

LOYALTY & INCENTIVE PROGRAMS

that drive engagement and business growth

HI, WE'RE GRATIFII

We're here to help brands connect, inspire, and grow – one nudge, one real moment at a time. Whether it's meaningful rewards, leaderboard challenges, or personalised promotions, we've got you covered to encourage the behaviours that matter most for growth.

Even better, we combine top-tier tech, tailored marketing, and personalised incentives to create experiences that feel good, work smart, and keep loyalty moving in the right direction.



OVERVIEW OF SERVICES

All your rewards and loyalty solutions under one roof, with communication tools and a flexible platform that feels good for your people while driving growth for your brand



Network engagement & training

Get the most from your team with personalised learning paths, gamified training, multi-tiered incentive rewards, and more



Loyalty programs & rewards

Keep people coming back for more with points-based rewards, gamification, personalised offers, and referral programs



Smart loyalty technology

Get the most from your program with a scalable, flexible platform that includes easy API integrations and robust security compliance

HOW WE HELP BUSINESSES **BUILD** **LEADING B2B PROGRAMS**

Secure, scalable, & user-friendly platform



On-brand, mobile-optimised sites for quick launch and easy access, backed by ongoing security enhancements.

Simple deal registration & incentive management



Intuitive and efficient deal and sales tracking with optional AI automation tools or human validation.

Motivate & reward your audience



Engage your audience through creative campaigns and automated, trigger-based communications that drive sales.

Behaviour-based marketing



Creative, data-led campaigns and automated journeys that inspire action.

Partner marketing & claim support



Training, resources, and smart tools for campaign uploads, approvals, and claims — all in one place.

Customer care & data insights



Multi-channel program support and custom dashboards for easy access to the numbers that matter to you and your audience.





A LOYALTY PLATFORM THAT DOES IT ALL

Our smart and scalable loyalty technology means you can build and scale your program to keep your people engaged at every level.

