



## PROFILE

**Location:** Costa Rica, Mexico, Guatemala, Ecuador, Colombia, Nicaragua, Honduras

**Year established:** 1998

**# Employees:** 80

**Annual % Exports (2016):** 50%

**Markets served:** USA, Latin America

## SERVICES

LOYALTY PROGRAM DESIGN & DEVELOPMENT

DATA ANALYTICS & SEGMENTATION

INTEGRATED WEB & APP DEVELOPMENT

ECOMMERCE PROGRAMMING

B2B SALES INCENTIVES PROGRAMS

CRM STRATEGIES

## OBJECTIVES

To work with retail and consumer focused companies with large customer databases that wish to implement or augment online loyalty programs, predictive analysis, ecommerce, or web and applications development to drive revenue, as well as partnering with marketing agencies that service these companies.

## ABOUT US

Loymark is a digital marketing firm that provides clients with technology solutions and strategies to generate acquisition, retention and growth of clients. It designs and builds sophisticated online loyalty programs to help businesses engage with customers, increase interactivity and drive revenue from enhanced engagement

Loymark analyses data and uses predictive analysis to generate segmentation for campaign interactions with clients. Loymark looks at the whole customer journey; how a customer becomes aware of your brand, why they visit your website and finally how easily they are able to make a purchase or register once on your site. This can be summarized simply as awareness, acquisition and conversion. Different online tactics support different parts of this customer journey.

## OUR OFFER

Loymark has developed a hosted platform, customized for retail and consumer focused companies, that integrates customer data, data capture and analysis, as well as predictive analytics, mobility-based interfaces; e-commerce integration; digital marketing and campaign tools.

## CLIENTS

Retail customers, including Subway, MasterCard, GNC, Sport City and Home Depot and Marketstar, have all leveraged Loymark's technology and services to launch online programs that help drive interaction and online revenue generation.



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