Brightloom Unveils Web3 Advisory Services

Brightloom makes next-generation customer loyalty programs accessible to brands of any size in the era of Web3

SEATTLE, November 2, 2022 —Brightloom™ today introduced its [Web3 Advisory Services](#), an offering targeted to consumer brands that want to modernize their customer relationships and experiment with emerging technologies. This will further support Brightloom's efforts to empower brands of any size to leverage their data to better understand their customers and then use those insights to deliver hyper-personalized marketing that goes far beyond impersonal emails and discounts.

[Data](#) from McKinsey shows that 71 percent of consumers expect personalized interactions from companies and 76 percent get frustrated when that doesn't happen. As businesses explore this next generation of personalized customer loyalty, Web3 technologies like NFTs and the metaverse are gaining traction amongst brands. However, the barrier to entry is often too high and many companies lack the in-house skills to pursue such digital initiatives.

"Legacy loyalty programs are stale and clunky and aren't working for brands or consumers. As consumers change, loyalty programs must change too," explains Kellie Zimmerman, President & Chief Revenue Officer at Brightloom. "Web3 has amazing capabilities to offer an innovative and fresh approach to customer engagement and in return brand loyalty. Brands must start thinking about the future now before they get left behind."

Brightloom's Web3 Advisory Services are available to brands hoping to bridge the gap into the world of Web3, providing consulting and community building services to bolster customer loyalty. In an effort to meet brands where they are, Brightloom offers initial Web3 educational programs, as well as end-to-end advisory services that lead brands through every step of the process, from program design and implementation, through launch and ongoing engagement with their community.

Brightloom advises companies who are looking to elevate and innovate an existing loyalty program, along with those who are building a loyalty strategy from scratch. With its customer intelligence solutions, Brightloom is able leverage a brand's customer data

to both inform the initial program strategy, such as which kind of rewards and benefits will be most compelling to their customer base, as well as being able to measure and monitor how new Web3 initiatives impact customer behavior over time.

"These are completely new types of technologies that many brands are unsure of how to approach," says Rose Kelly, VP of Marketing & Head of Web3 Advisory Services at Brightloom. "Our new offerings help companies feel supported and prepared as they begin to navigate a more decentralized web and the new set of customer expectations that accompany it."

To learn more about Brightloom's Web3 Advisory Services visit https://www.brightloom.com/services/web3-advisory.

About Brightloom
Brightloom helps create meaningful relationships between people and the brands they love. Through the combination of its first-of-its-kind Customer Growth Platform and strategic marketing and Web3 Advisory Services, Brightloom provides consumer brands of all sizes with a data-driven customer intelligence solution to tell them what to do next in order to maximize their customers' future spend. Brightloom's technology is built around customer transaction data and powered by measurement and predictive modeling to deliver repeatable results that foster more loyal and profitable customer relationships. Brightloom is headquartered in Seattle, WA. To learn more, visit https://www.brightloom.com.

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