



Perks Made Simple

Customization Guide

Strategies for Benefits, Loyalty, & Engagement

Abenity.

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Inc.
5000

#1 for Peks
6x Award Recipient

Brian & Mark Roland,
Brothers & Abenity's
Founders

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Perks & Discounts

Managed Plus

Enterprise



Your Pricing Plan

You've selected the following plan:

- ☐ Perks & Discounts
- ☐ Managed PLUS
- ☐ Enterprise



Abenity.com/Pricing



Target
Launch Date: _____

Total
Population: _____

☐ BACK OFFICE TOUR & FEATURE SELECTIONS

Purpose: Our first launch call will last approximately 45 minutes. On this call we'll review your feature selections (pages 3 - 15 of the Abenity Getting Started Guide), provide your log in credentials, & offer you a full tour of the Abenity Back Office.

Hosted By: Shanna Bauman, Client Onboarding Specialist

Call Date:

Call Time:

Dial-In Number:

Code:

☐ FOLLOW-UP & MARKETING RECOMMENDATIONS

Purpose: We recommend scheduling this phone call 2 weeks after our initial launch call. We will confirm the completion of your back office settings on this 30-minute call and create a custom marketing plan to help you quickly announce your perks program to your group!

Hosted By: Shanna Bauman, Client Onboarding Specialist

Call Date:

Call Time:

Dial-In Number:

Code:

☐ 90-DAY REVIEW

Purpose: On this final launch call we'll take a look at your 10 most popular discount offers, total member enrollments, percent of email opt-ins, and have some time for Q&A.

Hosted By: Shanna Bauman, Client Onboarding Specialist

Call Date:

Call Time:

Dial-In Number:

Code:

Welcome to Abenity!



Thank you for choosing **Abenity** for your group's perks!

Our initial launch plan gets you up and running in just a couple days and includes three recommended phone calls to insure that you are fully satisfied with our service.

As **Abenity's Client Onboarding Specialist**, I'll guide you through the set up of our enrollment settings, branding options, and content controls.

After we've personalized your account I'll provide you with a custom marketing plan and all the materials you need to spread the word about your perks!

Please let me know if you have any questions along the way. My entire role at **Abenity** is dedicated to the successful launch of your perks program!

Shanna Bauman
Client Onboarding Specialist
(615) 538-7250
shanna@abenity.com



Member Enrollment



GETTING STARTED Please take a moment to log in to the Abenity Back Office and set up the following perks enrollment and branding options. We believe engagement matters most, and that's why we'll feature your brand everywhere - on our eTickets, in-store coupons, monthly newsletters, and within your very own mobile app icon!

- Brian Roland, Co-Founder & Chairman



BrianRoland



Abty.co/Setup



Select a Registration Method:

Status: ☐ Completed

APPLICABLE PLANS: ☒ PERKS & DISCOUNTS ☒ MANAGED PLUS ☒ ENTERPRISE

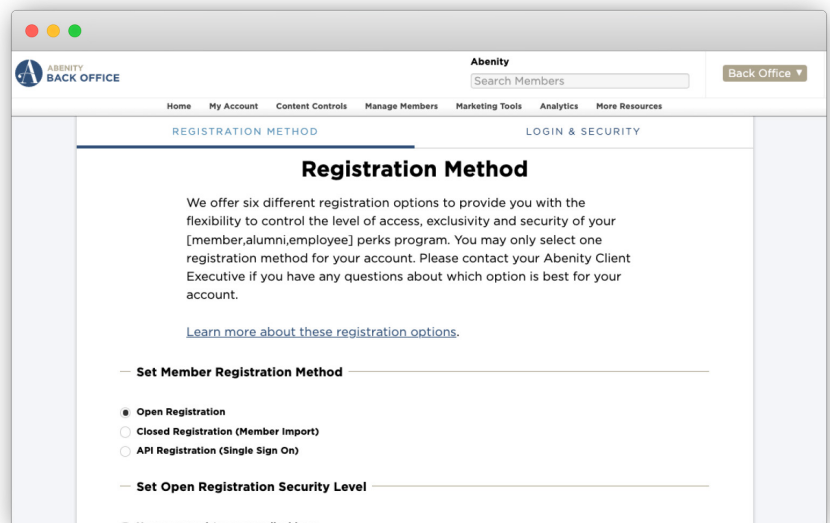
OPEN / VOLUNTARY REGISTRATION

- ☐ Register with any email address (Most Accessible)
- ☐ Restrict access with a static registration code (Very Accessible)
Registration Code: _____
- ☐ Restrict registrations by email domain (Very Private)
- ☐ Issue member cards with variable registration codes (Most Private)

