



Go Beyond Loyalty

Elevate your
Customer Experience

**PeopleVine is a customer
engagement and rewards
platform built for restaurants.**

A Complete Loyalty Experience

Create engaging digital experiences with self-service tools, that motivate your customers to return and refer.



Registration



Rewards
Portal



Rewards
Activities



Events



Loyalty
Leaderboard



Venue App



Pay with
Rewards

Enrollment

Engagement

Tracking & Redemption



Digital
Rewards Card



Digital Offers



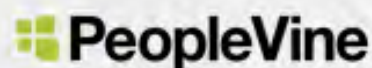
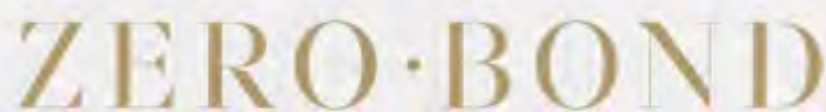
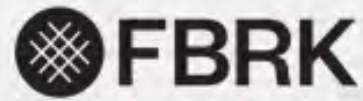
Earn Points or
Vouchers



Achieve
Levels



Integrations





CUSTOMER EXPERIENCES

Rewards Portal

Give your customers a home

Provide your rewards customers with a password protected portal where they can view rewards activities, their number of visits, and the points, dollars, and badges they've earned.

Hello
Jordan!



67 points

73

points until next \$10 reward.

318

points until next level.

\$75.59

reward dollars.

9

restaurants visited.

POINTS HISTORY

4 STA

MY PROFILE

MY CARD

M

Badges Earned.



Dining At Smoke Daddy
Wicker Park

You Earned **21 points** for completing
Dining at Smoke Daddy Wicker Park
Tuesday, Oct 29.

Unlock Badges. V

Activities

Reward for more than spend

Earn points and badges for dollar spent and the following activities:

- Follows on Twitter & Instagram
- Using specified hashtags and keywords on Twitter
- Referring-A-Friend
- Loyalty Leaderboard Contest
- Booking Private & Catering Events
- Event and member check-ins
- Location check-Ins
- Reservations via SevenRooms
- And Multi-Step Activities

Unlock Badges. Win Prizes



Double Points @ D.O.C Wine Bar

Join us for 2x points the last Wednesday of every month...

DO ACTIVITY



4 Star Loyalist

We wanted to get you started with some points jus...

✓ You earned this badge.



Southport Lo

Dine at all 3 of our So restaurants (Tucu and

✓ You earned this



Excellent Host

Book a catered event with us and earn 15 points on top of...

✓ You earned this badge.



Party With Us

Book a private event or party at one of our locations.

✓ You earned this badge.



Extra Credit

Complete your profil clicking on My Profil

✓ You earned this

Levels

Increase engagement with multiple levels

Keep your customers returning and discovering new offerings and services from your restaurant. As customers earn more and achieve higher levels they unlock new exciting perks. All activities and points earned are tracked back to your customers' CRM profiles.

