



Enigma

An online voucher creation platform with which companies can reward their customers.

Experian's Enigma is a user-friendly, voucher creation platform with which companies can create and distribute their online vouchers to reward their customers. Using Enigma, companies can create digital value vouchers, product-specific vouchers or discount vouchers, all of which are tracked and monitored, giving you insights into what your customers want and like.

More cost-effective than traditional gift card solutions, our voucher creation platform is suitable for small, medium or large enterprises, who aim to connect with new customers and reduce their physical voucher distribution requirements.

Create unique vouchers

- Define your issuing and redemption rules.
- Distribute vouchers via SMS, email or in batches.
- Integration between Enigma and Rewards Exchange: Partner for a complete vouchering system.

Ideal for companies wanting to reward...

- Frequent customers or attract new customers.
- Consumers with specific spending behaviours.
- Special occasions such as birthdays.

Key Benefits

- Increase client retention.
- Create revenue from additional purchases.
- Improve customer experience.
- Establish a rapport and brand loyalty culture.
- API integration with existing point-of-sale devices is possible.

To find out how Enigma can help reward your customers, email Experian's Loyalty and Rewards at loyaltyandrewards@experian.com
