



Captain Wallet  
by Brevo

MASS DISTRIBUTION  
SECTOR

# CUSTOMER JOURNEYS IN THE MOBILE WALLET

*Examples, illustrations and template*



# How does it work ?

1



Your marketing content (i.e. customer card, loyalty card, sponsorship, gift card, etc.) is digitalized from any point of contact (e.g. email, SMS, website, QR code, etc.)

2



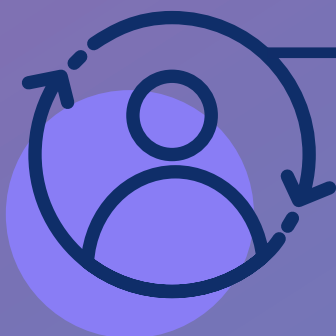
The card will be added to your customer's wallet in just a few clicks.

3



Personalized automatic and/or geolocated push notifications are sent to customers who have downloaded your card to their wallet.

4



Each card can be updated in the customer's wallet according to your brand's campaigns, news and/or events.

# Anatomy of a wallet card in IOS



Apple  
Cards

Access to the back

Logo

Variables

(Last name, first name,  
points, date, text, etc.)

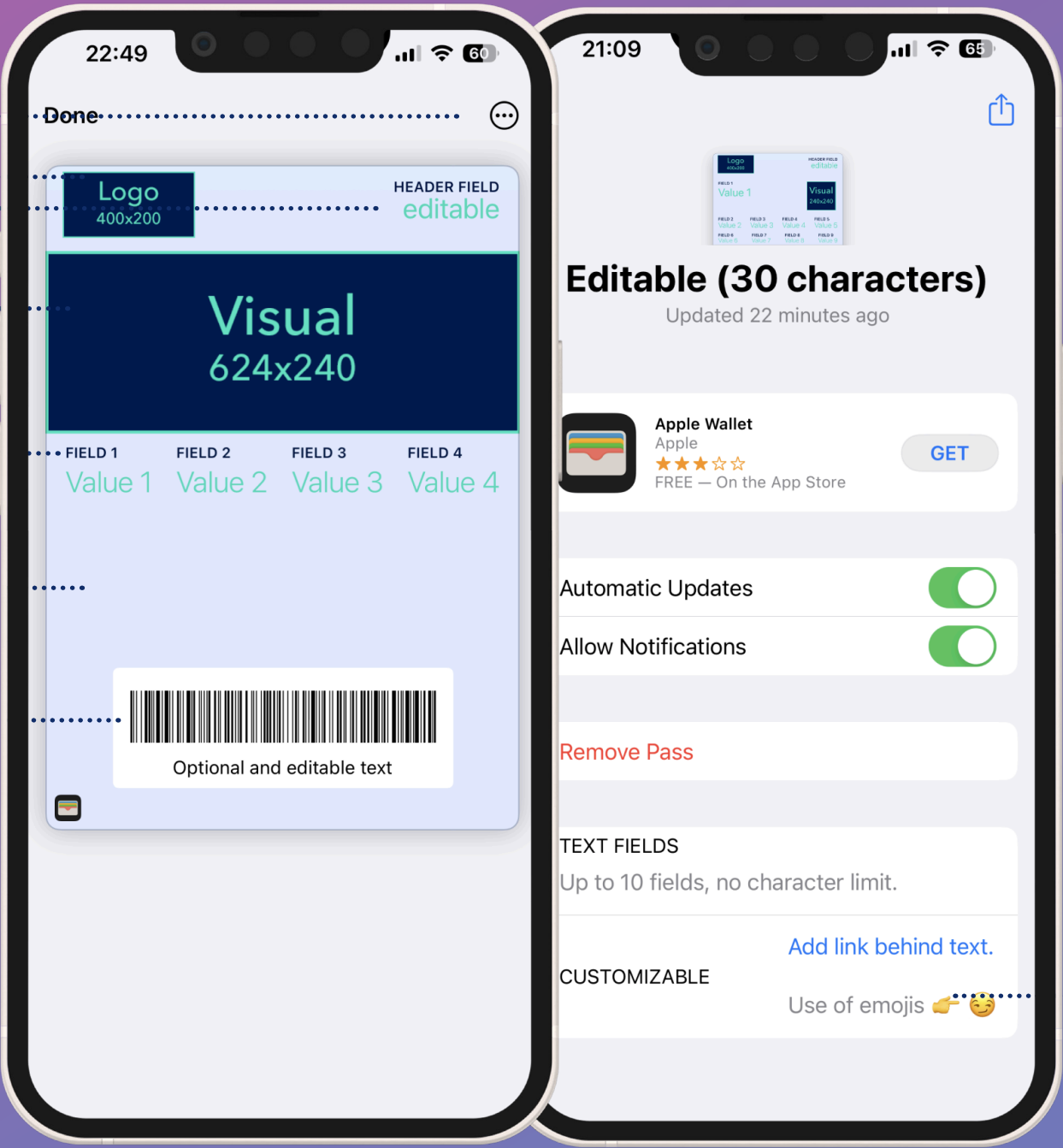
Customizable  
banner

Variables

(Last name, first name,  
points, status, date,  
balances, location, etc.)

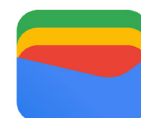
Customizable  
card color

Barcode  
(Formats : QR,  
Code 128,  
PDF 147,  
Aztec)



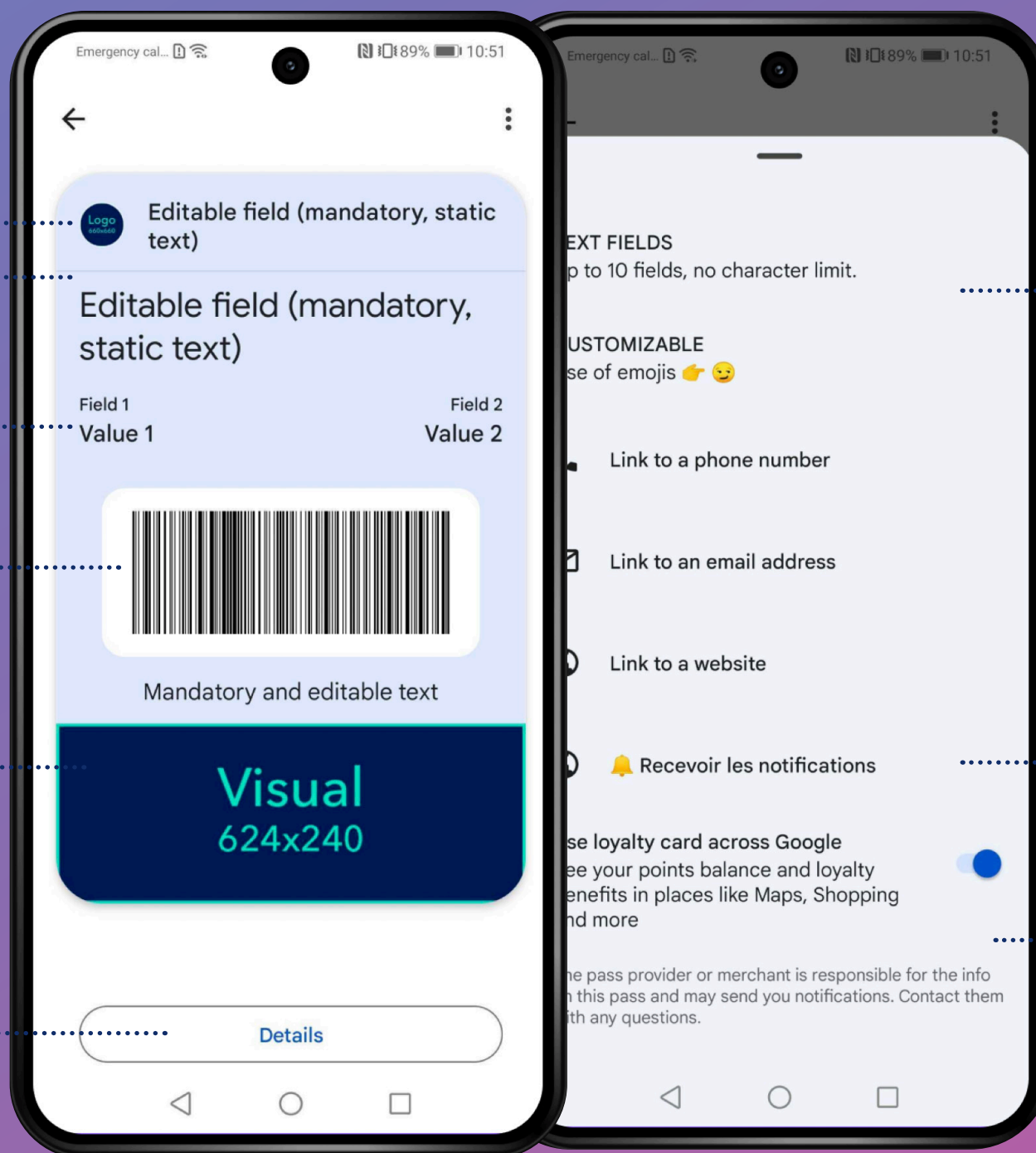
.... Further  
information

# Anatomy of a wallet card in Android



Google  
Wallet

**Logo** .....  
**Customizable card color** .....  
**Variables** .....  
(Last name, first name, points, status, date, balances, etc.)  
**Barcode** .....  
(Formats : QR, Code 128, PDF 147, Aztec)  
**Customizable banner** .....  
**Access to the back** .....



**Further information**

**Link to accept notifications**

**These sections are added by Google**





**Auchan offers its loyalty card in the mobile wallet and relays its offers and services, as well as informing its customers about their updated balance**

