



Buy.
Earn.
Redeem.



APPCARD

PRODUCTS & FEATURES

FOR INDEPENDENT GROCERS

SERVICE OPTIONS

AppCard offers two tiers of service to best suit the individual needs of your business: Express and Pro.

REAL-TIME REPORTING

AppCard tracks 100% of member and non-member transactions in real time to provide you with a 360° view of your business via an online dashboard and weekly reports.

PERSONALIZED MARKETING

AppCard gives independent grocers the power to deliver personalized offers via email, text, and in-lane messages. AppCard closes the loop on your marketing efforts by connecting the campaign recipients with their in-store purchases.

EXPRESS

A POS-integrated approach to personalized marketing & shopper analytics. Send the right offer to the right shopper at the right time with coupons from top manufacturers and brands.

FEATURES

- Works with any POS
- Personalized offers
- Weekly email campaign & integrated email tool
- Push notifications
- Coupons from top manufacturers & brands
- Landing page for coupons
- In-lane touchscreen terminal
- Automatic coupon redemption
- Add coupons in-lane
- Automated marketing campaigns
- Digital feedback forms
- Club programs
- Digital punch cards
- Points programs
- Coupon clearing services
- In-app branded storefront
- Digital receipts via text (SMS)
- Machine learning campaigns
- 100 real-time reports
- Full CRM & shopper database
- Phone & email support
- E-commerce integrations

PRO

The most advanced integrated personalized marketing & shopper analytics platform for independent grocers.

FEATURES

Everything included with Express

PLUS

- Fully integrated with the POS
- Instant offers and discounts
- 2-tier pricing
- Variable weight offers
- Continuity programs
- Sweepstakes
- Community programs
- ShoptoCook integration
- Fuel rewards integration
- Offline mode capabilities

PRO POS INTEGRATIONS

NCR ACS IR	Toshiba TEC
Toshiba ACE 8.1, 8.2	RORC V6, V7
NCR ACS 6.2, 7.0	IT Retail V7
NCR ISS45 V8	Toshiba SA
NCR ScanMaster	BTIPOS
LOC SMS	NCR Encor

ABOUT US

AppCard is the leading personalized marketing and shopper analytics platform for grocers. In August 2017, AppCard acquired ProLogic, the largest provider of loyalty marketing to independent grocers. AppCard maintains a growing network of over 1,500 independent grocers and 25 million shoppers.

CONTACT US

Schedule a demo to learn more today!

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AppCard is a Member of the Intel IoT Solutions Alliance. A global ecosystem of more than 800 industry leaders, the Alliance offers

its Members unique access to Intel technology, expertise, and go-to-market support, accelerating the deployment of best-in-class solutions. Powered by Intel CPU, AppCard J-brain ensures data is captured at the EDGE and transferred to the cloud where we run our machine learning and AI to guarantee that offers, rewards and campaigns are all personalized to shoppers and employees.