scan to join or scan to earn while they wait.

Food Delivery Packaging

A QR on packaging captures loyalty even through 3rd-party delivery apps.

New Store Openings & Launches

QR codes on launch signage or flyers spark day-one sign-ups.

New Product & Section Launches

Spotlight a new line, menu, or department to grab instant attention.

Channels

eCOM & POS INTEGRATIONS

Whether you're running a spa, a cosmetics franchise or an eCommerce store, Kangaroo connects it all.

Our platform integrates effortlessly with your existing tools—POS, CRM, email, and more—so you can launch quickly, scale easily, and focus on what matters: your customers.



KIOSK MODE

Turn your counter into a customer engagement hub with a fully branded loyalty experience.

Add your logo, colors, cover photo, e-gift cards, and promotions to make the tablet feel like a seamless part of your store.

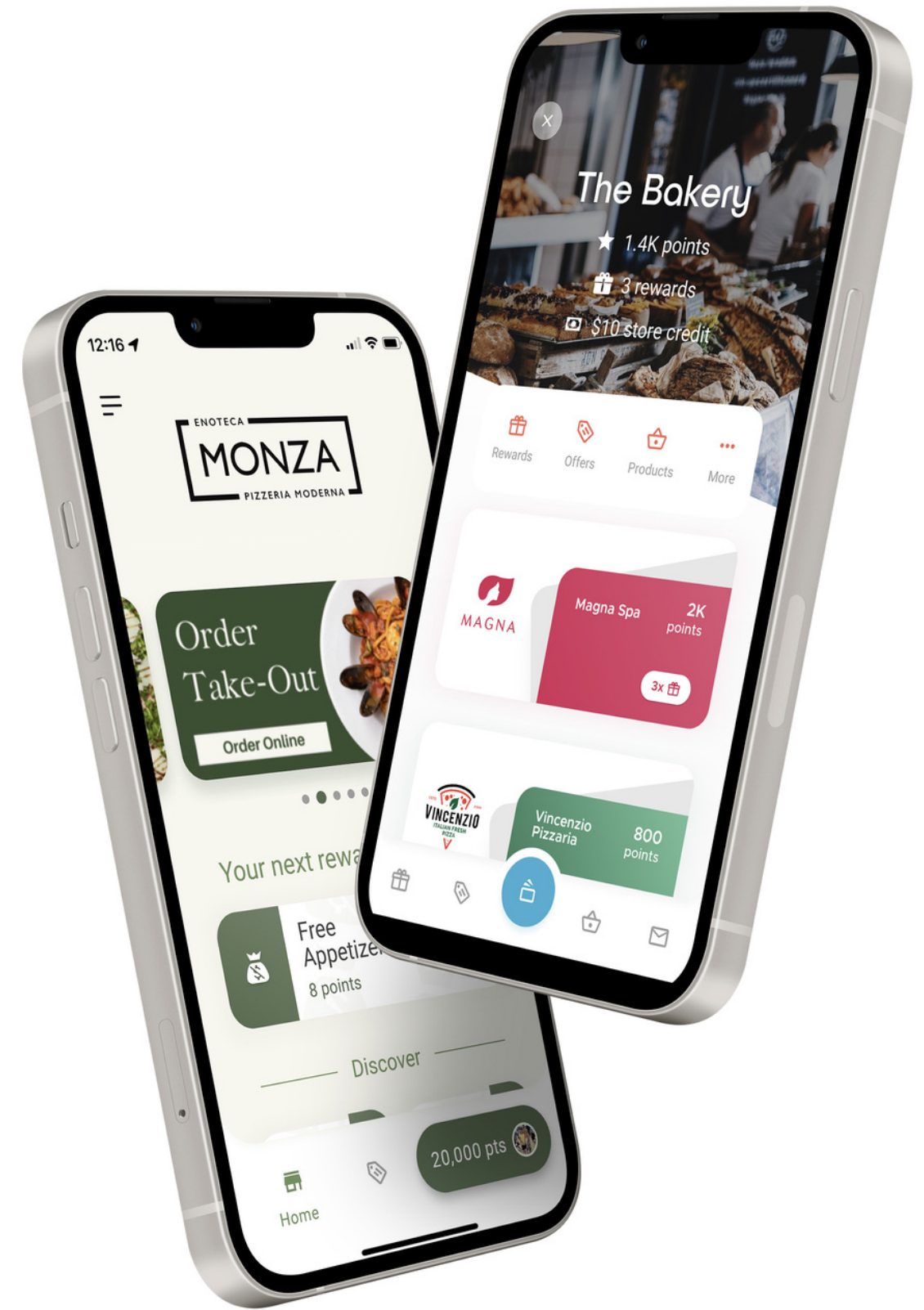
Enroll customers, encourage referrals, and redeem rewards directly at the point of sale—no cards required.



BRANDED APP

Deliver a premium, on-brand mobile experience that your customers expect, aspire to, and associate with the brand—one that rewards, engages, and drives repeat business every single day.

Kangaroo's White-Label Loyalty App empowers you to stand out with a fully branded app that feels like a natural extension of your business



Make Your Own Loyalty Calendar

YOUR MARKETING CALENDAR

Points & Redemption	Always On	Year-round points collection & redemption active for all users
Birthday Rewards	Always On	Celebrate birthdays with bonus points + limited-time discount
Featured Promotion	Seasonal	Boost sales on selected products or services with bonus rewards
Tier Promotion	Behaviour Based	Promote special sale to particular tiers and special discounts.
Limited-Time Bonus	Specific Months	Double or extra points on purchases during promotional periods
Gift Card Promotion	Specific Months	Incentivize gift card purchases with bonus points or discounts
Targeted Promotions	Behaviour Based	Offers customized by purchase type or customer preferences
Cross-Sell & Upsell	Post Purchase	Incentivize add-on purchases or upgrades after initial buy



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