



## PRESS RELEASE

### Press contact

Marjorie Banès

Tel +33 4 42 97 58 62

m.banes@welcome-rt.com

---

## International Promotion Marketing and Welcome Real-time Join Hands To Launch Innovative Loyalty Solutions in Italy

**Milan, April 22<sup>nd</sup>, 2009** - International Promotion Marketing (IPM) and Welcome Real-time (Welcome) announced today a partnership to launch the next-generation of loyalty offerings in Italy. These solutions will allow cards payment businesses and retailers to deliver personalized offers and redemption alternatives at the point of sale. This exclusive real-time targeted marketing capability provided by Welcome Real-time is expected to increase cards and retailer brand loyalty and billings, while significantly lowering the cost of customer acquisition and retention.

“Welcome Real-time’s technology ensures that issuers and retailers have competitive edge solutions in the increasingly challenging environment of customer loyalty”, said Francesco D’Andrea, senior consultant at IMP. “We have understood how much Welcome’s value proposition is critical for our future business and we are extremely motivated to prospect and bring new customers to Welcome”.

The International Promotion Marketing and Welcome Real-time solution now offers banks, retailers and payment networks the following advantages:

- **Targeted rewards that customers prefer:** Card issuers and retailers will be able to track and analyze customer buying behaviors and other information to deliver more intelligent, targeted rewards in real time at point of sale. Intelligent rewards eliminate promotional waste by delivering the right offer to the right customer at the right time, ultimately driving higher levels of customer satisfaction and increased purchases.
- **Lowered marketing costs:** Delivering targeted, personalized promotions at the point of sale via merchants reduces operational costs and achieves greater results as compared to more traditional methods of marketing promotions to a broad audience via direct mail or other mass advertising.
- **Simplicity in participation:** Customers can now select any payment card to automatically enroll in and participate in a promotion or loyalty program. Customers may also opt to use a particular issuer’s card that is offering additional differentiated benefits. Retailer’s perception of the value brought by card issuers and acquirers to such payment transactions is increased.
- **Enhanced loyalty:** Customers can now use the point of sale as a channel for real-time earning of points and other stored value, as well as real-time redemption. This capability complements and greatly enhances traditional bank and retailer loyalty programs.

“Times are tough, but there is still significant investment in loyalty programmes, as businesses recognise the importance of using customer behavioural data for targeting marketing activity”, said Philippe Bontemps, VP Business Development, Welcome Real-time. “IPM, together with Welcome Real-time, will bring about a real expertise in loyalty, program management and merchant recruitment in Italy. This will be beneficial to the trend of continuously rising usage of payment cards as a form of payment.”



### **About Welcome Real-time**

Welcome Real-time is a global loyalty solutions provider in the payment integrated value-added service space. Today, as the leading loyalty solutions provider to Fortune 500 banks, Welcome Real-time transforms the way banks design payment cards loyalty and promotional marketing programs with our award winning XLS solution. Through a combination of innovative technology, global consulting and marketing services, Welcome Real-time enables banks and merchants of all sizes to increase their business by enabling them to execute profitable card loyalty and reward decisions, thereby driving increased acceptance of card payment usage amongst merchants and greater convenience and value for customers.

Welcome Real-time is headquartered in Aix-en-Provence, France. More information about Welcome Real-time can be found at [www.welcome-rt.com](http://www.welcome-rt.com).

### **About International Promotion Marketing**

IPM is an international company in the loyalty industry with an experience of over 15 years. The company started managing the typical loyalty scheme (bonus saver) of supermarkets, increasing its capabilities and competencies in accordance with the evolution of the market. Today, IPM organizes and manages loyalty schemes and incentive programmes for different kinds of retailers (banks, supermarkets, toy retailers etc....) and for the FMCG industry.

The skills that IPM achieved in the customer loyalty field enable the company to provide a high level and full service management for the loyalty and incentive schemes, from the choice of the gadgets to the logistics, from the legal fulfilment to the CRM analysis. More information can be found at [www.ipmint.com](http://www.ipmint.com)