

Create next-level loyalty experiences with LexisNexis® Risk Solutions

Enhance end-to-end loyalty relationships with actionable consumer intelligence and targeted analytics



Successful loyalty programs perfect the balance between personalizing customer engagement and providing consistently convenient and secure experiences. 43% of marketers struggle with personalizing offers, content and experiences in their programs, according to customer references from The Forrester Wave™: Loyalty Solutions, Q2 2021.¹ Turning a name and an email into a nuanced customer relationship to nurture for the long run is the lifeblood of a lucrative, and well-loved, loyalty program. LexisNexis® Risk Solutions offers responsive tools and dynamic technologies to optimize your loyalty strategy and increase the lifetime value of loyalty relationships.

Build deeper affinity with actionable consumer intelligence

Our solutions combine the power of robust global identity intelligence, advanced analytics and innovative technologies to reinforce a well-informed and cohesive loyalty journey that supports:



Confident customer acquisition



Immediate age verification and trusted identity verification



Optimized onboarding experiences



Seamless logins and account details activities



Customer-centric engagement and upsell



Streamlined and secure payments



Ongoing monitoring across the relationship lifecycle

Our solutions enable your business to consistently excel in keeping customers first. That's the reason the world's leading corporations, most respected retailers and top banks already trust LexisNexis Risk Solutions to help them facilitate safer commerce and create seamless and secure experiences across every interaction.



Next-level loyalty relationships start here

We offer a wide breadth of solutions that deliver competitive advantage by driving a level of everyday customer endearment that differentiates your loyalty program from market peers. Our solutions unlock a level of customer understanding that helps you build greater affinity across the end-to-end loyalty journey.



Prioritize the strongest prospects first

Find the strongest loyalty prospects and fuel identity-based marketing strategies that help better inform segmentation, refine offers and improve campaign performance. Our solutions provide unique and predictive alternative data insights on consumers to simplify pre-screen marketing and propensity modeling so you can focus resources on the right prospects first and enhance marketing outcomes.



Start loyalty relationships from a foundation of safety and security

Confidently ensure regulatory compliance with more precise age verification tools and prevent fraud from entering your loyalty ecosystem with proactive identity authentication and verification. Our solutions deliver a seamless way to complete immediate age verification and identity verification without disrupting the loyalty experience.



Expand a name and an email into an engaging relationship

Create a more robust customer profile while continuously reinforcing a more responsive customer experience. Our solutions optimize visibility into your true customer by providing robust digital, physical and behavioral identity intelligence that is easy to append to a customer profile. Open new channels to connect to your customers with more comprehensive personally identifiable information details including date of birth, phone numbers, address, alternate contacts and emails. Passively complete device profiling, verify email authenticity and pinpoint IP geolocation so you can customize and accelerate customer interactions without adding unnecessary friction.



Set a new standard for seamless interactions

Immediately recognize your loyalty customers and improve trust with every interaction to deliver a customer experience that constantly delights. We provide configurable and scalable fraud and identity solutions to prevent fraud from entering your loyalty ecosystem. We offer a range of tools to keep your customers secure on every channel: from front-end authentication, to details changes through to payments security and more. Keep the focus on customer safety and seamless experiences with our intuitive solutions that support Knowledge-Based Authentication, behavioral biometrics, device binding, push notification, geolocation and one-time password capabilities.



