



## SmartAuction™

### Adding excitement and more value to loyalty programmes

SmartAuction™ is an online auction product that provides an innovative and interactive way to launch sales promotions and for guests to redeem loyalty currency. Flexible options include highest and lowest unique bidder wins

SmartAuction™ provides a range of exclusive and appealing products and services for your frequent guests to bid on. Auction content can be tailored and may include exotic holidays; money can't buy experiences, premium airline seats and hotel nights through to high-end luxury items and distressed inventory.

SmartAuction™ is ideal for organizations such as hotels that reward members with loyalty points, and is an ideal way to engage non active members and encourage interaction with your brand.

The SmartAuction™ platform enables frequent guest programme owners to differentiate their brand, reduce redemption liability, engage inactive members and generate additional revenue.

#### Key Benefits:

- Reduce your redemption liability and manage distressed inventory
- Increase member interaction and engagement
- Develop your own unique offering through a highly flexible content model and auction lots
- Generate additional revenue
- Partnership sourcing to complement your brand

#### Functional Overview:

- Intuitive and easy to use administration system for managing content, products and auction lots
- Comprehensive member bidding functionality
- Multiple language support
- Variety of hosting and ongoing support options

#### Key Features:

- **With both highest and lowest unique bidder wins options**
- **Flexible Content Model** – take complete control of content. Combine your own inventory with attractive third-party prizes to develop a unique offering
- **Scalable Platform** – residing outside an organisation's existing system infrastructure, SmartAuction™ offers bidders a dual payment option of cash and or points

- **Fully Managed Marketing Communications** – creative templates and full marketing support available

#### Plus:

- SmartAuction™ – can be fully integrated with other online platforms such as our PointsPlus™ earning and redemption suite
- Flexible browsing functionality is available across a range of auction lots