

New Merchant Brief

MERCHANT NAME:

MERCHANT WEBSITE:

BUSINESS TYPE IN DETAILS /BUSINESS MODEL/ # OF LOCATIONS:

MERCHANT HEADQUARTERED IN:

APPROXIMATE NUMBER OF MEMBERS/CUSTOMERS:

PROPOSED OFFER TO CUSTOMERS/HOW CUSTOMERS WILL BE REWARDED:

ESTIMATED PURCHASE VOLUME OF REWARD MILES:

ARE YOU LOOKING TO OFFER SINGLE OR MULTIPLE CURRENCIES?

CUSTOMER JOURNEY (ONLINE VS OFFLINE):

WILL YOU DESIGN A BRANDED LANDING PAGE FOR YOUR OFFER?

DESIRED PROGRAMS/LOYALTY CURRENCY:

EXPECTED LAUNCH DATE:

LENGTH OF OFFER:

MARKETING CHANNELS WITHIN YOUR ORGANIZATION TO PROMOTE PROGRAM:

DO YOU CURRENTLY HAVE (OR PREVIOUSLY HAD) PARTNERSHIPS WITH AIRLINES/HOTELS: