

THE MOMENT AFTER CHECKOUT

Win at checkout. Redeem on your next purchase.

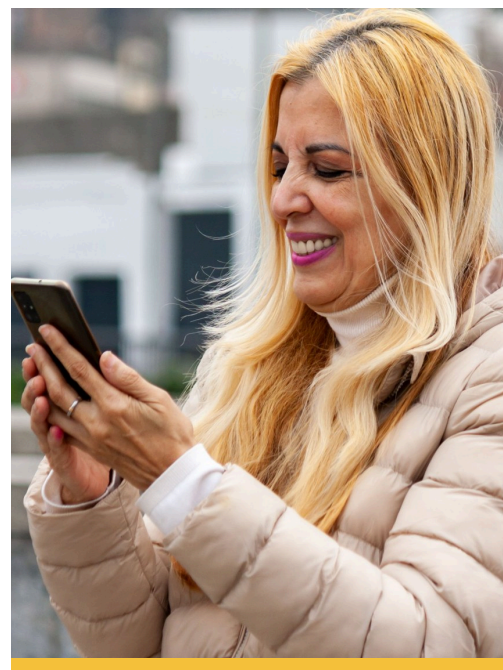
Straight after checkout, via the receipt or the online checkout, the customer plays a game and wins a personal reward, tailored to their shopping behaviour. **Redeemable only on a repeat purchase**, within a budget you set. No app, no points to collect. **And everyone wins!**

IN STORE

After the receipt, the customer is out of sight.

ONLINE

60–70% of first-time buyers never come back.



A closed loop in which every transaction and interaction helps build a profile. This forms the basis for individual incentives and behavioural influence.

Redeemable only on a repeat purchase

Rewards drive three growth levers

Choose the focus for each individual reward.



Visit frequency

The right motivation to come back sooner and more often.



Basket value / LTV

Higher spend per visit, e.g. through a minimum-spend condition.



Category spend

Lookalikes reveal which categories each customer can be converted to.

COST = RESULT

Costs move with results.

A reward only costs anything when it is redeemed, and redemption is a repeat purchase.

SURPRISE ME IQ

Smarter with every order.

Value from day 1. Online, we load your existing order data straight away, so segmentation and churn prediction don't take months to get going.

SURPRISINGLY SIMPLE

No app, card or POS changes.

Live within a few weeks on integrated POS systems. Online, native on Shopify, Magento 2 and WooCommerce.

FROM ACTIVATION TO RESULTS

Every euro of campaign budget more than pays for itself.

CASE STUDY · 255 STORES · 3 MONTHS



147%

Net return on cashbacks

Every euro invested generated more than one and a half times as much additional revenue.

217%

Net return on discount vouchers

Every euro invested generated more than twice as much additional revenue.

61% < 7 days

61% of rewards were redeemed within 7 days, 24% even within 1 day — against a normal visit frequency of 14 days.

OTHER CASES · average across activation campaigns at Di Giorno (Malta), Mothercare, JYSK and MINISO. Results vary per campaign.

+48%

Repeat purchases

+18%

Traffic

+15%

Average spend

>95%

Customer data captured

“We have never seen so many happy faces in such a short time. Surprize Me literally brought fun and repeat purchases together.”

András Bárczi · Marketing Director, JYSK



EXAMPLES Always on brand: interface and game fully in your house style.



mothercare



bruna



NEXT STEP

Tailor-made setup + growth calculation for your stores or online shop.

In 30 minutes, we use your own transaction data* to calculate what a campaign delivers, net of all costs. We then measure the impact in a pilot with a control group. Your data is never sent or stored.

✓ 100% no obligation ✓ GDPR-compliant

Book 30 minutes

Choose a time →



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