

# GIVEX LOYALTY PROGRAMS

## A Multi-Tiered Approach to Loyalty

Givex offers the opportunity to reach your customers through traditional & non-traditional loyalty programs. Paired with Givex digital coupons, you can offer your customers a full-store solution.

## How Does it Work?

Givex offers both digital coupons and loyalty programs. There is only a pin pad required, so no specialized equipment to purchase. Shoppers sign in with their phone number and begin shopping your sales and building points toward rewards programs.

## Retailer Benefits:

- An affordable loyalty program with flexibility to meet your individual goals
- Integrations available with over 12 different POS systems
- Offer customers customized rewards programs (i.e., Loyalty Lane)
- Email and text your customers
- Receive customized reporting for in-store purchase behavior
- Set up your own store-funded offers, with zero clip or redemption fees
- Offer customized "Community Roundup" (charity donation program) to support hyper-local initiatives
- Turn-key solution for fast implementation

## Integrations

Givex integrates seamlessly with most POS systems, e-commerce programs, digital circular solutions, and UNFI Retail Media Network. Contact us to learn more about how Givex can become a valuable part of your digital marketing strategy.

## RETAIL MARKETING

The Givex logo features the word "givex" in a lowercase, sans-serif font. The "give" is in white, and the "x" is in a bright green color. A registered trademark symbol (®) is located to the upper right of the "x".

## WHY CHOOSE UNFI?

- UNFI can help you grow an integrated, omnichannel digital presence with loyalty programs, digital coupons, websites, digital circulars, e-commerce, retail media, and more.
- At UNFI, we're here to help you find the right solution to fit your unique needs
- We offer seamless digital coupon redemption with fast payment turnaround through UNFI

The UNFI Professional Services logo consists of the letters "UNFI" in a large, bold, sans-serif font. To the right of "UNFI" is a green square icon composed of a 3x3 grid of smaller squares. Below "UNFI" and the icon, the words "PROFESSIONAL SERVICES" are written in a smaller, bold, sans-serif font. A small trademark symbol (TM) is located to the right of "UNFI".

# GIVEX DIGITAL COUPONS

## An Accessible Digital Coupon Solution

Givex makes digital coupons accessible to the independent retailer by offering a simplified & affordable solution with effortless integrations and low weekly fees. Appeal to your value-conscious shoppers by offering them savings on CPG products, and gain an opportunity for your coupon program to integrate with UNFI's retail media network of CPG-funded discounts.

### How does it work?

Givex is quick to implement with no special equipment needed to get started. Shoppers will simply sign-up with their phone number as their unique identifier and begin saving with coupons on every purchase.

### Retailer Benefits:

- Affordable digital coupon solution
- Seamlessly integrates with POS and e-Commerce programs
- No additional hardware required
- Gain access to UNFI Retail Media Network & CPG-funded promotions
- Create store-funded offers for your shoppers with zero clip or redemption fees
- Prevent coupon fraud with built-in anti-stacking technology
- Quick to implement



### SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.Æ

Contact Information: [Proservices@unfi.com](mailto:Proservices@unfi.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](https://Services.UNFI.com) or [view our brochure.](#)

## RETAIL MARKETING

### FAST FACTS

# 25 yrs

Givex has been connecting brands and customers with technology since 1999

# 132,000+

active locations across more than 100 countries

### Current POS Integrations:

- NCR Encore
- NCR StoreLine
- NCR ISS45
- NCR ScanMaster
- NCR ACS
- Toshiba ACE
- SMS LOC
- RORC
- EZScan
- ECRS CATAPULT
- Birmingham Toledo POS
- GivexPOS
- With more to come!

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PROFESSIONAL SERVICES