

## Fanfare makes your customers as loyal to your business as you are.

There's a passion for and a loyalty to customers and business that only a small business owner can understand. Fanfare understands it, too. That's why we made it possible for you to offer your customers the kinds of targeted deals and enticing rewards they used to get only at chains and big-box stores.

**Fanfare**, from Elavon, is a fully integrated, easy-to-use program that delivers loyalty rewards, promotions, offers, and gift cards that your customers crave. And with Fanfare, your customers will know they're not just appreciated, but celebrated.

### Elavon's Fanfare Advantages

- **Easy to use:** No separate hardware, no complex installation— Fanfare works right away with a compatible point-of-sale (POS), including terminals, PIN pads and tablet solutions.
- **Seamless POS experience:** Fanfare is integrated within the payment process and provides easy enrollment options. New offers and rewards are presented as part of the checkout process.
- **Supports Payment Card Linking:** Allows your shoppers to link their favorite payment card as their loyalty identifier at the POS to easily earn rewards and receive discounts – no paper coupons, loyalty cards or key fobs necessary.
- **Real-time redemption:** Automatically track loyalty points and present rewards and offers that can be instantly redeemed at checkout.
- **No expiration:** Loyalty rewards never expire.
- **Meaningful metrics and insights:** A simple reporting, analytics, and management dashboard lets you measure program effectiveness while capturing shopper data in a customer database for future offers and communications.
- **All-in-one solution:** With Fanfare, you get Elavon's expertise, a loyalty program, and secure payment processing in one integrated package, along with the support of one dedicated service team.



**84%** of loyalty program members are likely to choose a retailer with a rewards program over a competitor  
*(ACI Worldwide, January 2012)*

**57%** of consumers modify when and where they buy in order to maximize loyalty program benefits  
*(The 2013 Maritz Loyalty Report, Maritz Loyalty Marketing, US Edition, May 2013)*

**54%** of consumers would consider increasing the business they do with a company for a loyalty reward  
*(ClickFox, April 2012)*

### LET'S TALK:

