

MobiLytix™ Marketing Studio

The flip that Growth Needs


100+
MN MEMBERS
SUPPORTED

6+Bn
POINTS
ISSUED ANNUALLY

40K+
REWARD
CATALOGUE GLOBALLY

30
DEPLOYMENTS
IN 15 COUNTRIES

Comviva powers brands to
deliver high-performance
loyalty programs

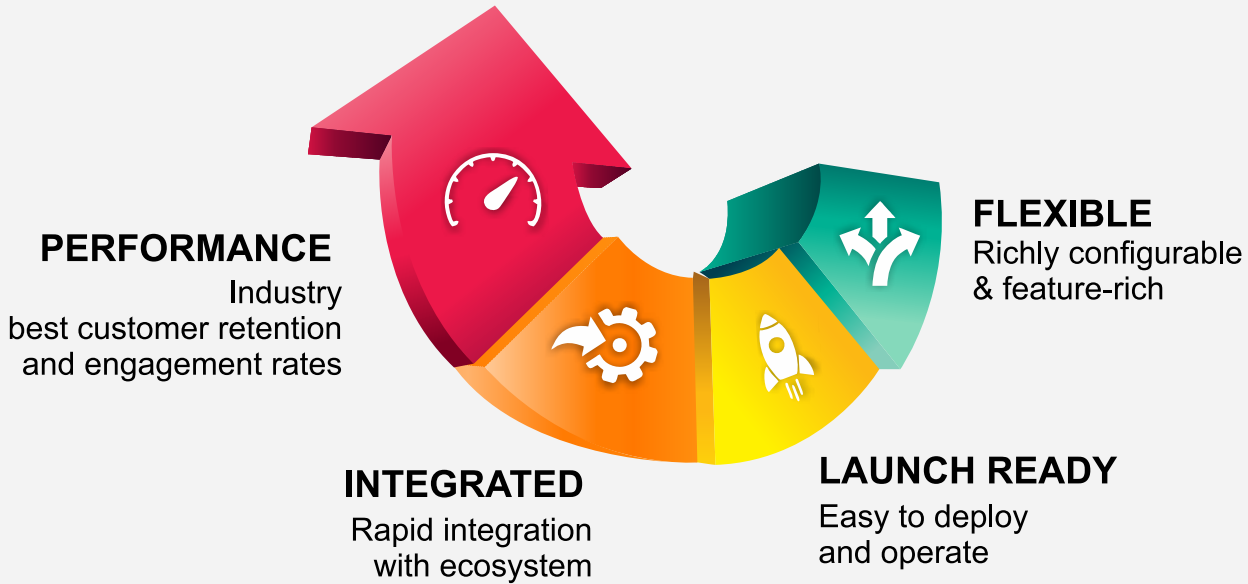


Building brand loyalty is a core goal for organizations and loyalty programs are a powerful tool used to support this goal. Leading brands are bringing together a coalition of partners to enrich the value offered to their stakeholders and build emotional engagement.

Comviva's **MobiLytix Marketing Studio for Loyalty** is a one-stop solution for managing loyalty programs for customers, distributors and employees. Points earning and redemption is real-time and accessed by members across channels. Reward partner onboarding and management capabilities ensure the successful delivery of coalition partner programs.

Powering Next Generation Loyalty Programs

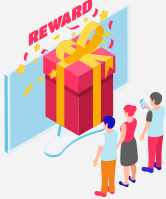
The flip that Growth needs



MobiLytix Marketing Studio for Loyalty is a suite of pre-integrated products and supporting services that accelerate the application of AI for loyalty, and enable the seamless execution of program communications across digital channels.

Products

MobiLytix™ REWARDS



An end-to-end marketing solution for engaging reward-based promotions and loyalty programs for customers, distributors and employees.

MobiLytix™ AI^x



Our next generation AI modelling workbench that accelerates the application of AI in loyalty.

MobiLytix™ DIGITAL MARKETING



A customer engagement automation platform for executing personalized journeys and content across a brand's digital channels.

Services

DATA SCIENCE-AS -A-SERVICE

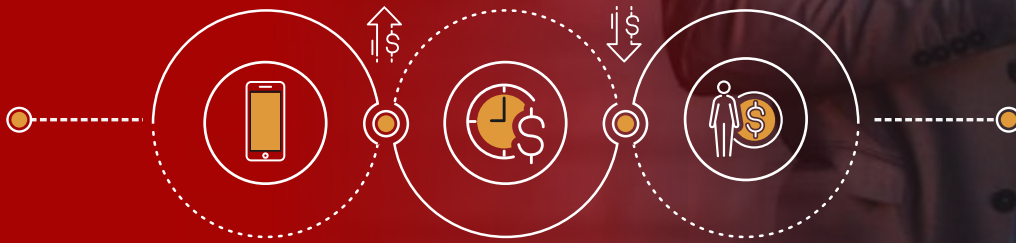
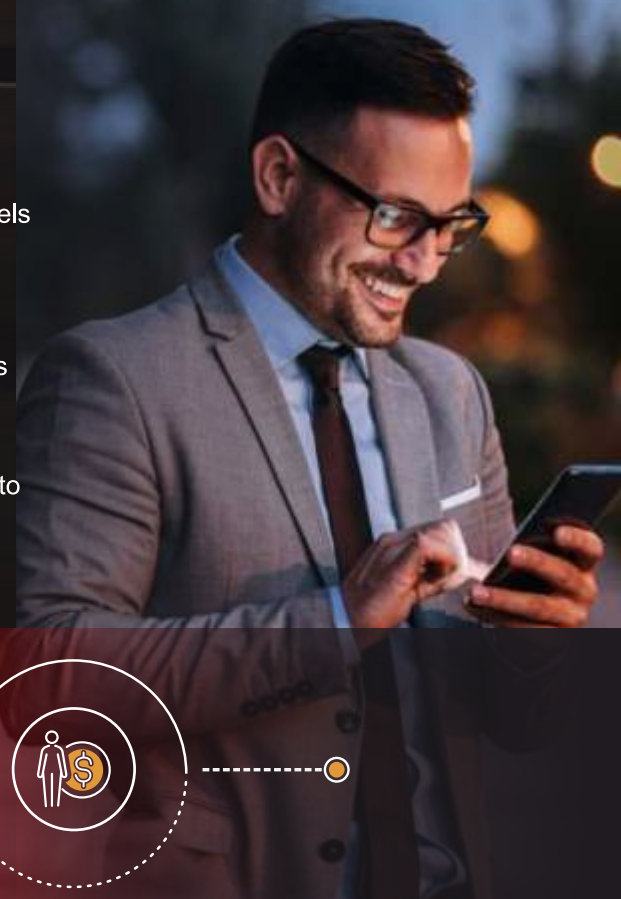
Accelerate the use of AI in CVM with 70+ ready-built and proven models that support engagement across the customer lifecycle.

MANAGED MARKETING SERVICES

Leverage our specialists in Loyalty & Rewards consulting, analysis, campaign operations and performance evaluation. Enables customers to execute error free loyalty campaign within SLA.

REWARD AGGREGATION SERVICES

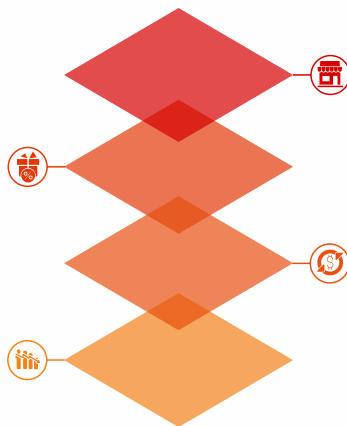
We partner with some of the worlds most trusted reward aggregators to deliver enriched and compelling coalition loyalty programs.



Business & Technology Market Proven

Loyalty Program Enrolment rate **40%**

High value customer churn reduction of **75%** in the enrolled base

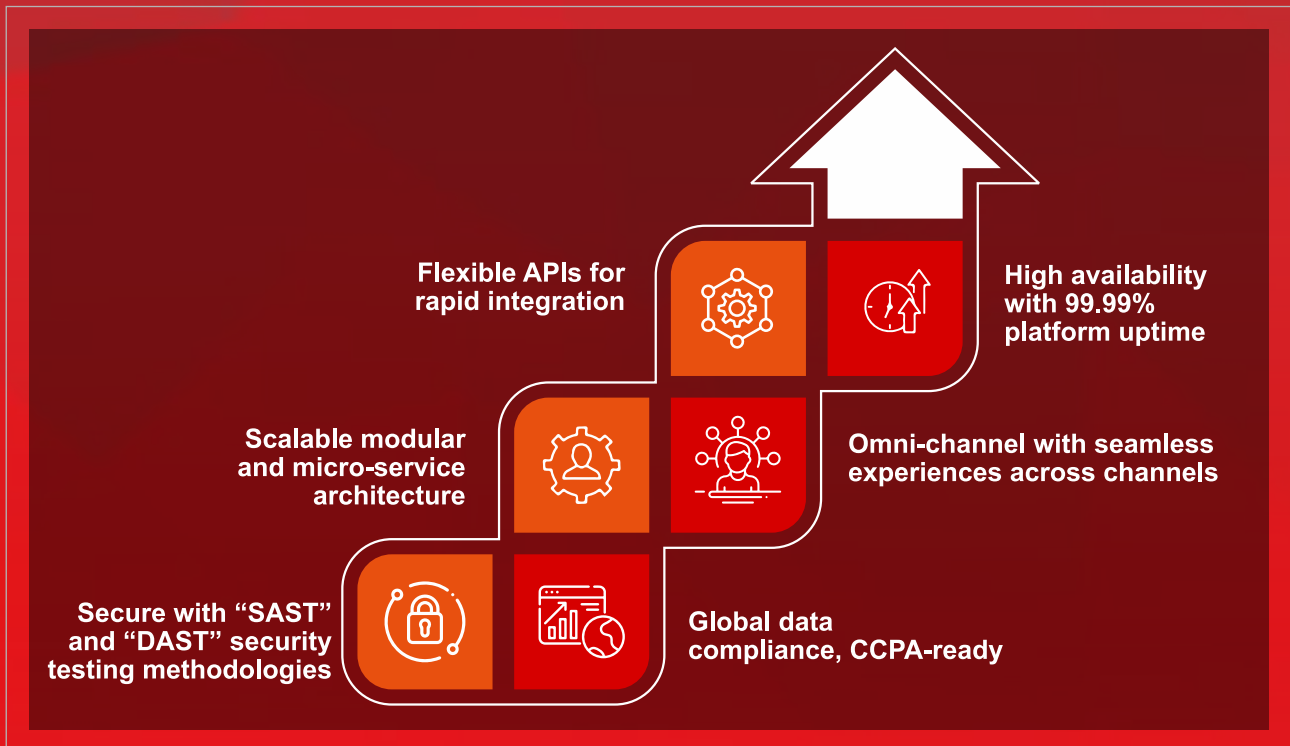


Reference clients in Communications, BFSI and Retail industries

High engagement programs with **65%** redemption rates



Technology Rich



About Comviva

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer centricity, innovation and ethical corporate governance at its core, the company’s offerings are broadly divided into three categories- Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva’s solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, visit us at www.comviva.com