## Loyalty card with balance

### DEDICATED EMAIL



CTA to encourage adding the card to the wallet

Card preview

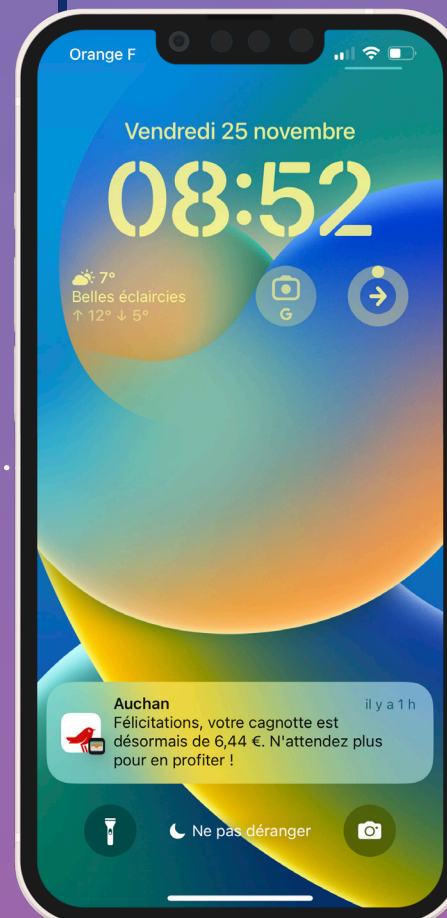
### LOYALTY CARD



Balance amount

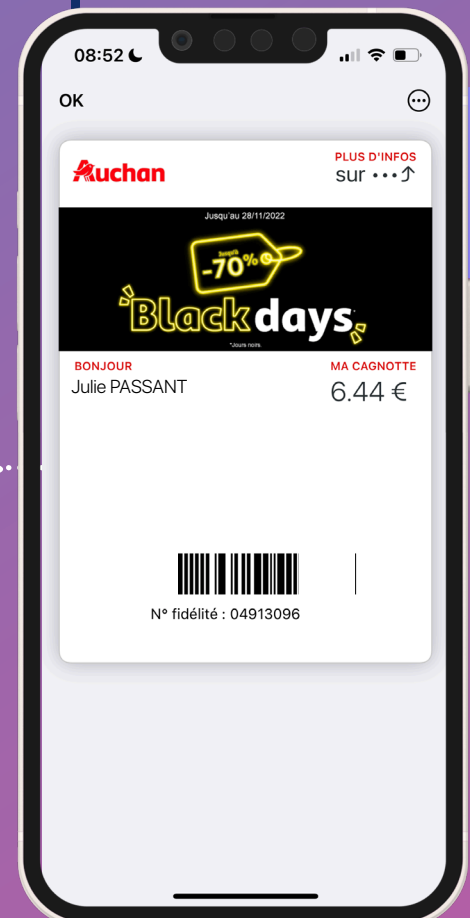
Scannable barcode

### PUSH NOTIFICATION ABOUT A HIGHLIGHT



Post-purchase push notification