LEVEL 1



100 points just for joining

\$1 = 1 POINT

140 POINTS = \$10 REWARD DOLLARS

LEVEL 2



Hit 1000 points & visit 3 restaurants

\$1 = 1.25 POINTS

140 POINTS = \$10 REWARD DOLLARS

BONUS PRIZE = \$25

LEVEL 3



Hit 2000 points & visit 5 restaurants

\$1 = 1.5 POINTS

140 POINTS = \$10 REWARD DOLLARS

BONUS PRIZE = \$50

LEVEL 4



Hit 4000 points & visit 7 restaurants

\$1 = 1.75 POINTS

140 POINTS = \$10 REWARD DOLLARS

BONUS PRIZE = \$100

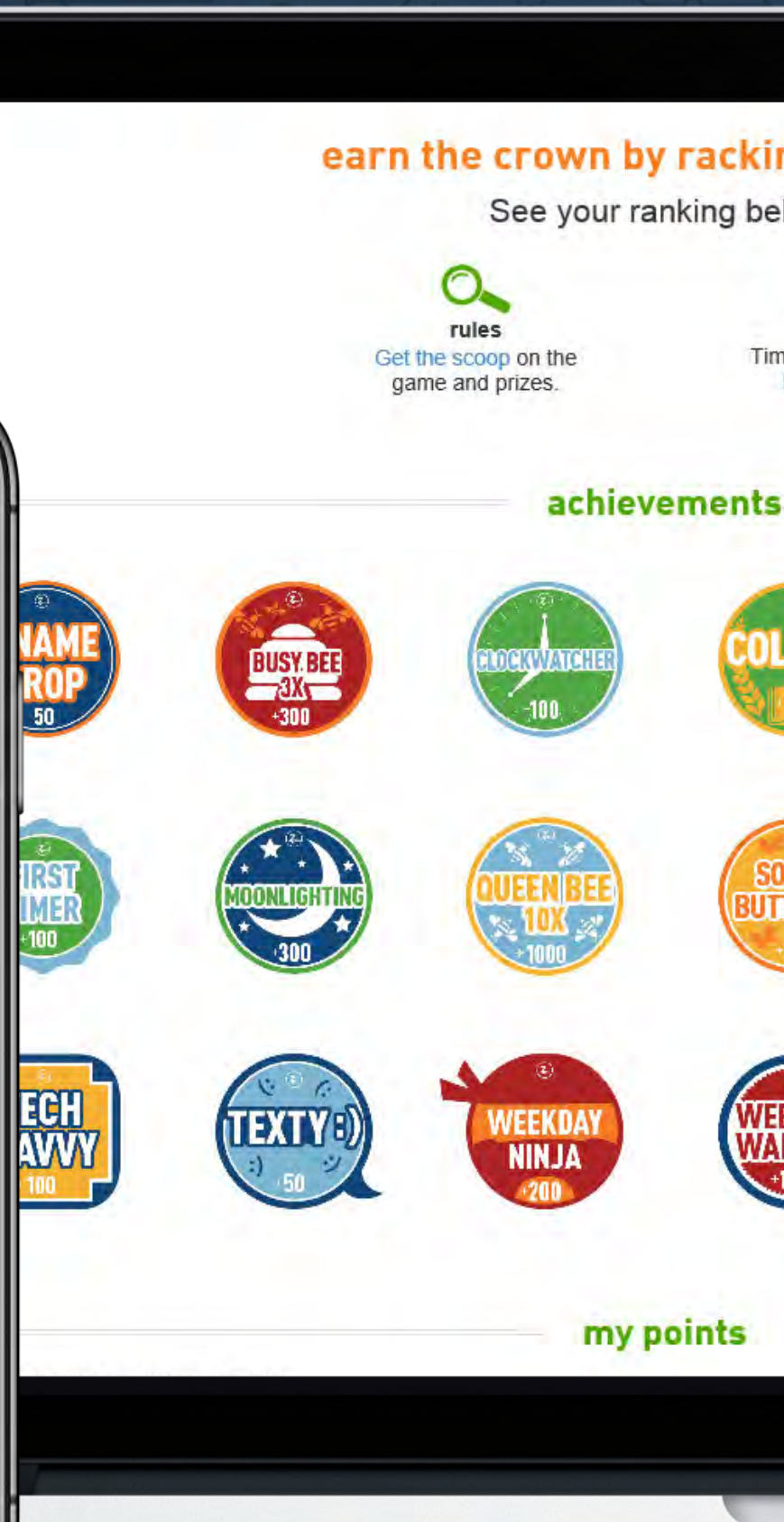
PRIORITY RESERVATIONS

Leaderboard

When they compete, you win!

Setup weekly or monthly leaderboards for grand prizes, ultimately motivating your customers to do more than the next person. As they participate, customers earn points and badges in real time which release time-based activities keeping them continuously engaged.

Top 10 Participants		
#	Participant	Total Points
1 st	John H.	14,800
2 nd	Pamela B.	13,200
3 rd	Jim S.	10,450
4 th	Ivy W.	9,600
5 th	Elizabeth V.	9,200
6 th	Joi G.	8,650
7 th	Marcia S.	8,250
8 th	LaReese W.	7,750
9 th	KELVIN S.	7,400
10 th	Haywood J.	6,900
75 th	Sam M.	1,600
76 th	Jordan G.	1,550
76 th	Meredith C.	1,550



Marketplace

Pay with points

Allow customers to redeem points for merchandise in a marketplace, or convert to digital gift cards, or vouchers, to spend on anything from F&B to event tickets.

You are currently shopping in "Pay with Points" mode.

TURN OFF



Brain Boost

\$11.00

Add to Cart



Cocomo

\$10.50

Add to Cart





EVENTS & DIGITAL PROMOS

Events

Bring members together

Create a calendar or grid view of events for your customers to RSVP or purchase tickets. Scanned tickets can trigger off SMS or emails carrying welcome messages or branded partner content.

LIVE & LOCAL

Corey Breedlove is a singer/songwriter born and raised in Dallas, Texas.

[View Event](#)

Wed, Nov 20 | 5:00 PM

Programming Event

TASTING TABLE: PORT AND MADEIRA

Come sample some fabulous fortified wines to



Tue, Nov 26 | 6:00 PM

COCKTAIL MASTERCLASS: FASHIONED

Feeling crafty? You may be interested in learning how to make one of the world's most popular cocktails, the Fashioned. Join us and learn how to make one of the world's most popular cocktails, the Fashioned.