CLOSED / PRE-REGISTRATION

- ☐ Preload members with the Member Import option in the Back Office

The API is not available at Perks & Discounts



APPLICABLE PLANS

- ☐ Access our API to Implement Single Sign On (SSO) from your site

Available to Managed Plus and Enterprise level clients



Member Enrollment

Setup Three Custom Enrollment Fields

Status: ☐ Completed

APPLICABLE PLANS: ☒ PERKS & DISCOUNTS ☒ MANAGED PLUS ☒ ENTERPRISE

If you've chosen to use one of our Open Registration methods, you are able to add up to three custom fields to your Abenity registration form. The key selections you'll need to make when setting up a custom field on the registration form are listed below.

Please send your selections to your Abenity Onboarding Specialist for implementation.

CUSTOM ENROLLMENT FIELD SELECTIONS

1. Field Name (17 characters max)

2. Field Type

- ☐ Check Mark ☐ Drop down
(please include a list of choices your members should select from)
- ☐ Open Text field

3. Required or Optional

- ☐ Required Field ☐ Optional Field

4. Support Text (Optional, 80 characters max)

5. Field Updates: Should members be able to update this input after registration?

- ☐ Yes, make this an editable field on our member's Abenity profiles after registration.
- ☐ No, only allow members to enter this during initial registration.

6. Data Validation (Open Text Fields Only): Should we reject inputs that don't match specific requirements?

- ☐ Yes, please validate member inputs against the following requirement: _____
- Require inputs to be X characters long.
 - Require inputs to match a specific format like starting with three numbers and a hyphen: "###-"
 - Require inputs to be unique from all other inputs previously entered by other members in your program.

The screenshot shows the 'Register for Perks' form on the US Bank website. The form includes fields for Email/Username, Password, and Organization Information. The 'Employee ID' field is circled in red, indicating it is a custom enrollment field. The form also includes a 'Contact Information' section with fields for First Name, Last Name, ZIP (Postal) code, and Country. The 'Terms & Conditions' section is at the bottom, with checkboxes for agreeing to the terms and receiving emails.

- ☐ No, don't enforce any specific data requirements.



Program Branding



BRANDING OPTIONS We want the BEST for you, and your members. With more than 15 custom branding options, we'll create a perks experience for your members that's as unique as your organization.

- Julie Roth, Campaign Manager



Abty.co/Branding



Standard Branding Options

APPLICABLE PLANS: ☒ **PERKS & DISCOUNTS** ☒ **MANAGED PLUS** ☒ **ENTERPRISE**

1. UPLOAD YOUR LOGO

Upload a PNG image on a transparent background that is at least 600 x 200 pixels, with no extra space around the logo

Status: ☐ Completed

2. SET YOUR PRIMARY BRAND COLOR:

_____ (i.e.: #305078)

Status: ☐ Completed

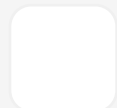
3. SELECT A USER TITLE

We'll use your selection to personalize how we address your users throughout our platform and member emails.

Status: ☐ Completed

☐ ASSOCIATE ☐ EMPLOYEE ☐ MEMBER ☐ TEAM MEMBER

4. SELECT YOUR PERKS PROGRAM BACKGROUND



☐ Light Gray



☐ Gray Geometry



☐ Gold Lights



☐ Clouds

Status: ☐ Completed





Program Branding

APPLICABLE PLANS: ☒ PERKS & DISCOUNTS ☒ MANAGED PLUS ☒ ENTERPRISE

5. RETURN LINK TEXT & URL
(25 characters max) URL Text: _____

URL Destination _____

Status: ☐ Completed

6. PERKS HOMEPAGE BANNER
(1920 x 640 jpg. Max file size 200kb.):

Status: ☐ Completed

7. PERKS TITLE
(23 characters max)

Status: ☐ Completed

8. PERKS TAGLINE
(45 characters max)

Status: ☐ Completed

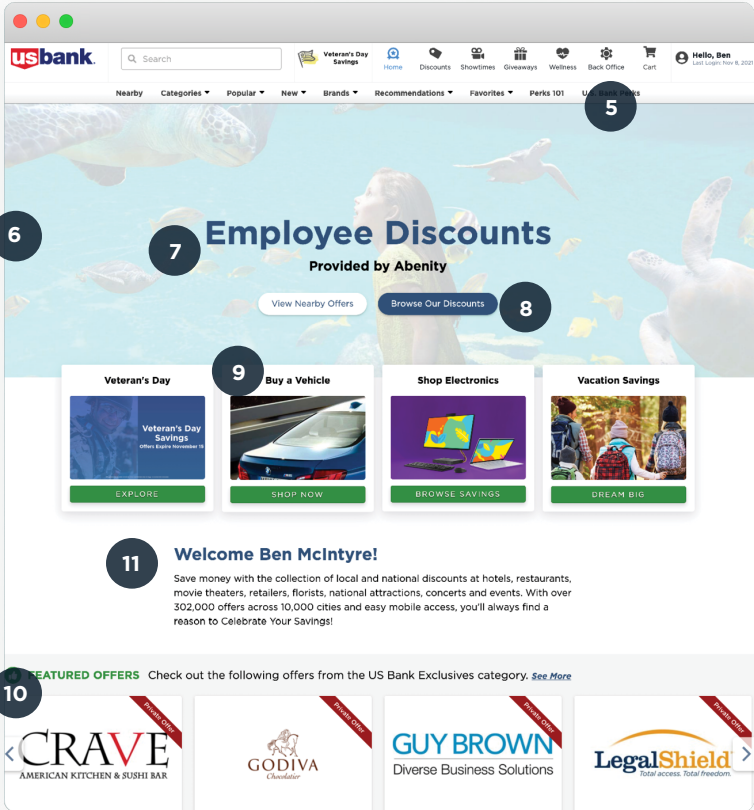
9. HOMEPAGE LINK CARDS
(3 customizable cards)
Choose from category, merchant, or giveaway

Status: ☐ Completed

10. SET A FEATURED CATEGORY
(18 characters max)

Category Name _____

Status: ☐ Completed



11. WELCOME MESSAGE

TIP: If you'd like to include a count showing the current number of discounts we provide, then use the placeholder value `{total_discounts}`. (i.e: "Abenity offers over 302,000 discounts." displays from "Abenity offers over `{total_discounts}`.")

Status: ☐ Completed



Program Branding

Personalize Your Welcome Email



APPLICABLE PLANS:

- ☒ PERKS & DISCOUNTS
- ☒ MANAGED PLUS
- ☒ ENTERPRISE

Status: ☐ Completed

This email is sent to every new member after their registration.

A customization request template can be downloaded at abty.co/welcome-email

DEFAULT COPY

Content in the red boxes may not be changed.

Welcome to Abenity Sample's Member Perks

From: Abenity Perks

YOUR LOGO HERE

Abenity Sample
Member Perks

Welcome, Bent!

You now have access to thousands of private discounts on everything from pizza and the zoo, to movie tickets, oil changes, car rentals, and hotels.

Start saving today with our limited time bonus offers.

Bonus Offers

Start Saving

Account Information

- Log in to explore your perks at <https://demo.abenity.com>
- Your username is: **example_member**
- Forgot your password?

Questions? Simply reply to this email, we're here to help.

Sincerely,
Abenity Sample Perks

Watch Our Welcome Video

Welcome!
Your Savings Story Starts Here

Watch Now

Download on the App Store | GET IT ON Google Play

The Abenity Sample member perks program is provided by Abenity. All offers are subject to change without notice. Additional restrictions may apply.
725 Cool Springs Blvd, Suite 600 Franklin, TN 37067.
Unsubscribe | Terms | Privacy Policy

Resident Support | Nearby | Hotels | Movie Tickets

PREFERRED COPY

Content in the red boxes may not be changed.

1. Subject Line

2. From Name

3. Your Logo
Added Automatically

4. Main Header Text
Text color set using Brand Color from Back Office settings

5. Banner Image
1,160px wide x 830px tall

6. Content Block 1
Character Limit: 1,500 characters

Start saving today with our limited time bonus offers.

Bonus Offers

Start Saving

Account Information

- Log in to explore your perks at <https://demo.abenity.com>
- Your username is: **example_member**
- Forgot your password?

7. Content Block 2
Character Limit: 1,500 characters

Watch Our Welcome Video

Welcome!
Your Savings Story Starts Here

Watch Now

Download on the App Store | GET IT ON Google Play

The Abenity Sample member perks program is provided by Abenity. All offers are subject to change without notice. Additional restrictions may apply.
725 Cool Springs Blvd, Suite 600 Franklin, TN 37067.
Unsubscribe | Terms | Privacy Policy

Resident Support | Nearby | Hotels | Movie Tickets

Please submit your desired customizations to your Abenity Onboarding Specialist by email.



Program Branding

APPLICABLE PLANS:  PERKS & DISCOUNTS  MANAGED PLUS  ENTERPRISE

 [Abty.co/Email-Settings](https://abty.co/Email-Settings)



Branded Member Engagement

Our branded newsletters make sure that the emails we send to your members include your logo and come from the name and email address of your choice.

Desired From Name

From Email Address:

* Email verification and authentication required prior to use

* <http://abty.co/email-domain-authentication>

Status: ☐ Completed



Save big on a new or used car with the Member Auto Buying Program. Members save an average of \$3,279 off MSRP* on new cars and save hundreds off the list price with used car discounts.* Plus, get up to \$2,000 in additional post-sale benefits with Buyer's bonus!



\$500 Cash Back After Closing and a Free Appraisal Credit****

Through the Quicken Loans Mortgage Insiders Program, Abtenity members like you receive exclusive benefits including \$500 cash back** in savings on your mortgage and a free appraisal!**

[View Offer](#)



Save 10% Off any Order of Tires or Wheels, Plus Free Shipping

TireBuyer.com delivers the biggest selection of brand-name tires, fast and free, to thousands of trusted local installers across the country. Click the View Offer button for your personal coupon code.

[View Offer](#)



Login

You've received this Abtenity Perks email from Abtenity. You can [manage your email preferences](#) inside your discount program.
Abtenity, Inc. 725 Cool Springs Blvd, Suite 600 Franklin, TN 37067 USA

Terms & Conditions
All offers provided by the Abtenity Discount Program are subject to change at any time without notice. Additional restrictions may apply.

*See website for details. Used car discounts not available in all states.

**See website for details. Offers valid on new applications only.

Offer delivery is available in the continental U.S. Shipping charges apply for orders to Alaska and Hawaii. In some locations, products in our nearest local warehouse are delivered free when you choose to deliver your order to a local TireBuyer installer during the checkout process. Shipping charges may apply for non-local items and/or orders not delivered to an installer.





Program Branding

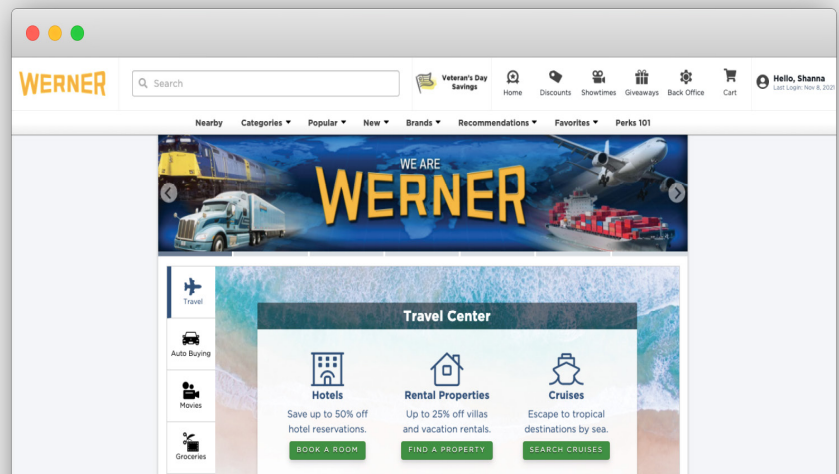
Custom Discount Banners

1880px wide x 360px tall at 72 DPI. Text should not be less than 24px tall. Rotate up to 3. Allow 5 Business days

APPLICABLE PLANS:

- ☒ PERKS & DISCOUNTS
- ☒ MANAGED PLUS
- ☒ ENTERPRISE

Status: ☐ Completed



Select a Program URL

We'll host your perks program from this URL for your members.

STANDARD URL

APPLICABLE PLANS:

- ☒ PERKS & DISCOUNTS
- ☒ MANAGED PLUS
- ☒ ENTERPRISE

Status: ☐ Completed

Preferred Username:

☐ username.abenity.com

VANITY URL'S

APPLICABLE PLANS:

- ☒ PERKS & DISCOUNTS
- ☒ MANAGED PLUS
- ☒ ENTERPRISE

Status: ☐ Completed

- ☐ username.hrdiscounts.
- ☐ username.employeeperks.
- ☐ username.alumni discounts.
- ☐ username.memberperks.us

USE YOUR OWN URL

APPLICABLE PLANS:

- ☒ PERKS & DISCOUNTS
- ☒ MANAGED PLUS
- ☒ ENTERPRISE

Status: ☐ Completed

- ☐ SSL required for all hosted domains



Program Branding

APPLICABLE PLANS:  PERKS & DISCOUNTS  MANAGED PLUS  ENTERPRISE



[Abteny.co/iOS-Examples](https://abteny.co/iOS-Examples)

Mobile App Customization

Status: ☐ Completed

APP STORE TITLE 30 Characters Max

APP STORE NAME 12 Characters Max

APP ICON DESIGN

(Request our Photoshop template file & sample image)

Design Specs: 1024px x 1024px
Required Image Format: PNG

This image will be used in the app store, and will be resized by Abteny to fit on all iOS screen sizes. Full specs for app icons are available at <http://abteny.co/ios-app-specs>

LOGO FILE

This file will be used over the video background.

Design Specs: 600 px wide (+ / - 100 px)
High Resolution, PNG File with no

We will apply a drop-shadow to the file to work over the multiple contrasts of the video background.

APP REGISTRATION PAGE

Is registration ☐ open ☐ closed

If open, is a registration code required?

☐ open ☐ no

Are any custom registration fields present in the registration form?

☐ yes ☐ no

Abteny Perks URL:

<http://> _____



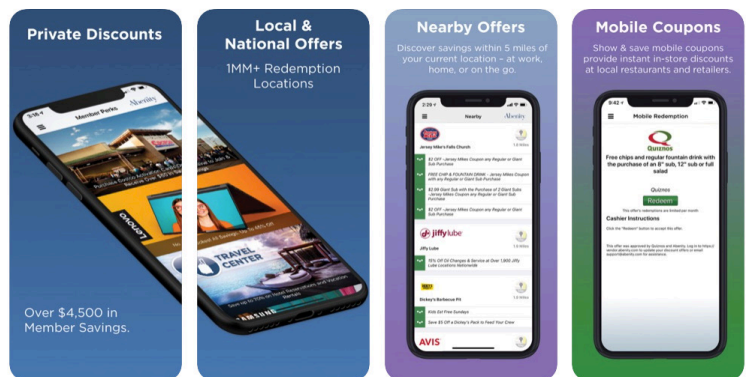
iOS



Android



Sample App Icon



PERKS DESCRIPTION TEMPLATE

You may re-write the following app description to meet your specific needs

This image will be used in the app store, and will be resized by Abteny to fit on all iOS screen sizes. Full specs for app icons are available at <http://abteny.co/ios-app-specs>

OUR TOP FEATURES INCLUDE:

PERK ALERTS

Receive push notifications about offers within 1 mile of your current location

LOCAL & NATIONAL DISCOUNTS

With over a million redemption locations across 10,000 U.S. cities, you are never far from savings!

