Cash-Back

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Cash-Back Loyalty program means a „return" of a percentage, i.e. a certain amount for shopping on a card that the consumer can then use for the next purchase and as such serves an exceptional marketing tool for improving user experience, retaining current and attracting new customers. This Loyalty module will allow you to track user activity and learn about the turnover share which is the direct result of the Cash-Back program, as well as market segmentation by products and prices and also demographic attributes of customers (gender, age …) and their needs and preferences.