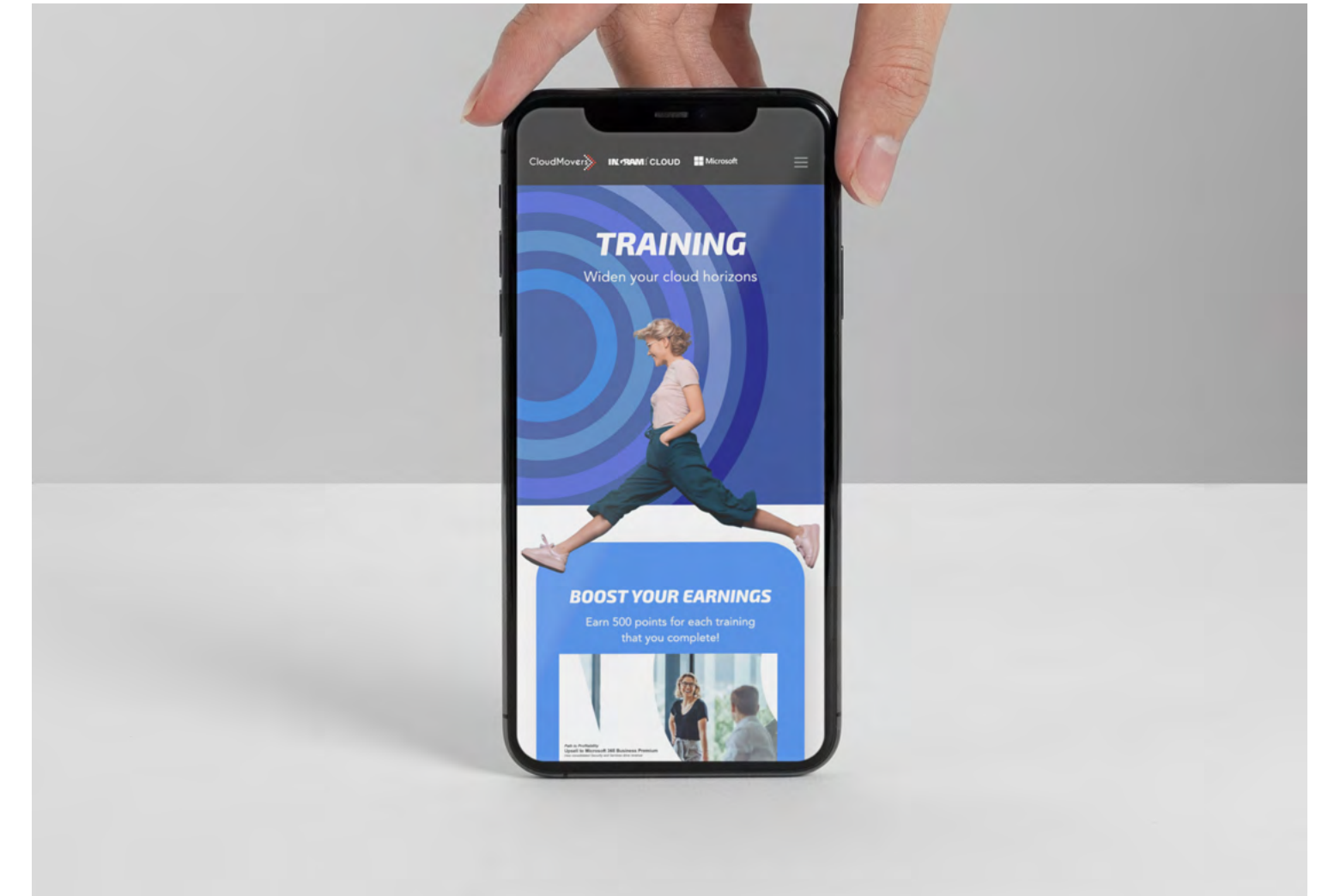
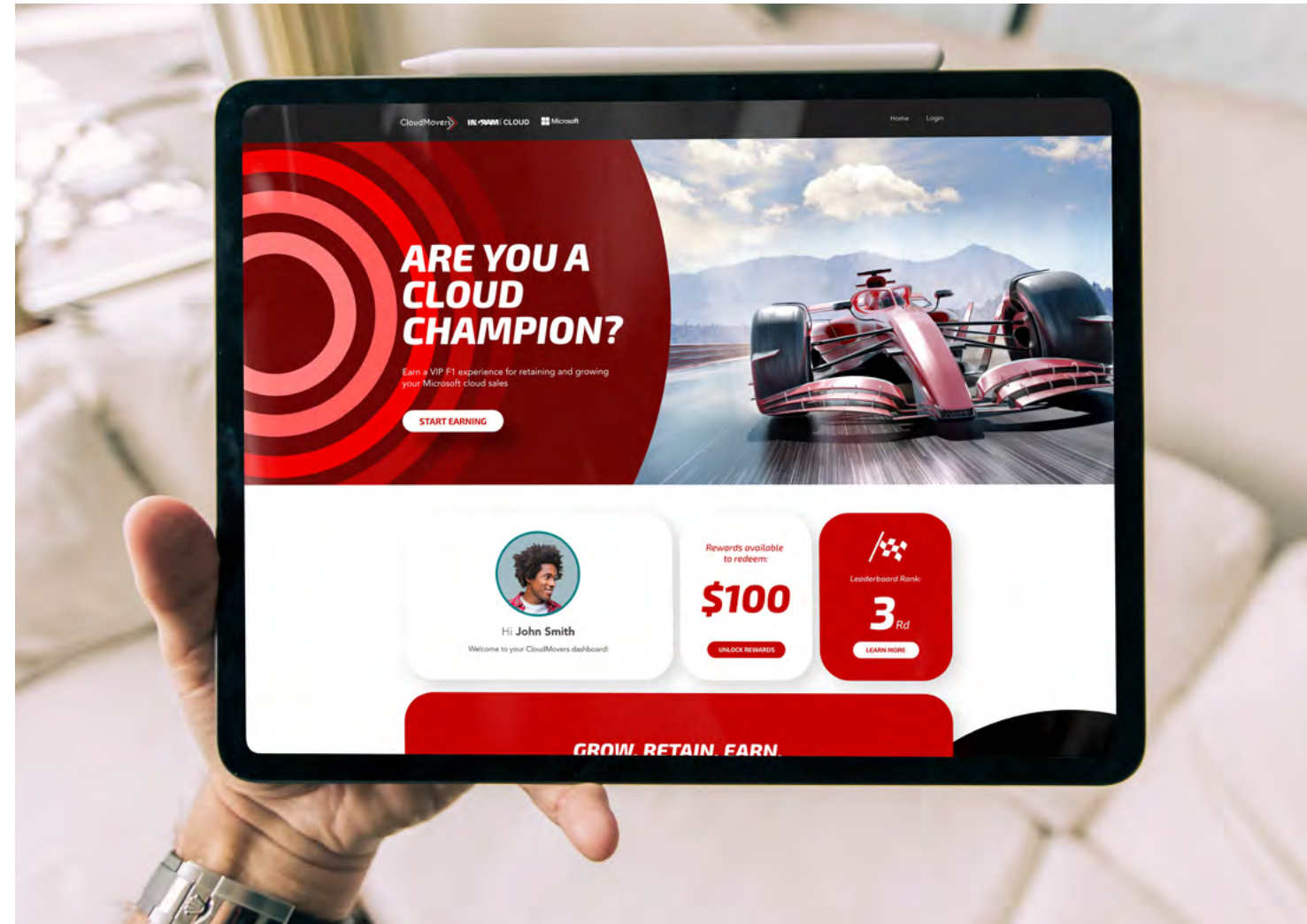
Function	Inclusions
Loyalty Engine / Rewards & Incentives	Support for points, rebates, & redeemable rewards like merchandise or gift cards
Promotions & Campaigns	Set up time-limited offers, SKU-based promotions, & bonus point events
Tiering & Levels / Partner Levels	Define tiers (e.g., Bronze/Silver/Gold), & set thresholds for status upgrades
Reward Store / Redemption Experience	Fully-functional “store” where users redeem points for items, gift cards, & experiences
Channel Portal & PRM Features	Tools for partner management: onboarding, deal registration, referral tracking, commissions
Training / Enablement / Resources	Embedded training modules, certifications, resources for partners or channel users
Gamification / Engagement Tools	Leaderboards, badges, “spin to win” style incentives to boost participation
Content & Portal Customisation	Ability to personalise portal UX, dynamic content, multi-region or localisation
Data, Segmentation & Automation	Upload & manage partner or customer data, segment audiences, & automate workflows
Analytics & Reporting	Dashboards to track redemption, partner performance, sales/claims data, program ROI, engagement scores
Integrations & Scalability	Connect with CRM/ERP, support large scale programs, multi-currency or region capabilities
Security & Deployment	Password-protected portals, two-factor authentication, enterprise architecture