### UPDATED LOYALTY CARD



Updated balance following a purchase

Card updated following a new campaign



# Carrefour offers its loyalty card via NFC technology for greater convenience for its customers and at checkout

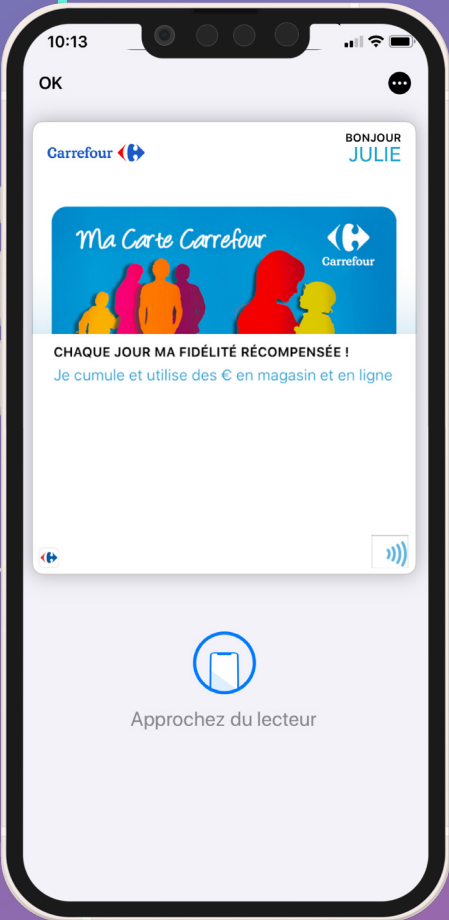
## NFC loyalty card

### APP



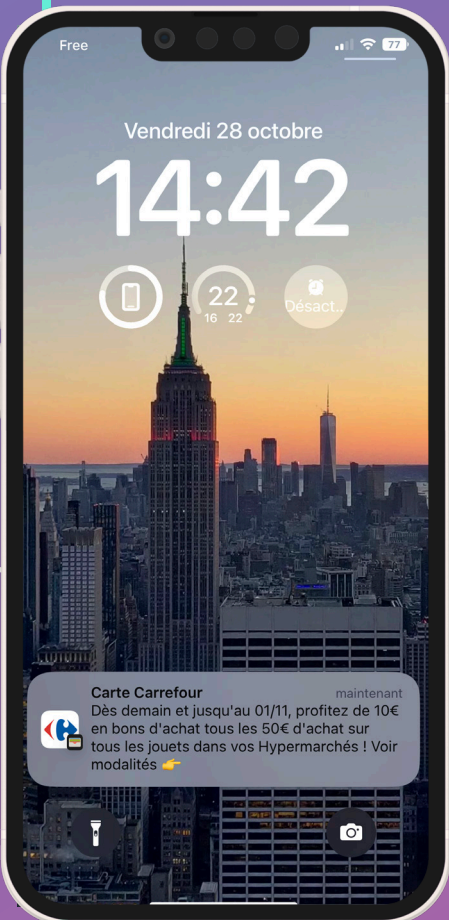
Insert specifically for the Wallet  
Wallet CTA