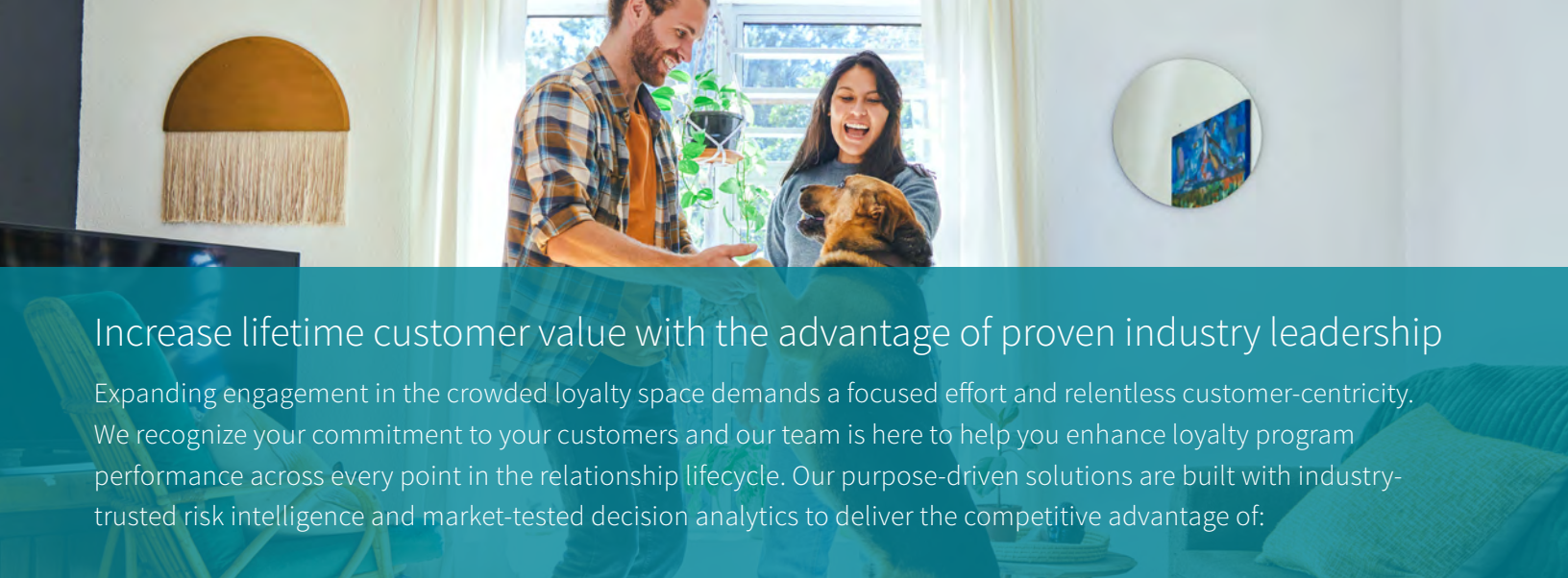
Open new avenues to deeply connect

Build an entrenched relationship that goes beyond the app by personalizing proactive customer nurture strategies. Our solutions deliver real-time, predictive insights into life events, family status, consumer behaviors, interests and more so you can precisely target loyalty customers with relevant outreaches and specifically tailored offers. We also offer tools to simplify ongoing monitoring and keep your business current on customer changes that may impact the loyalty relationship.



Maximize opportunities with focused data management

Optimize the quality of the data driving your loyalty ecosystem to uncover new opportunities and improve performance. Our innovative solutions support data hygiene, enrichment and analytics across the loyalty lifecycle. Increase data accuracy and prevent duplicate accounts by removing or correcting erroneous data. Make your loyalty customer data work for you by leveraging our enterprise data management capabilities to organize and enrich siloed data sets and increase data transparency across your business.



Increase lifetime customer value with the advantage of proven industry leadership

Expanding engagement in the crowded loyalty space demands a focused effort and relentless customer-centricity. We recognize your commitment to your customers and our team is here to help you enhance loyalty program performance across every point in the relationship lifecycle. Our purpose-driven solutions are built with industry-trusted risk intelligence and market-tested decision analytics to deliver the competitive advantage of:



Continuously updated consumer, business and asset insights from more than 13,000 public, proprietary and alternative data sources



Multi-dimensional digital, physical and behavioral identity intelligence to power real-time trust in your customers and the transactions they perform



Innovative technologies and automation to keep your business moving at the speed of commerce



The proven analytics expertise of our dedicated data science team continuously driving the creation of more actionable insights to support smarter, more profitable decisions



Our steadfast commitment to advanced information security and data privacy to protect safe customer experiences and preserve loyalty ecosystem security



Confident levels of decision speed, precision and relevancy powered by LexID[®], our proprietary advanced linking technology

Being your customers' go-to choice begins with getting to know and trust loyalty users in real time and intentionally growing those relationships as relevant events are taking place. Our solutions enable you to recognize customer nuances across the loyalty lifecycle and respond with personalized interactions that fuel revenue growth. Our experts can help customize a loyalty strategy that reflects your growth goals, risk appetite and budget realities and is built to easily scale as your market expands. Let's take your customer loyalty program to the next level.

For more information, call 1-800-869-0751 or visit <https://risk.lexisnexis.com/loyalty>



1. Pilecki, Mary and Collins, Emily, "The Forrester Wave™: Loyalty Solutions, Q2 2021, April 5 2021, The Forrester Wave™: Loyalty Solutions, Q2 2021 | Forrester

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