

**POWER** p a s s <sup>SM</sup>  
A Division of Ideation

A Customer Rewards Program

**GET  
THE  
CARD**

**Reap the Rewards!  
Feel the Power!**



## the facts

### *Did you know—*

“20% of your customers generate 80% of your sales volume.”

—The US Post Office

“Spend more on the customers you have. Ninety percent of most companies’ profits come from repeat customers. It costs six to ten times as much to get a new customer as to keep an old one.”

—Lester WunderMan

*Being Direct, Making Advertising Pay*

“Long-term customers buy more, take less of a company’s time, are less sensitive to price and bring in new customers. Good long-standing customers are worth so much that in some industries, reducing customer defections by as little as five points—from, say, 15% to 10% per year—can double profits.”

—Frederick F. Reichheld

*Harvard Business Review*

### *What are you doing. . .*

*. . .to retain your best customers?*

- reward your best customers
- target your direct mail campaigns
- build your customer base
- improve your bottom line

## the program

PowerPass is a customized, all-inclusive loyalty program. The PowerPass team will work **with you** to create a program with parameters designed **by you**—because you know your customer base better than anyone else.

PowerPass provides everything you will need to launch and maintain a successful loyalty program—including membership cards, database development, customer segmentation reports, promotional materials, and even assistance with employee training!

As time goes on, you will be able to use the purchasing information collected by the PowerPass system to fine-tune your program for peak effectiveness.

### Here's how it works:

- When your customers sign up for the PowerPass program, they will receive a membership card. This card has a magnetic strip that allows the system to track purchasing habits and preferences automatically. This database of purchasing information will help you identify and effectively market to your loyal customers based on their spending habits. The result: more effective use of your advertising dollars.
- When a customer spends a predetermined amount (set by you), a gift certificate will be printed for that customer to use during their next visit. Unlike other loyalty programs, your customers will know exactly how much more they need to spend to reach that amount and receive their gift certificate—a strong incentive

## the details

### The PowerPass Starter Package

500 PowerPass Cards  
Counter Top and Window Displays  
PowerPass Terminal (shown bottom right)  
PowerPass Certificate Printer Tape

### Additional Services

Online Real-time Access to Program Performance and Customer Data  
Quarterly Reports of Customer Transactions  
Postcard Program  
Label Services  
Email Marketing

### For More Information or Pricing Contact:

#### PowerPass Sales

2910 Huron Parkway, Suite 100  
Ann Arbor, Michigan 48105-3450

Phone: (734) 761-4360  
Toll free: (888) 469-7277  
Fax: (734) 761-1457

[powerpassinfo@ideationgifts.com](mailto:powerpassinfo@ideationgifts.com)

[www.PowerPass.net](http://www.PowerPass.net)



## the direct mail program

Direct Mail Marketing is an added benefit for PowerPass customers. There are five different seasonal postcards available during the year, as well as a monthly birthday card. Each promotional card requires a minimum purchase of 500 cards. You may purchase all of the card designs or only one.

For your postcard backs, you may select from a variety of pre-established promotions. For example, your store may offer a \$5 discount on purchases of \$25 or more, or you may want to offer a percentage discount instead.

Your customer database can be used to generate a mailing list for your postcards, or you may provide your own list. Postcards can be ordered, printed and mailed via our exclusive Print on

|          | the cost   | the example   | the return  |
|----------|--|---|---|
| birthday | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #e6e6fa;"> <p># of postcards mailed 100<br/> <u>your printing cost \$0.38</u><br/> <b>Total Cost \$38.00</b></p> </div>  | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #e6e6fa;"> <p>total # of cards mailed 100<br/> <u>customer responses 10</u><br/> <b>Response Rate 10%*</b></p> </div> | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #e6e6fa;"> <p>your average sale \$ 25.00<br/> <u>your total revenue \$250.00</u><br/> <b>ROI 557%</b></p> </div>  |
| seasonal | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #ffe4c4;"> <p># of postcards mailed 500<br/> <u>your printing cost \$0.55</u><br/> <b>Total Cost \$275.00</b></p> </div> | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #ffe4c4;"> <p>total # of cards mailed 500<br/> <u>customer responses 50</u><br/> <b>Response Rate 10%*</b></p> </div> | <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; background-color: #ffe4c4;"> <p>your average sale \$ 25.00<br/> <u>your total revenue \$1250.00</u><br/> <b>ROI 355%</b></p> </div> |

\*Our customers typically see a response rate of 5-15%.

## the benefits

As a PowerPass member you will have the following benefits:

- 1) A database of your customers that is constantly updated.** This database can be used to identify, segment and target different groups of your customers to target market group behaviors. Access to your PowerPass database is available in real time, 24 hours a day via [www.PowerPass.net](http://www.PowerPass.net).
- 2) Increased sales.** Loyalty programs are a proven method to increasing repeat customer sales by up to 30%.
- 3) The ability to instantly reward your best customers for their business,** thereby inspiring future visits.
- 4) Increase response to promotions.** The response rate from captured customer data is 3 times higher than traditional direct mail. This reduces mail waste and increases promotional performance.

## the word

“PowerPass has helped to level the playing field for us to compete with the chain pharmacies and mall stores in our area. The program has built customer loyalty, increased the average purchase, and brings customers back for repeat sales. It creates an identity or brand identification for your store. Constant refinement of the program by Ideation has allowed our PowerPass customer base to grow and so has our bottom line. Probably one of the best programs I have used in the 35 years I have been in business.”

—Gary Angelo, Silverton Pharmacy  
*Toms River, NJ*

“The PowerPass postcard program has given my stores at least a 25% rate of return and last year’s holiday postcard had a 43% rate of return!”

—Bill Abel, The Paper Factory  
*West Seneca, NY*

“I can’t tell you enough how great PowerPass has been for us. During the past two years our sales have been boosted dramatically due to this program. We have found that direct mail with an offer has increased our traffic by almost double. We feel this rewards our customers, makes them happy to shop here, and in turn they shop more. It’s a great program for both the customer and retailer!”

—Holly Robinson, Brumms Bloomin’ Barn  
*Highland, IN*

“PowerPass was a snap to get up and running, and you couldn't ask for an easier process to implement on a daily basis...”

—Peter Rose, The CHELSEA Group, L.L.C



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