



How will the upcoming loyalty market look like?

- The loyalty business is going mobile. The potential of NFC is just unraveling. Loyalty is and will be more managed in one's Smartphone, or any PED. Digital coins fit in like a glove!
- The first and most promising attribute is: lowering the threshold for entry. Any Mom-and-Pop store will sign up at the BitMint web-site, and loyalty offering will be instantly activated. The store will determine their use and terms, and BitMint will manage the transactions. Much as Google profits from simply lowering the entrance threshold to advertising. The meaning is that hotels (even if not affiliated in a chain) will compete not only on rate and service, but on variety of merchants in their neighborhood, where the hotel's digital loyalty points could be redeemed. The same for air-lines, who will sign up with sightseeing agents, car and bike rentals etc. Cities and airports, train stations and shopping malls will compete on the value of digital loyalty to be redeemed in their merchants.
- Second: Flexible multi-branding (coalition loyalty): the technology enables to easy link its redemption to any payment terms, which in this case may be the list of coalition partners. Members of the list can be readily revoked or added.
- Third: Merchant control. Redemption of BitMint coins may be predicated on a 'go ahead' given by BitMint application software managed by the merchant, allowing them to dream up any terms to enhance their business.
- Fourth: Easy switch between store credit and generic cash-back. For example: reward credit cards often attract convenience users who pay the full balance every month, and therefore sometimes these programs are counter-productive. The BitMint generic cash option can be readily applied as delayed cash-back against bank profits from its high interest on unpaid balances. The cash-back delay will discourage switchaways.
- Fifth: Refined and broad-based loyalty: BitMint lends itself to earning loyalty per carefully defined purchase patterns, or based on POS volume. The BitMint loyalty cash-back or store credit can be printed on the receipt, or on a separate sheet resembling a paper bill. Using one or two dimensional barcode (or entropic alphabet -- another novelty by BitMint), the loyalty payment can be readily scanned into any computer/phone/PED, etc.
- Sixth: Well managed anonymity option. The BitMint cryptographic solution allows merchants to study behavior patterns without violating their customers' privacy. Loyalty rewards will be paid per a customer whose behavior is well recorded but his/her actual identity is not. This alleviates the concerns regarding intrusive merchants who 'strip their customers naked'.
- Seventh: natural split. BitMint loyalty "coins" can be readily split, shared among friends, emailed across the globe, gifted across the table -- if the merchant so allows. Otherwise, the merchant may limit redemption to a particular customer, or customers' group.

- Eighth: Inducement. Much as PayPal primed itself by offering free cash to early registrants, so any business could email BitMint loyalty coins to prospective customers. With social and location-known software going viral, a breakfast place may send/text a BitMint loyalty coin to a Smartphone owner for which the social software reveals that he frequents the neighborhood every morning -- well targeted inducement.
- Ninth: Micropayment linkage: BitMint Loyalty rewards may be directed as pay-per-use for reading choice pages, listening to choice audio, viewing choice video, or receiving time-clocked advice from relevant (live) experts. For example: a restaurant will offer free 10 minutes consultation with a dietary expert.