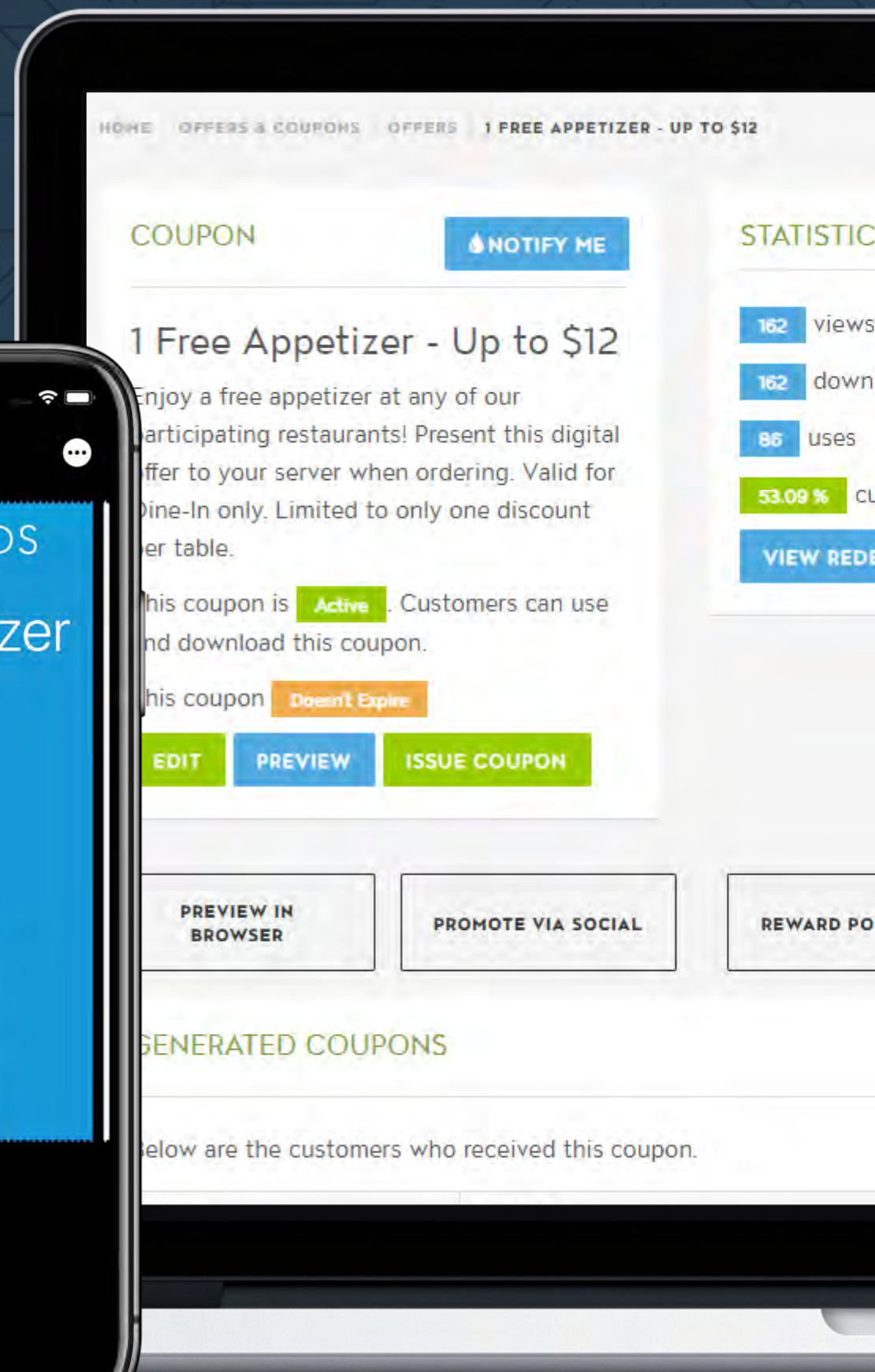
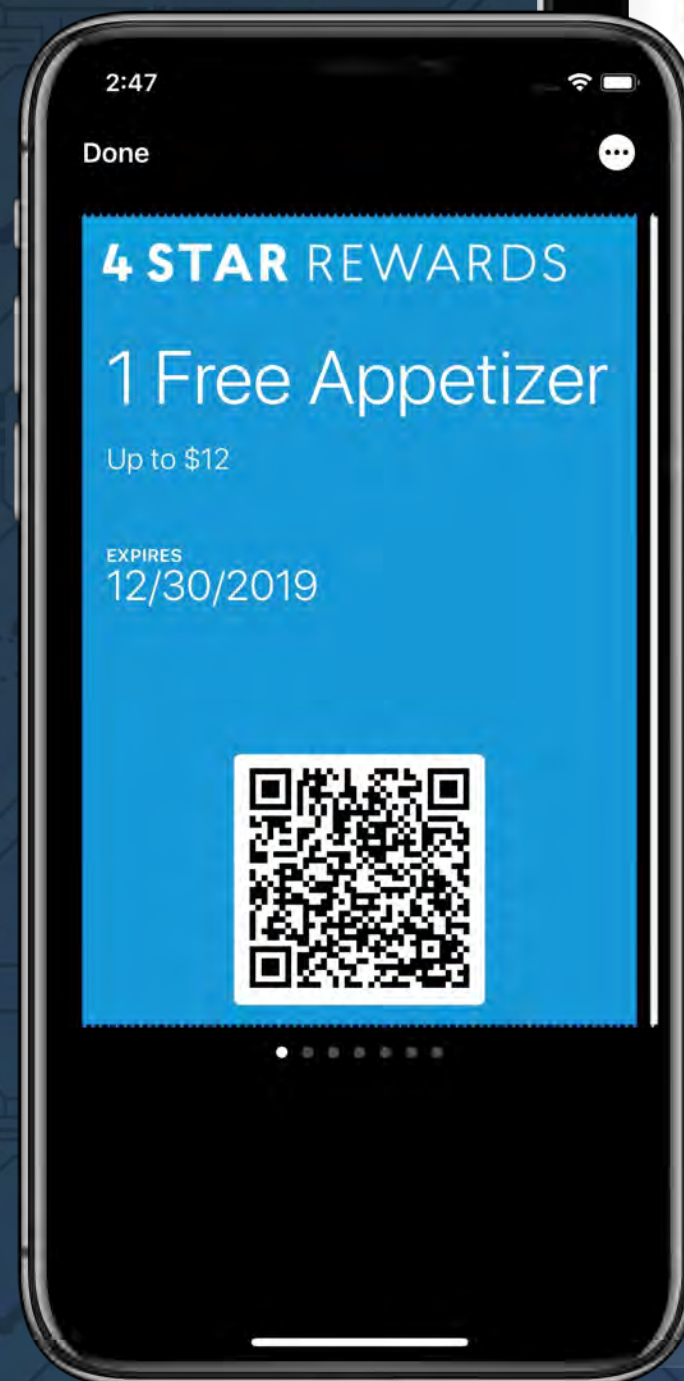
[View Event](#)

Digital Offers Vouchers & Private Codes

Automatically issue digital promos to motivate higher spends and repeat visits.

Vouchers can be redeemed via our tools or through your POS.

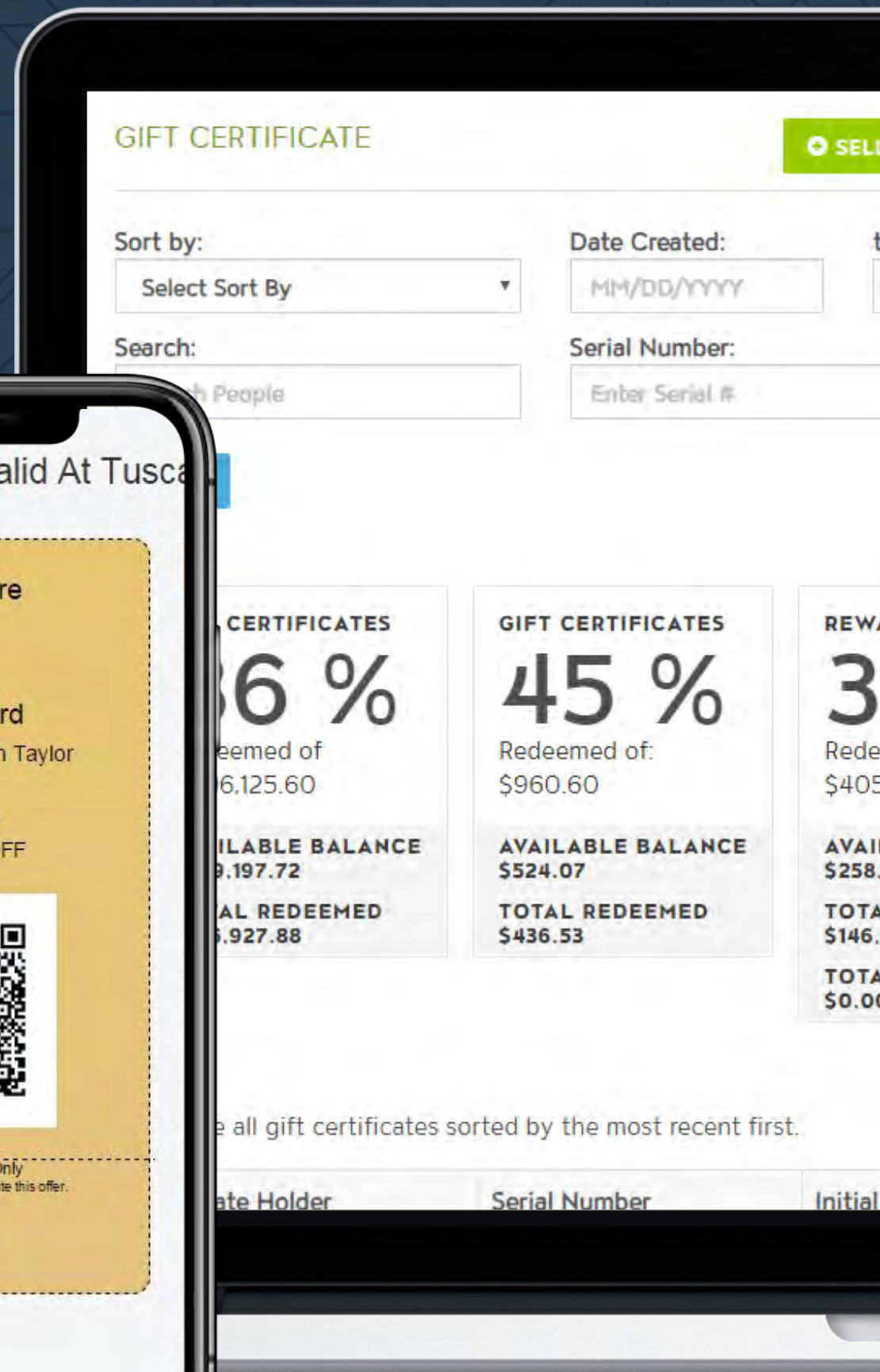
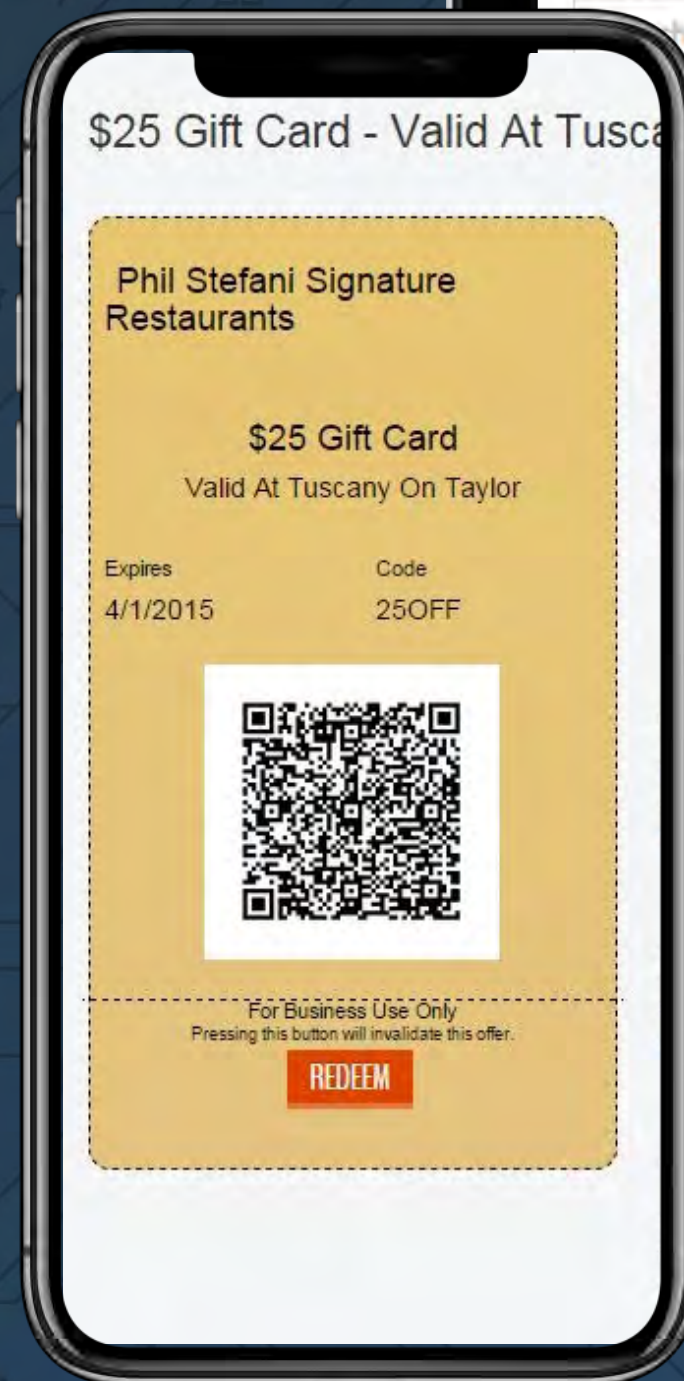
All offers can be time restricted and are fully trackable.



Digital Gift Cards

Virtual balance to spend online or at the POS

Allow customers to purchase gift cards or convert their rewards points to gift cards to spend at your restaurant and online.



A group of people are seated at a restaurant table, smiling and looking at a smartphone held by one of them. The image is overlaid with a semi-transparent blue layer featuring a network of white icons (like a person, a location pin, a heart, a dollar sign, and a shopping cart) and circuit-like lines. The text 'TRACKING & REDEMPTIONS' is centered in large, white, bold, sans-serif capital letters.

