



Turn Transactions into Relationships

RAVYX + APPCARD

Smarter Loyalty Solutions for Independent Grocers

In the competitive grocery industry, customer loyalty is about more than points and discounts. It's about creating personalized experiences that keep shoppers engaged, increase basket sizes, and build lasting relationships.

At Ravyx, we help independent grocers implement technology solutions that fit their unique business needs. Through our partnership with AppCard, we deliver a fully integrated, AI-powered customer loyalty platform that transforms customer data into meaningful engagement and measurable growth.

Whether you're looking to increase customer retention, automate marketing efforts, or gain deeper insight into shopper behavior, Ravyx and AppCard provide the tools and expertise to help you succeed.



WHY GROCERS CHOOSE RAVYX FOR LOYALTY SOLUTIONS

We Build Around Your Store, Not the Other Way Around

Ravyx understands that every grocery retailer operates differently. That's why we work with you to design and implement a loyalty solution that aligns with your operations, customer base, and business goals.

With decades of grocery technology expertise and proven implementation experience, Ravyx delivers:

- Strategic loyalty program consultation
- Seamless POS and retail technology integration
- End-to-end deployment and support
- Ongoing optimization and performance guidance
- A scalable solution designed for long-term growth





RAVYX POWERED BY APPCARD'S INTELLIGENT LOYALTY PLATFORM

Ravyx and AppCard provide the advanced technology that powers personalized customer engagement through AI-driven insights and automation.

KEY CAPABILITIES INCLUDE:

AI-Powered Personalization

Deliver personalized offers, rewards, and promotions based on each customer's shopping behavior and preferences.

Revenue Growth & Retention

Increase customer frequency, basket size, and lifetime value through intelligent loyalty strategies.

Community-Focused Engagement

Build stronger connections with your shoppers through personalized experiences and local community initiatives.

Automated Customer Engagement

Reduce administrative effort with automated campaigns, targeted promotions, and customer communications.

Actionable Customer Insights

Understand shopping patterns, measure campaign performance, and make data-driven business decisions.

ABOUT RAVYX

For nearly 60 years, Ravyx has helped grocery retailers adapt, innovate, and modernize alongside the retail technology demands. Across all of North America, we provide Electronic Shelf Labels, POS systems, self-checkout, back-office tools, and integrations. We help retailers build smarter stores that are designed for both today and tomorrow's operational demands more efficiently to stay competitive and confidently embrace new technology.

ABOUT APPCARD

AppCard goes beyond loyalty! It's a data-driven rewards engine built for independent grocers. By transforming shopper behavior into actionable insights, AppCard simplifies customer retention and empowers grocers to deliver personalized marketing, digital coupons, and real-time analytics through one powerful solution. Trusted by over 3,300 grocers, AppCard uses AI and machine learning to deliver the right offer to the right shopper at the right time—driving sales, loyalty, and lasting shopper relationships.



TURN CUSTOMER DATA INTO CUSTOMER LOYALTY

With Ravyx's retail technology expertise and AppCard's intelligent loyalty platform, independent grocers can create personalized shopping experiences that drive measurable business growth without adding complexity to day-to-day operations.

Ready to build stronger customer relationships?