NETWORK ENGAGEMENT & TRAINING

Reward & retain your best employees and partners

Our B2B programs reward and encourage the actions that boost growth. With personalised rewards, custom progress trackers, and smart nudges, we ensure your team feel valued and inspired to go the extra mile.





1.

Feel good recognition

- **Maximising choice:** We provide a full reward fulfilment service, offering an extensive range of custom rewards, sourced and delivered to your partners front door
- **Auction bidding:** Allow partners to bid for the rewards and top prizes that matter most to them
- **Incentive trip prizes:** We reward and motivate high performers at the top of your leaderboards with luxury trips and VIP travel experiences

2.

Recognising top sales performers

- **Multi-tiered incentive programs:** We boost long-tail loyalty by motivating your sales reps with tiered rewards, linked to sales and engagement
- **Competitive leaderboards:** We offer a clear pathway to top prizes with leaderboards that boost sales efforts
- **VIP ticket rewards:** We source and manage unforgettable incentive experiences to high-profile events, including the Formula 1, Australian Open, and AFL Finals

3.

Team training made fun

- **Personalised learning paths:** We deliver targeted e-learning modules to track progress and reward the most engaged resellers
- **Gamified training:** We implement quizzes and fun challenges to boost engagement and retention
- **Webinar management:** We support the setup and delivery of online training that links engagement to platform rewards

TRAINING REWARDS CASE STUDY



Challenge

Deliver an engaging rewards program to maximise sales growth and loyalty across a national wholesale sales force.



Solution

We designed and managed an incentive program that rewarded members for connecting with supplier brands through product training, enablement activities, and achieving sales growth.

Results

32%

year-on-year
sales growth

388,000

additional
products sold

55%

of suppliers increased
revenue by over 30%



AUCTION CASE STUDY



Challenge

Make rewards fun and competitive to motivate sales representatives and drive sales for The Distributors.



Solution

We launched a Gratificii-powered rewards portal where members submit claims, earn points, and bid at auctions on customised and premium-value rewards.

Bi-monthly themed auctions keep the experience fresh and exciting.

Engagement is further boosted through themed promotions, exclusive reward offers, and targeted communications — all underpinned by seamless program design, reward fulfilment, and marketing.

Results



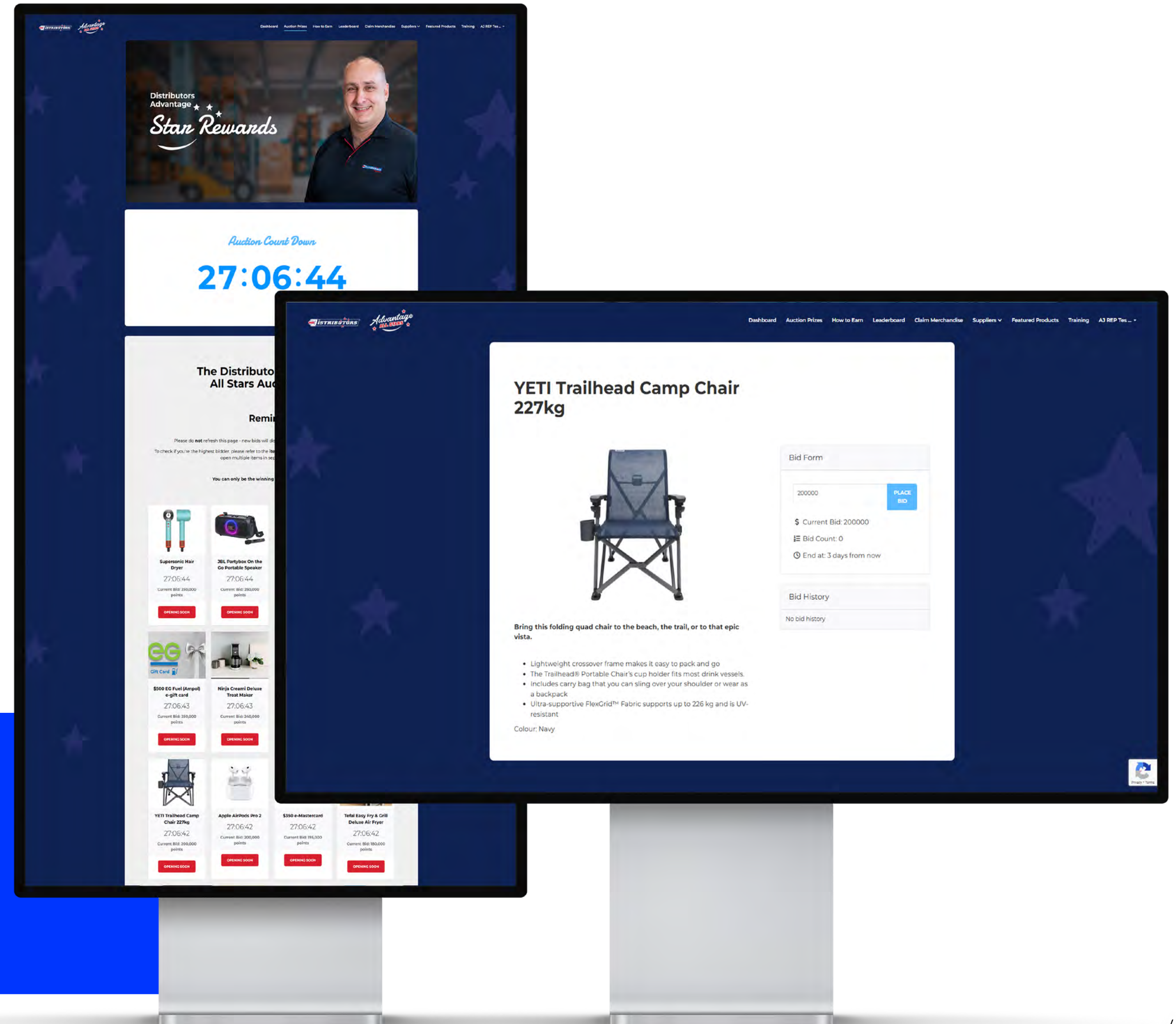
Increased member participation and motivation



Higher sales activity across the network



Stronger engagement with customised, high-value rewards



PERSONALISED COMMUNICATIONS

We manage all program communications and promotions to maximise engagement and keep the network informed.

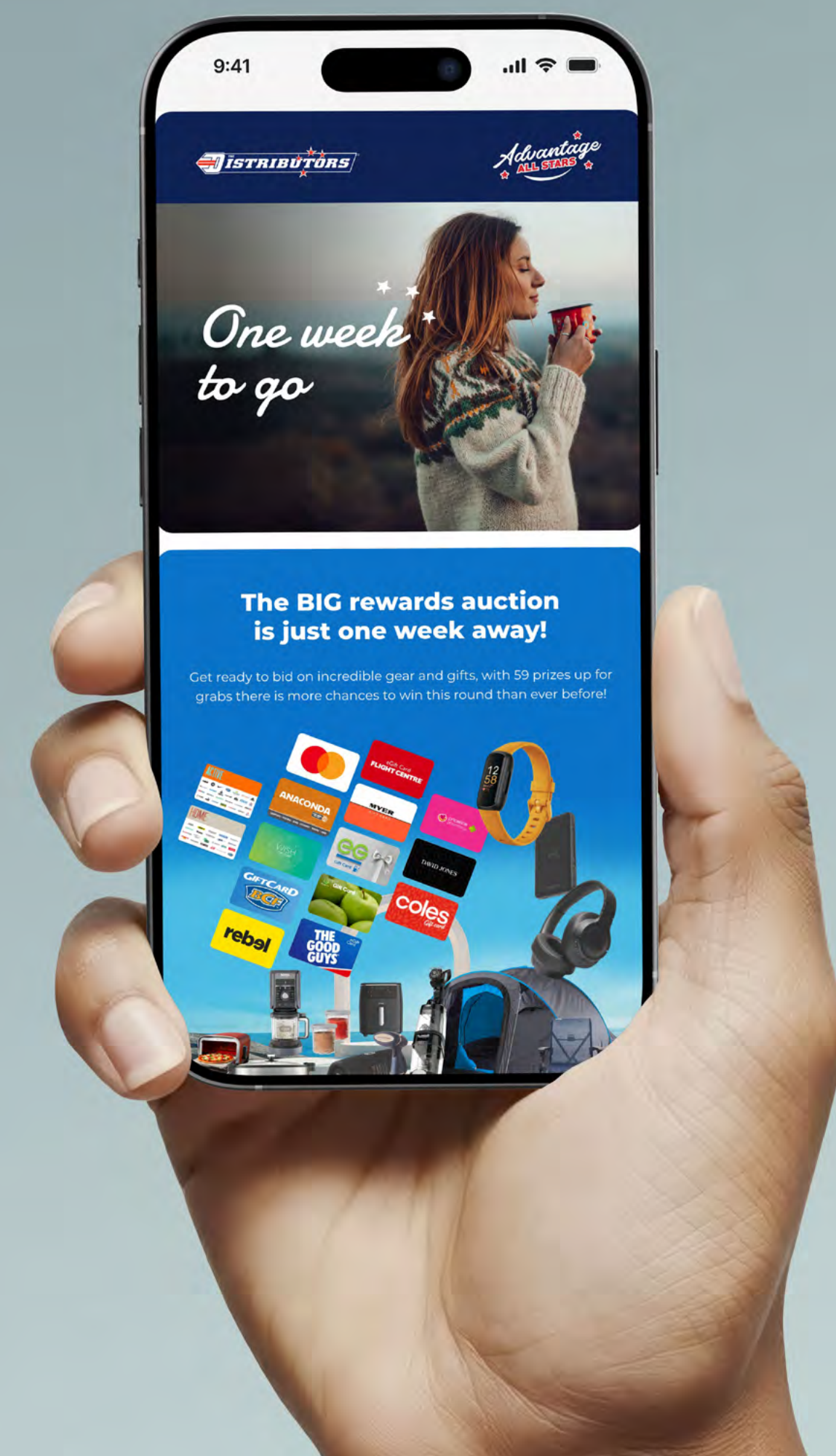
Average
open rates:

80%+

Average
CTR:

8%

Our custom program designs ensure your offers pop - driving traffic to the member portal and boosting long-term loyalty. Leverage our detailed engagement insights to understand more about your audience and deliver strategic nudges to re-engage segments of your audience.



LOYALTY PROGRAMS & REWARDS

Boost loyalty, encourage spend, and build relationships that last

Our B2B2C programs provide daily perks and ongoing value-adds that keep people coming back for more. With a mix of gamification, tiered rewards, exclusive offers, and referral programs, we make it easier to reduce churn and sustain engagement throughout the year.



EXCLUSIVE MEMBER DISCOUNTS



Challenge

Engage a broad and diverse Virgin Velocity member base with rewards that feel relevant and appealing.



Solution

Introduce discounted movie vouchers to enhance member offerings, delivering a fun and accessible experience for members and their families.

Results



Regularly updated movie vouchers kept rewards fresh and gave members more reasons to log in.



The same people came back for more, with increased repeat engagement throughout the year



Strengthened member value proposition to align with customer preferences and provide another reason to keep choosing Virgin



REWARD FULFILMENT

Our suppliers deliver best-in-market prices, exclusive to your members. We provide a reliable, tried-and-tested reward sourcing and distribution chain, offering products and experiences your audience truly values:

- Premium home appliances and goods
- Latest tech gadgets
- White-labelled home products
- Golf and sporting experiences

We package your custom reward selection into a tailored catalogue, then manage all redemptions and distribution across your network — making it simple for your people to save, select, and enjoy.



SMART LOYALTY TECHNOLOGY

Our platform is flexible, scalable, and insightful to keep you up to speed with the latest trends and member preferences

Flexible program design



Configure rules for combined or separate B2B and B2C programs

Advanced analytics & insights



Access detailed reports on participation, redemption, and sales uplift

API integrations



Seamlessly connect to CRM, ERP, ecommerce systems, and more

Security & compliance



Ensure robust data privacy and security standards





READY TO ENGAGE & REWARD?

Let's chat!

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