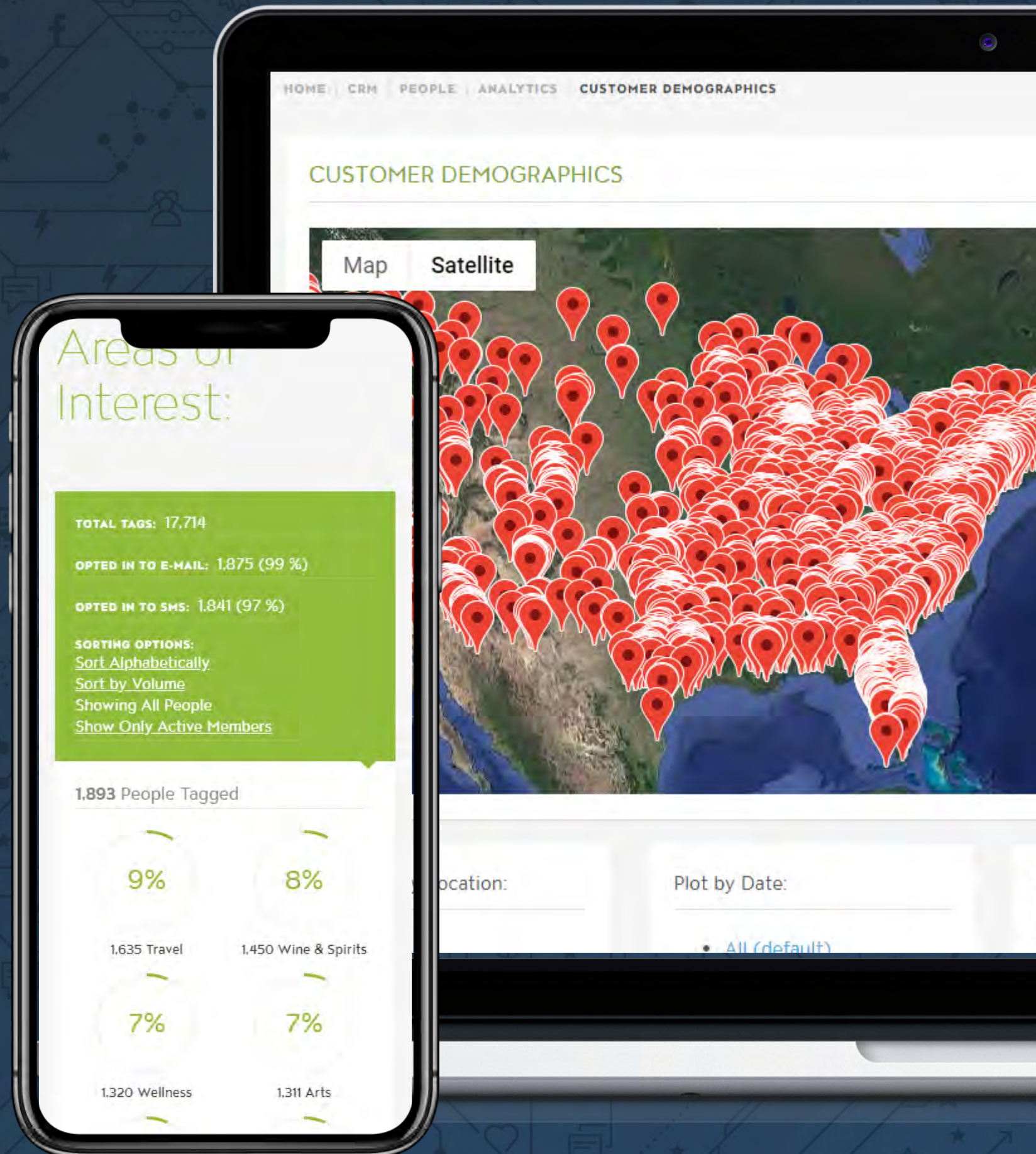
TRACKING & REDEMPTIONS

CRM

Track all customer engagements in one place

View your customer's engagements and purchases all in one place.

Segment them based on filters, tags and demographics to create future targeted marketing campaigns.