### LOYALTY CARD



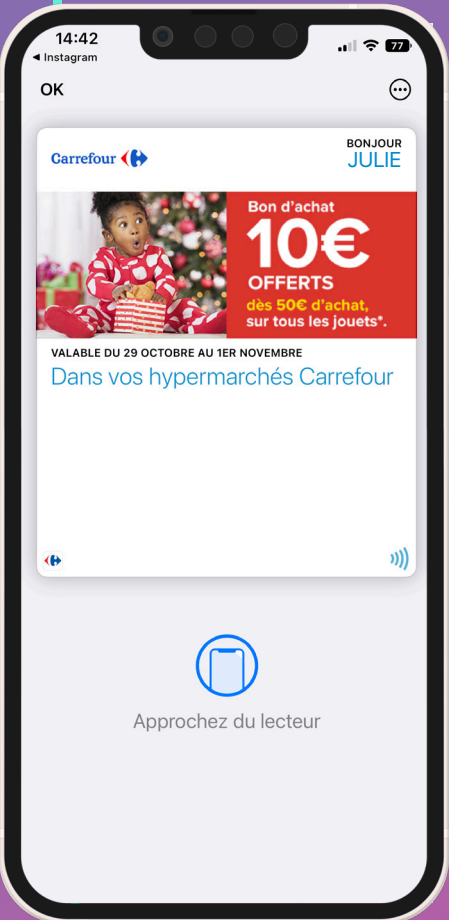
Generic campaign  
NFC card

### PUSH NOTIFICATION ABOUT A HIGHLIGHT



Campaign to redeem a voucher

### UPDATED LOYALTY CARD



Card updated automatically  
Card in campaign colors





# Aligro offers a privilege card for professionals and individuals and relays offers for local stores

## Privilege card adapted to the customer's store

### PRINTED ON SHOPPING CARTS



Wallet QR code

Card preview

### PRIVILEGE CARD

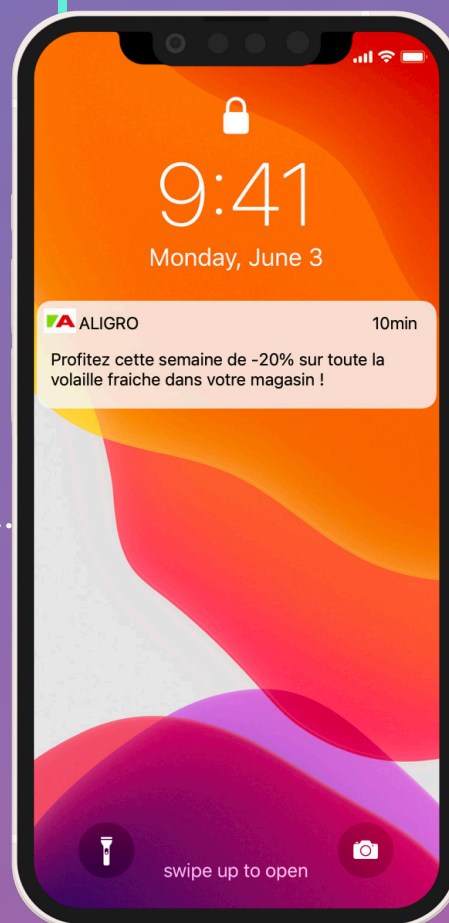


Customer name

Current campaign

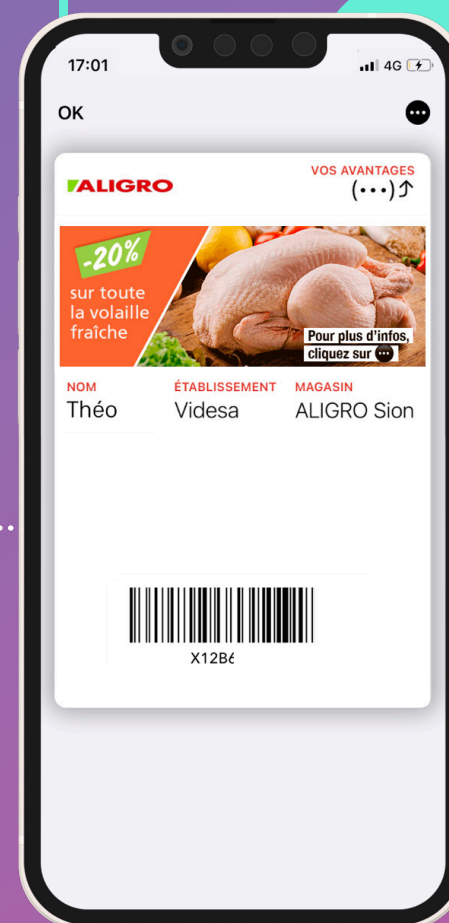
Customer reference store

### PUSH NOTIFICATION ABOUT A HIGHLIGHT



Store promotion campaign

### UPDATED PRIVILEGE CARD



Card in campaign colors



