



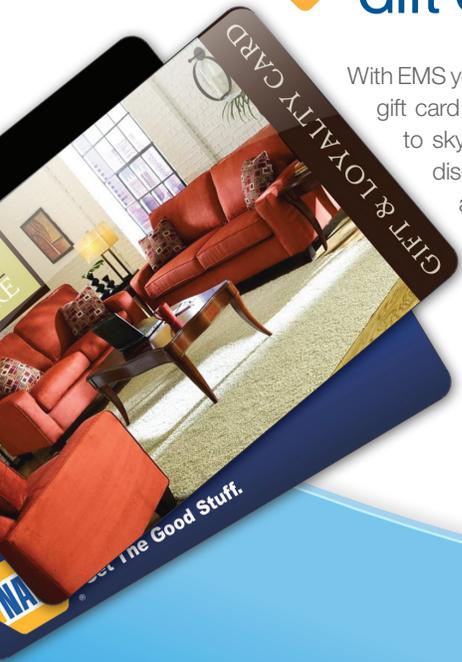
Electronic Merchant Systems offers the most flexible and dynamic loyalty and gift programs in the industry today. A proven tool for increasing sales, Altus Premier will build long-term value for your business. Our program is specifically designed to help the small to mid-sized business attract new customers and keep them coming back. Loyalty and Gift programs are in demand from today's consumers, so it's time to give them what they want... before the competition does.

◆ Loyalty Programs | Keep Them

Altus Premier supports an endless number of loyalty program configurations that help you engage, retain and grow your current customer base. It is proven that small reductions in customer defections dramatically increase profitability.

◆ Gift Cards | Bring Them In

With EMS you have access to one of the most successful and widely implemented gift card programs in the industry. Gift cards provide a simple, effective way to skyrocket sales and are increasingly being used as an alternative to deep discounts. Generate new customers when used as gifts to customers' family and friends.



Custom Card Designs | Remind Them

Think of your loyalty and gift cards as an advertisement within your customer's wallets. That is why we produce uniquely customized cards for your business. We want you to always be top-of-mind to the people that matter most, your customers. To ensure this, our in-house graphic designers will work with you in molding your vision into a plastic card masterpiece.

There's a reason why the "big box" retailers all run loyalty and gift card programs

Direct New Customers Through Your Door With Viral Marketing

Enhance Your Profits With Lost Cards And Unused Balances

Generate Incremental Sales By Raising Customer Spending Levels And Average Purchases

Protect Your Customers From The Pull Of The Competition

Focus Your Marketing Efforts

Altus Premier provides unlimited opportunities to take your loyalty marketing efforts to the next level. Loyalty programs build “lock-in”, which is especially important when you are not the only game in town. A well-designed program with effective communications will keep customers engaged and always reaching for that next reward.

Registration Portal

Reap the benefits of capturing your customers' valuable contact information by directing them to register their cards at WhatsMyCardBalance.com. This shared registration portal can be linked to your existing website or accessed directly by your customers and allows for self-service balance checking. Registered loyalty program members can even go “card-less” and use their phone number at the point of sale. Knowing who your best customers are and utilizing Altus Premier's communication tools will engage customers and increase profits.



Text Messaging

Altus Premier gives you the power to send a text message blast to your best customers' mobile phones, allowing you to promote specials and drive more business to your location. Registered customers can also send a text message and be automatically texted back their program balance.

Text Message & Email Reward Notifications

Send targeted email and text messages to maintain constant awareness with your best customers and those you haven't seen in a while.

Automatic Reward Notifications

Get customers back in your store fast with a convenient text message or email notification that a reward has been reached.

Altus Portal (Reporting)

Monitor your program's success with a flexible and intuitive portal to view all transaction data. Pull transaction reports by date, program, card number, promotions, etc... All transaction data is exportable by CSV format which can be imported into other business applications.



Additional Features

Family-Share Card Account

A single account that can be used to accumulate points from multiple card accounts.

Support for Multiple Purse Cards

SKU-based stored value purses.

Card Program Flexibility

Operate multiple loyalty and gift programs and promotions on a single card.

Altus Premier Elements

Optional promotional marketing packages designed to build program awareness.

Program Types

- Stored Value
- Returns/Credits
- Points Earned
- Dollars Spent
- Discount Percentage
- Club Programs
- Family Shared
- Multiple Purse



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