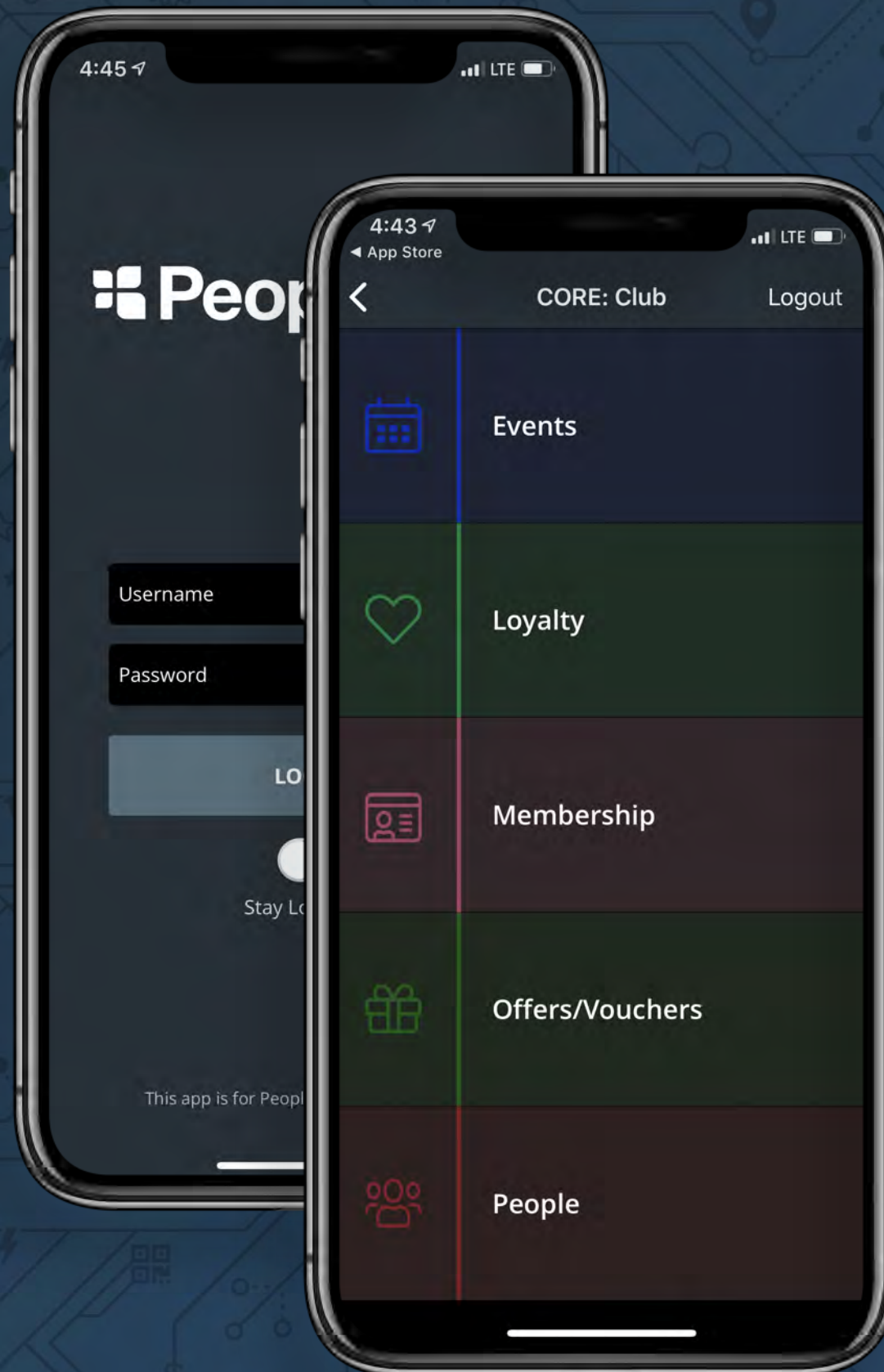


Venue App

Verify customers on the spot

The PeopleVine Venue App allows you to scan, search or quickly confirm your members across various experiences. Look up members in your CRM. Check them in at events. Scan their digital IDs and/or offers and vouchers.

The PeopleVine Venue App is available for free to PeopleVine users. Simply login with your PeopleVine username and password and you now have access to your content on the app.



