



LOC Software and AppCard: Decade-Long Partnership Elevates Customer Loyalty and Personalization

Retailers have an opportunity to turn everyday transactions into lasting customer relationships, but doing so requires more than traditional loyalty programs. Combining LOC Software's ThriVersA retail management platform with AppCard's advanced shopper engagement technology brings together transactional data and intelligent marketing in a single, unified solution.

The result is a more connected retail experience, where personalized promotions, targeted campaigns, and seamless loyalty interactions work together to increase customer retention, strengthen engagement, and drive long-term value.



Turn Transactions Into Lasting Customer Relationships

LOC's ThriVersA platform provides a unified environment for point of sale, pricing, merchandising, and customer data. Through integration with AppCard, retailers can extend these capabilities with advanced loyalty and marketing tools that enhance engagement across every touchpoint. This joint solution enables:

- Customer insights powered by transaction data, enabling more relevant engagement that helps increase basket size
- Personalized promotions and targeted offers based on real purchasing behavior to increase store traffic and move products more quickly
- Seamless loyalty enrollment integrated into the checkout experience
- Consistent customer experiences across in-store and digital channels that support ongoing engagement and repeat visits

By connecting transaction data with intelligent marketing tools, retailers can create more relevant and effective customer interactions.

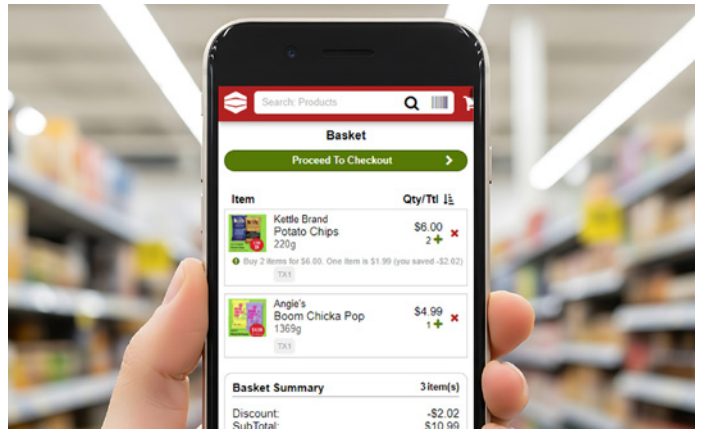
Customer Retention, Simplified

AppCard makes it easy for retailers to deliver sophisticated loyalty and marketing programs without adding operational burden. AppCard's platform allows retailers to easily activate personalized campaigns, promotions, and rewards aligned with store operations through integration with ThriVersA. No complex systems or manual processes required.

Designed as a hands-off solution, AppCard manages campaign strategy, targeting, and execution, allowing retailers to benefit from advanced personalization without ongoing manual effort. By simplifying how customer data is activated, retailers can focus on building stronger relationships while the platform handles segmentation, targeting, and execution behind the scenes.

Designed for Seamless Implementation

AppCard integrates within LOC Software's established partner model, enabling a streamlined rollout supported by experienced teams and a clear, partner-led implementation approach. This approach ensures retailers can quickly activate loyalty and engagement capabilities while maintaining aligned operations across systems, teams, and customer touchpoints.



From Data to Actionable Customer Insights

By combining ThriVersA's transactional and operational capabilities with AppCard's data-driven rewards and personalization engine, LOC and AppCard provide a powerful solution for modern retail engagement.

Retailers can strengthen customer relationships, increase basket size, and drive repeat visits through more relevant, data-driven engagement, turning everyday transactions into long-term loyalty. This approach leads to stronger campaign performance, deeper customer engagement, and measurable increases in basket size and visit frequency.



AppCard goes beyond loyalty! It's a data-driven rewards engine built for independent grocers. By transforming shopper behavior into actionable insights, AppCard simplifies customer retention and empowers grocers to deliver personalized marketing, digital coupons, and real-time analytics through one powerful solution. Trusted by over 3,300 grocers, AppCard uses AI and machine learning to deliver the right offer to the right shopper at the right time—driving sales, loyalty, and lasting shopper relationships.

AppCard, Inc.
appcard.com



For over 30 years, LOC Software has been at the forefront of retail technology. Our configurable suite of solutions empowers high-volume, independent merchants to optimize retail performance. Its flagship suite of software modules, ThriVersA, includes point of sale, back office, headquarters, eCommerce, self-service, loyalty, and more, giving retailers the freedom to design the solution that supports their unique processes and workflows. Our cloud and on-premises retail solutions provide the flexibility to access and manage operations from anywhere, ensuring your business runs smoothly—whether you're in-store, at headquarters, or on the go.

LOC Software

1867 Berlier, Laval (Quebec) Canada, H7L 3S4

locsoftware.com | [1 \(450\) 663-6327](tel:14506636327) | sales@locsoftware.com