NEARBY OFFERS

Discover offers within 10 miles of your current location using geo-aware technology.

MOBILE COUPONS

Show & save mobile coupons provide instant in-store discounts at nearby restaurants and retailers.

MOVIE SHOWTIMES & TRAILERS

Conveniently plan your next movie night with integrated showtimes and digital eTickets on demand.

ABTENY STORE

Save up to 40% at over 300 popular theme parks and attractions with no hidden fees and eTickets on-demand.

PERKS 101

Integrated support features and video tutorials make it easy for you to get the most from your perks program

MEMBERS-ONLY

If you aren't registered for Abteny, then please contact your sponsoring organization or email support@abteny.com for assistance.



Content Management



CONTENT CONTROLS Abenity helps you exclusively showcase all your existing discounts by quickly integrating them into one central perks location. Feel free to assign your own offers to an of our 120+ existing categories or request a custom category for your program.

- Amy Humphries, Merchant Relations Manager



Abty.co/Content-Controls



Standard Content Restrictions

APPLICABLE PLANS:

- ☒ **PERKS & DISCOUNTS**
- ☒ **MANAGED PLUS**
- ☒ **ENTERPRISE**

Status: ☐ Completed

You can restrict any content within your perks program by deselecting program categories from the Back Office. When you deselect a category, we'll immediately remove these offers from your program and no longer email your members about these offers.

PERKS PROGRAM	OFFER RESTRICTIONS	EMAIL COMMUNICATIONS
Offer Restrictions <p>You may remove entire categories from your Discount Program. Disabling a category will remove all current and future offers placed in that category from appearing in your program. Disabling a main category (in bold) will automatically disable all of its subcategories.</p> <p>Select All Deselect All Reset</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Apparel & Accessories (select all subcategories)<ul style="list-style-type: none"><input checked="" type="checkbox"/> Accessories (4)<input checked="" type="checkbox"/> Clothing (52)<input checked="" type="checkbox"/> Jewelry (21)<input checked="" type="checkbox"/> Shoes (14)<input checked="" type="checkbox"/> Sunglasses (5)<input checked="" type="checkbox"/> Uniforms (1)<input checked="" type="checkbox"/> Attractions & Tours (select all subcategories)<ul style="list-style-type: none"><input checked="" type="checkbox"/> Dinner Theaters (2) <p>SAVE SETTINGS</p>		

Custom Content Filtering

If our standard content restrictions do not meet your needs, then we offer custom offer filtering within our Enterprise plan. Custom offer restrictions are not connected with our monthly email campaigns and may cause your group to lose access to our recurring perks marketing and email campaigns.

To request custom offer restrictions, please send a list of the Merchant names or key terms that you would like turned off in your program to shanna@abenity.com

APPLICABLE PLANS:

- ☒ **PERKS & DISCOUNTS**
- ☒ **MANAGED PLUS**
- ☒ **ENTERPRISE**

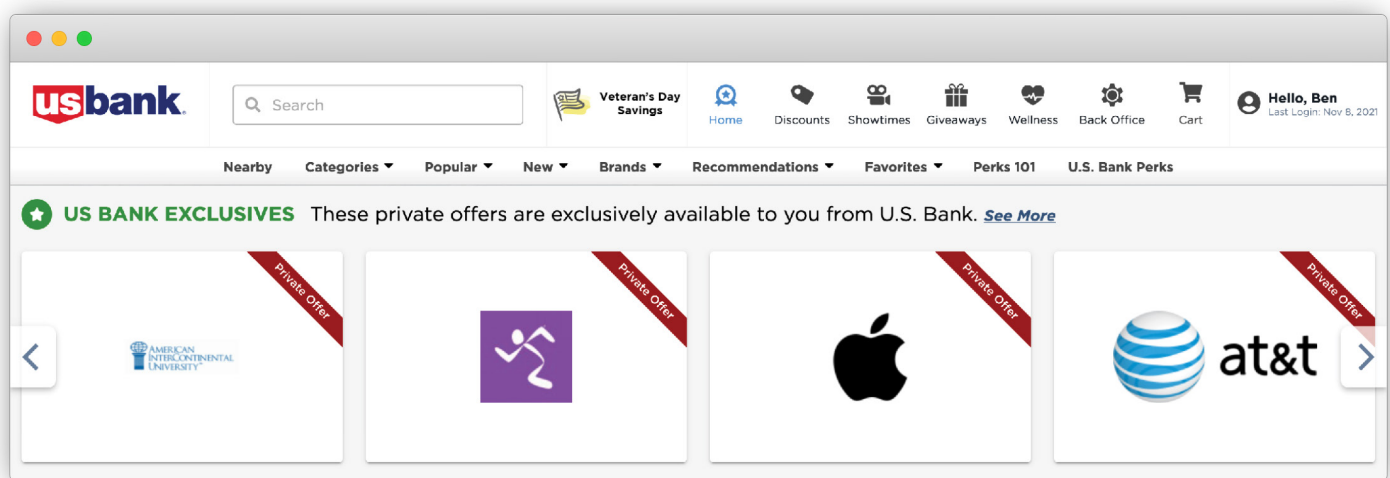
Status: ☐ Completed



Content Management

Integrate Your Private Discounts

We'll host an unlimited number of your own discounts for your members.



LOAD YOUR OFFERS

APPLICABLE PLANS:

- ✓ PERKS & DISCOUNTS
- ✓ MANAGED PLUS
- ✓ ENTERPRISE

Status: ☐ Completed

Load your existing offers into Abenity through our Provider Admin so your members can access all their discounts in one convenient location. We'll apply a "Private Offer" label to help call special attention to them.

<https://provider.abenity.com/>

NEW & EXISTING MERCHANT MANAGEMENT

APPLICABLE PLANS:

- ✗ PERKS & DISCOUNTS
- ✓ MANAGED PLUS
- ✓ ENTERPRISE

Status: ☐ Completed

Abenity's Client Support Team can load, manage, and update your private discounts for you. If we're loading offers on your behalf, please fill out the template at the following link and email it to shanna@abenity.com.

Abty.co/Import-Discounts

CREATE A CUSTOM CATEGORY

APPLICABLE PLANS:

- ✗ PERKS & DISCOUNTS
- ✓ MANAGED PLUS
- ✓ ENTERPRISE

Status: ☐ Completed

Help your exclusive offers stand out by creating a custom category with the branded name of your choosing. To create your custom category, please email your desired category name to shanna@abenity.com.

Abty.co/Custom-Category



Promote Your Perks



PROMOTE YOUR PERKS Now that you've personalized your perks program, it's time to spread the word to your members! For best engagement results, we recommend implementing the following features from the Marketing Gallery of Abenity's Back Office

- Travis Gravette, Abenity CEO



Abty.co/Marketing



☐ Step 1



COMING SOON MESSAGE

Promote to your audience that a new perks and discount program is coming. Get them excited and ready to sign up.

☐ Step 2



WHITE LIST SERVERS

Insure your members receive our monthly engagement emails by white-listing our servers.

Abty.co/WhiteList

☐ Step 3



WEBSITE PROMOTIONS

Promote your program by creating a special page and call out on your company website.

☐ Step 4



EMAIL ANNOUNCEMENT

Download our recommended email copy to announce your perks internally with an email.

Abty.co/EmailCopy

☐ Step 5



DOWNLOAD FLYERS

Print & post flyers around the office, in break rooms, new hire kits, and other high traffic areas.

Abty.co/Flyers

☐ Step 6



SHARE VIDEOS & SLIDESHOWS

Download our slideshow template to digitally feature your perks program on TV's and monitors.