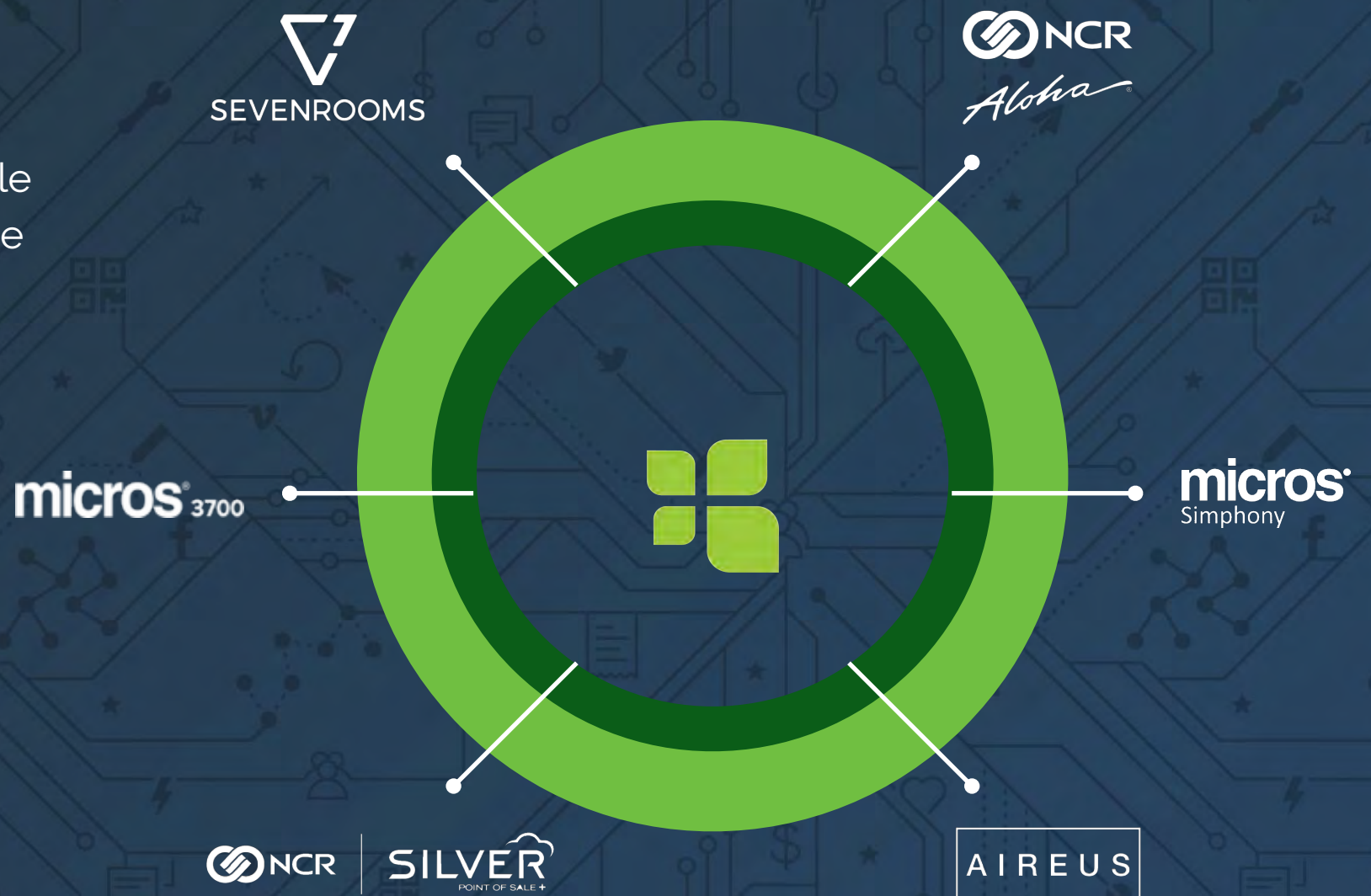
The background is a dark blue field filled with a complex, repeating pattern of light blue lines and icons. The lines resemble circuit traces or a network map, with various icons interspersed, including stars, location pins, speech bubbles, and abstract shapes. The overall aesthetic is technological and interconnected.

GO BEYOND

Integrations

Reward for more through 3rd party integrations

Leverage the data in your Point-of-Sale
and other external systems to enhance
the rewards experience.



Marketing Automation

Dynamic customer journeys



Drip & Date-Based Campaigns

Automatically send emails and text messages based on the actions or inactions your members take, and the special occasions (i.e. birthdays, anniversaries) they might celebrate.



Automatic Triggers

Kick off emails or text messages after a member completes their application, checks in at your event, or has their membership card scanned. Use triggers to deliver efficient hospitality.



Chat Bots on Twitter and SMS

Set up keywords for members to leverage on Twitter or via text messaging for automated responses with exclusive content.



Beacon Support

Activate rewards or trigger multi-step activities by placing beacons throughout your space, on a display or at the point of purchase (requires app).



Integrations & APIs

Set up connections between the PeopleVine platform and other 3rd party systems to kick off a wider range of experiences.

Reporting & Analytics

First party data for
actionable insights



Filters & Segmentation

Use filters to target members by their spend, engagement activity or inactivity.



Real-time Reporting

View data in real time as members engage with you.



Revenue Forecasting

See where your business is going. Track its growth and view trends.

The background is a dark blue field filled with a complex, repeating pattern of white line art. This pattern includes circuit-like traces, various icons such as people, location pins, hearts, and shopping carts, and abstract geometric shapes. The overall aesthetic is technological and interconnected.

NOW LET'S RECAP

A Complete Loyalty Experience

Create engaging digital experiences with self-service tools, that motivate your customers to return and refer.



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“I love that PeopleVine offers a one-stop shop. We can collect data about our guests and use that to create our target audiences and better optimize our offerings.”

– Morgan L., Marketing Manager

“Absolutely a difference in repeat customers, and especially higher traffic on ‘Double Points Day.’”

– Kasia N., Restaurant Manager

4 STAR

(312) 957-7737

INFO@PEOPLEVINE.COM

WWW.PEOPLEVINE.COM