



CLOVER REWARDS & LOYALTY



Turn one-time customers into loyal regulars

Customer loyalty is one of the most effective ways to grow your business. Clover Rewards helps merchants increase repeat visits, boost customer spending, and build lasting customer relationships through an easy-to-manage loyalty program integrated directly into Clover.

Why loyalty matters

01

Increase customer retention

Rewarding customers encourages repeat visits, increased spending and stronger long-term loyalty.

02

Drive repeat business

Returning customers are the foundation of sustainable business growth, making loyalty one of the most effective ways to increase repeat visits and revenue.

03

Grow customer lifetime value

Turn customer data into actionable insights. Understand purchasing behaviour, identify your best customers and create offers that encourage continued spending.

Why Clover Rewards



Easy setup & management



Customer insights & analytics



Real-time loyalty tracking



Integrated with Clover POS



Enrollment at POS and Kiosk



Flexible reward options



Multiple reward campaigns supported



Built to help merchants grow

Easy customer enrollment: Enroll customers directly at checkout, on kiosks, or through Clover's integrated loyalty experience.

Benefits:

- Grow loyalty membership with every transaction
- Seamless sign-up experience
- Immediate reward participation

Flexible reward programs: Create loyalty programs that fit your business.

Reward types

- Dollar-off rewards
- Percentage-off rewards
- Sign-up bonuses
- Birthday rewards

Merchants can run multiple reward campaigns simultaneously and tailor rewards to their business goals.

Automatic reward tracking: Clover automatically tracks points, visits, and reward balances.

No punch cards. No spreadsheets. No manual tracking.

Customers earn and redeem rewards seamlessly through the Clover platform.

Loyalty insights & analytics: Track program performance with built-in reporting.

Monitor

- Loyalty sign-ups
- Customer visits
- Reward redemptions
- Campaign performance
- Customer engagement

Gain visibility into what drives repeat business and customer loyalty.

Key benefits

- **Keep customers coming back:** Reward loyal customers and encourage repeat visits.
- **Increase revenue:** Drive higher transaction values and increased purchase frequency.
- **Differentiate your business:** Offer a rewarding customer experience that helps your business stand out from competitors.
- **Build stronger customer relationships:** Create meaningful interactions that turn customers into advocates.
- **Make data-driven decisions:** Access customer insights and loyalty metrics to optimize program performance.

For more information, visit clover.com/ca or call 888-263-1938

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