# Intermarché offers its loyalty card in the mobile wallet and pushes its available offers, services and benefits

## Loyalty card with balance and visit counter

### DEDICATED EMAIL



Link to download the card

### LOYALTY CARD

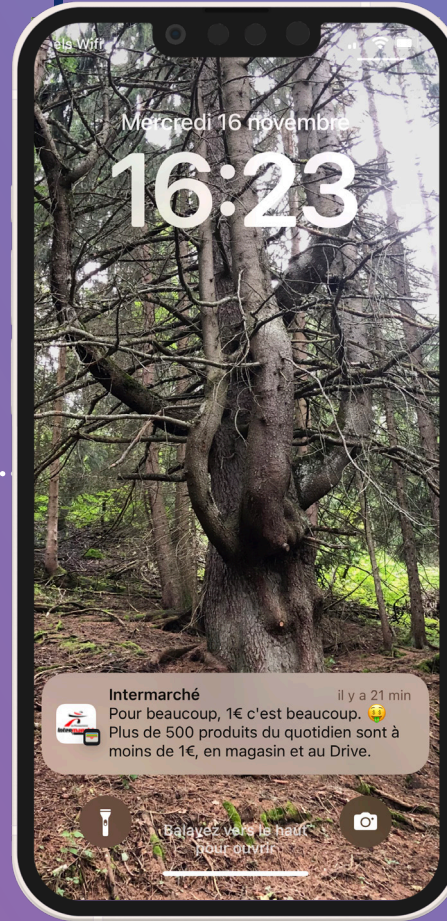


Number of store visits

Scannable barcode

Balance amount

### PUSH NOTIFICATION ABOUT A HIGHLIGHT



Campaign for products under €1

### UPDATED CARD



Card updated with campaign colors

Customer loyalty data is evolving





## Franprix uses the mobile wallet to relay its offers and services to its members

### Classic loyalty card

#### APP



Wallet CTA

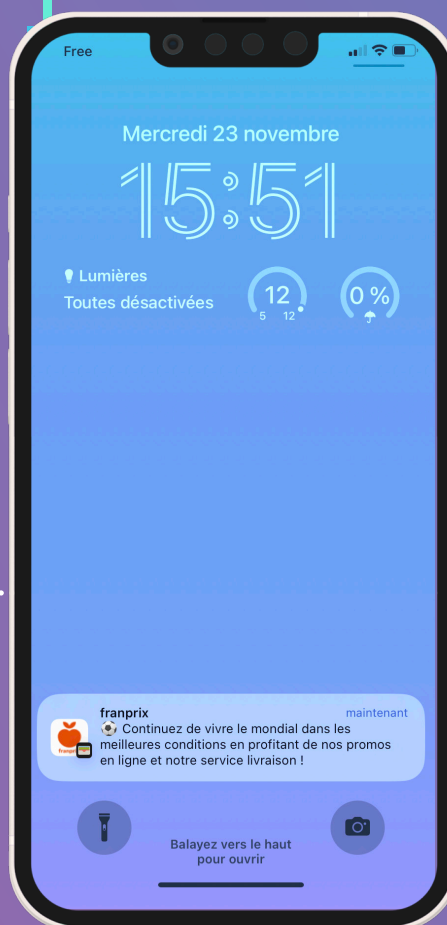
#### LOYALTY CARD



Current campaign

Scannable barcode

#### PUSH NOTIFICATION ABOUT A HIGHLIGHT



World Cup campaign