Abty.co/Slideshow

☐ Step 7



DOWNLOAD GRAPHICS

Use pre-approved merchant logos, icons, and stock photos to create your own marketing materials.

Abty.co/Graphics

☐ Step 8



ONGOING COMMUNICATIONS

Continuing to promote the program to your members is key. Use deep linking, company intranet, outgoing emails, & more to remind people of the benefit.



Developer Resources



PROMOTE YOUR PERKS We've developed Abenity's perks platform to support a wide variety of applications, integrations, and enrollment systems. Please take a moment to review our Developer Resources page for information on how Abenity can more directly fit into your existing infrastructure. - Mark Roland, Co-Founder & CIO



Abty.co/Resources



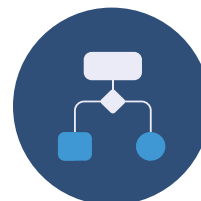
API DOCUMENTATION

Learn the basics of the Abenity API with instructional videos and sample code.



PERKS FEED SCHEMA

Format your perks as XML for easy integration into the Abenity platform.



SERVICE STATUS

Check on the status of Abenity Web Services.

Program Security

We bring our A-game when it comes to your security.



PCI Compliant



Secure HTTPS Browsing



Fraud Prevention



2-Factor Authentication



Penetration Testing



Our Social Mission



PERKS WITH PURPOSE Every client we serve helps us do more for those in need. To date, we've given over a million dollars to World Vision, and with strategic programs like matching grants and microfinance, our giving is multiplied every five years by more than \$6 million dollars.

- Rachael Nelson, Member Services



Abty.co/Impact



Meet the 250+ Kids We Sponsor



ABDOU AZIZ, 14

My birthday is 04/08/2003
I live in Senegal

[VISIT MY PROFILE >](#)



ABDOU SAMAD, 12

My birthday is 08/14/2004
I live in Senegal

[VISIT MY PROFILE >](#)



ABDOUL GADIRY, 15

My birthday is 05/12/2002
I live in Senegal

[VISIT MY PROFILE >](#)



ABDOULAYE, 19

My birthday is 03/21/1998
I live in Senegal

[VISIT MY PROFILE >](#)



ABLAYE, 14

My birthday is 01/01/2003
I live in Senegal

[VISIT MY PROFILE >](#)



ABRAHAM YOUSSEU, 13

My birthday is 03/04/2004
I live in Senegal

[VISIT MY PROFILE >](#)



ADAMA, 14

My birthday is 09/27/2002
I live in Senegal

[VISIT MY PROFILE >](#)



ADAMA, 14

My birthday is 01/01/2003
I live in Senegal

[VISIT MY PROFILE >](#)



ADAMA, 10

My birthday is 10/03/2006
I live in Senegal

[VISIT MY PROFILE >](#)



AISSATOU, 12

My birthday is 06/10/2005
I live in Senegal

[VISIT MY PROFILE >](#)



AISSATOU, 16

My birthday is 01/06/2001
I live in Senegal

[VISIT MY PROFILE >](#)



AISSATOU, 14

My birthday is 02/01/2003
I live in Senegal

[VISIT MY PROFILE >](#)



Questions? We're Here to Help



BEN MCINTYRE

Manager, Client Success

615-807-0418

ben@abenity.com

Contact for marketing support, new initiatives, and engagement strategy.



SHANNA BAUMAN

Client Onboarding Specialist

615-538-7250

shanna@abenity.com

Contact for launch support, membership on-boarding, and implementation strategy.



MARZELLE KING

Client Support Specialist

615-807-0537

marzelle@abenity.com

Contact for day-to-day questions, merchant updates, and perks program changes.

Abenity's team is diverse, eager to serve, challenges the status quo, and guided by the following core principles



Responsive

We are always a text, chat, email, phone or tweet away.



Generous

We go the extra mile to create "wow" moments and personally impact the lives of our customers.



Innovative

We love to learn and we think like our customers to get 1% better every day.



Simple

We do more with less.



Transparent

We're honest with our customers, sharing "why" we believe in Perks Made Simple.

