



iVend Passes is a cloud based solution for digitally distributing gift cards, coupons, loyalty and membership cards across customer mobile devices.

iVend Passes allow you to market to your customers in more imaginative ways and with higher degree of personalization. Digital Passes can be deployed on iOS Apple Wallet and Android devices.

iVend Passes is provided as a cloud based, subscription service that integrates seamlessly the iVend Retail solution suite or can be used standalone with any existing POS system via open API.



Customer Benefits

- Provides a better customer experience across all sales channels
- Ensures that customers can access the most up to date balances and expiry dates for gift cards and loyalty cards at any time, so usage and engagement increases
- No need for consumers to carry paper or plastic cards or cut coupons, as redemption uses scannable bar codes on their phones

Retailer Benefits

- Greener, cheaper solution than cards and paper coupons
- Geofencing is provided to pop up a pass notification when a user is in close vicinity. This makes marketing communications more actionable.
- Easy to use, run and analyse the results, leaving more time to focus on improving the customer experience
- Well configured dashboards and reports provide marketers with the information they need to measure the success of programs easily and identify those with the best ROI
- Ability to publish marketing messages to all existing recipients of passes

Key Features

- Easily distribute customer Gift Cards, Coupons and Loyalty cards digitally
- Subscription-based application works with Android and iPhones (iOS 6 and above)
- Send notifications to customers on loyalty balances, coupons close to expiring, unspent balances on gift cards, special events and offers, etc.
- Digital Passes have scannable barcodes, eliminating the need to carry physical paper or cards
- Enable customers to conveniently store, view and use their Digital Passes
- Customizable colour schemes and logos in line with retailer branding preferences



Product Features

Use only on iPhones and Android Phones

- iPhones (iOS 6 and above)
- Android phones

Easy to Set Up and Use

- Intuitive set up and WYSIWYG template designer
- Email designer so retailers can send customized emails with their passes and include an image of the pass they are sending

Geofencing

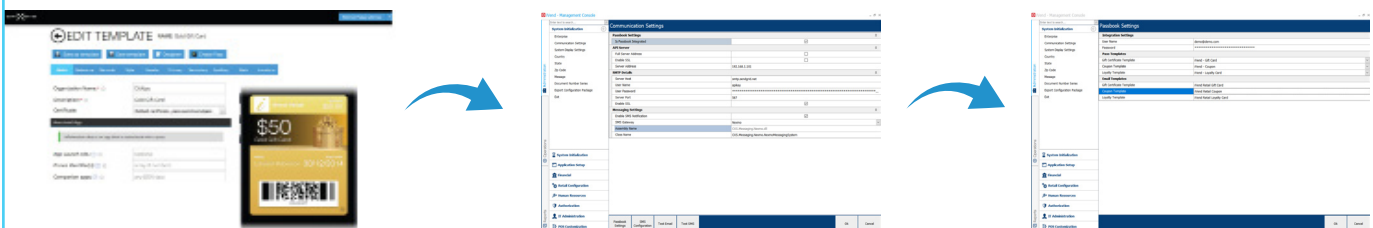
- Works even when the phone is locked

Easy Integration

- Comprehensive set of APIs that can be used to develop integration with any third-party POS application
- Seamlessly integrates with iVend Retail POS (fixed and mobile)

Comprehensive Dashboards

- Density map to analyse the highest concentration of passes and where they are being used
- Notifications and updates of usage in real-time



iVend Passes

DIGITAL COUPONS, GIFT CARDS, MEMBERSHIP & LOYALTY CARDS FOR APPLE & ANDROID DEVICES

ENGAGE
CUSTOMERS

INTERACTION

LOCATION

TIME