#### UPDATED CARD



Card updated automatically

Card in campaign colors

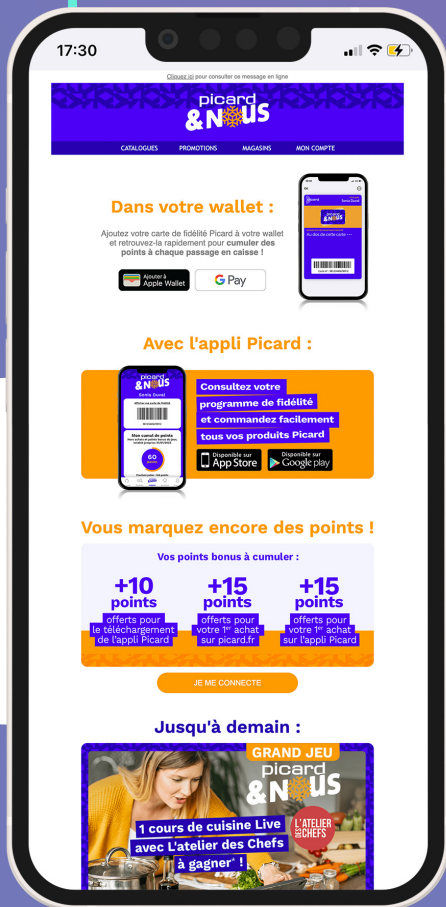




## Picard offers its loyalty card in the mobile wallet and pushes offers, news and services

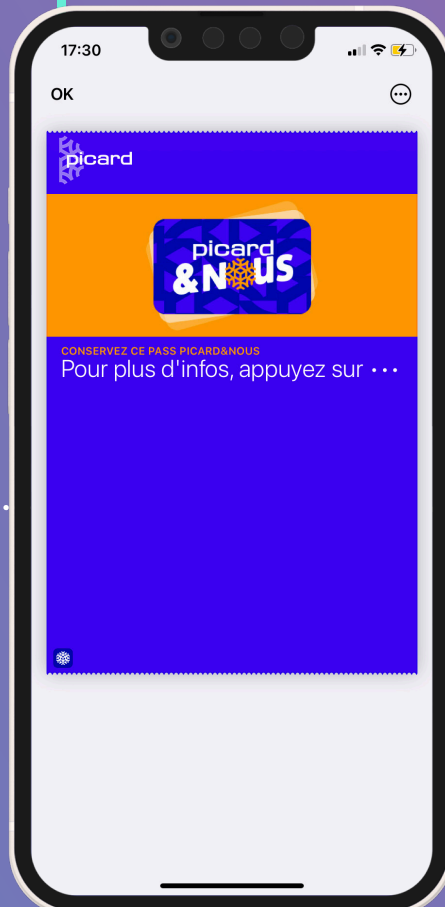
### Classic loyalty card

#### EMAIL



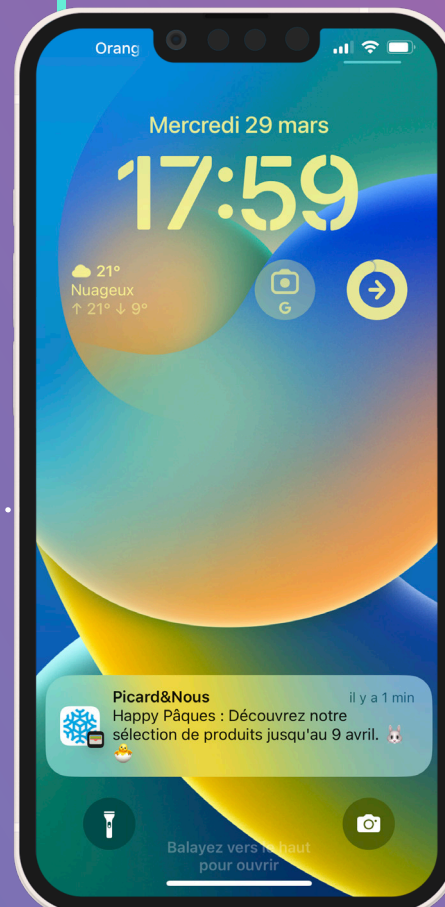
Wallet CTA

#### LOYALTY CARD



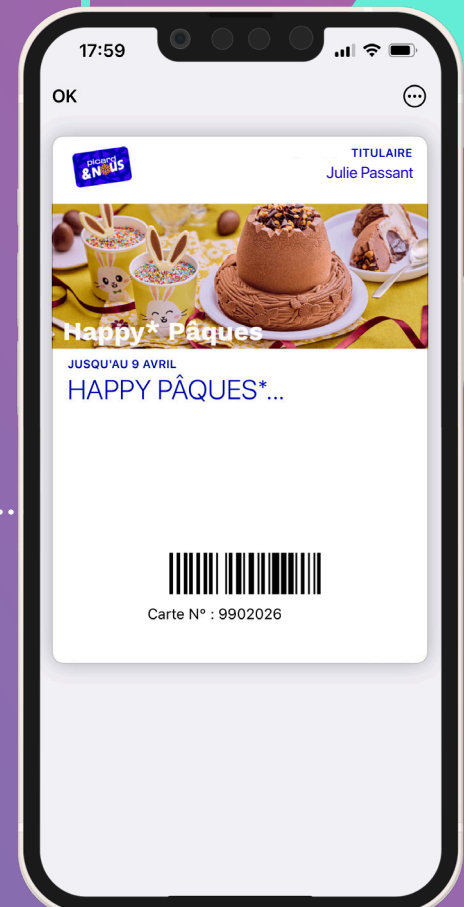
Loyalty card  
downloaded  
to the wallet

#### NOTIFICATION OF AN OFFER



Notification of  
a new offer

#### UPDATED CARD



Updated card  
  
Validity date  
of the current offer

MONOPRIX

Monoprix offers its loyalty card in the mobile wallet and communicates its offers, news and services

Loyalty card with balance

DEDICATED EMAIL



Wallet CTA

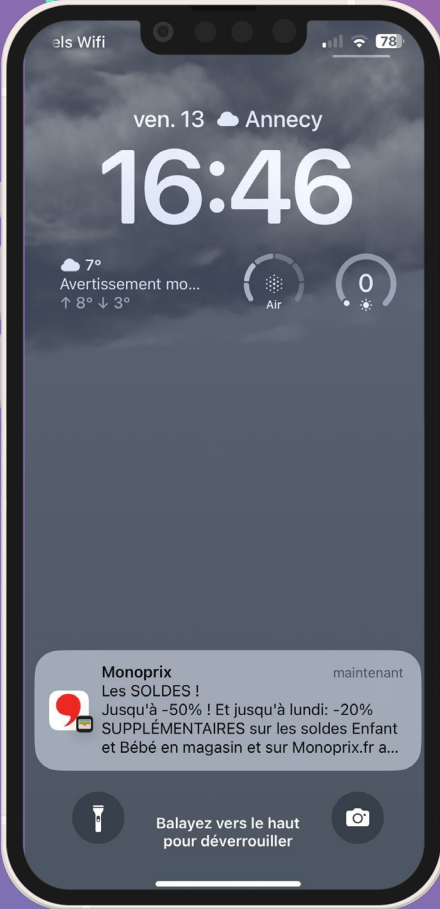
LOYALTY CARD



Customer balance

Scannable barcode

NOTIFICATION OF AN OFFER



Notification of a new offer

UPDATED CARD



Updated card

Current balance to be used before expiration



## Captain Wallet

is made with love by  
Carving Labs

## Email

hello@captainwallet.com

## Telephone

+ 33 1 75 43 60 71

## Address

106 boulevard Haussmann  
75008 Paris, France

**REQUEST A DEMONSTRATION**

*More than 200 customers put their trust in us*

Intermarché

JULES

LEON  
DEPUIS 1993

CENTRAKOR



TRUFFAUT

TOTAL

DECATHLON

CORSAIR

GÉMO



IKKS

INTERSPORT SARENZA.



L'OCCITANE  
EN PROVENCE

Rakuten

Carrefour



botanic

BW

Best Western.  
Hotels & Resorts

NATURE &  
DECOUVERTES

castorama

maison 123  
PARIS

PARTOUCHE

AU BUREAU

Feu Vert

jacadi  
PARIS