



Captain Wallet  
by Brevo

MASS DISTRIBUTION  
SECTOR

# CUSTOMER JOURNEYS IN THE MOBILE WALLET

*Examples, illustrations and template*



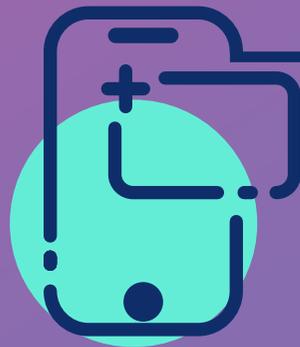
# How does it work ?

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.)

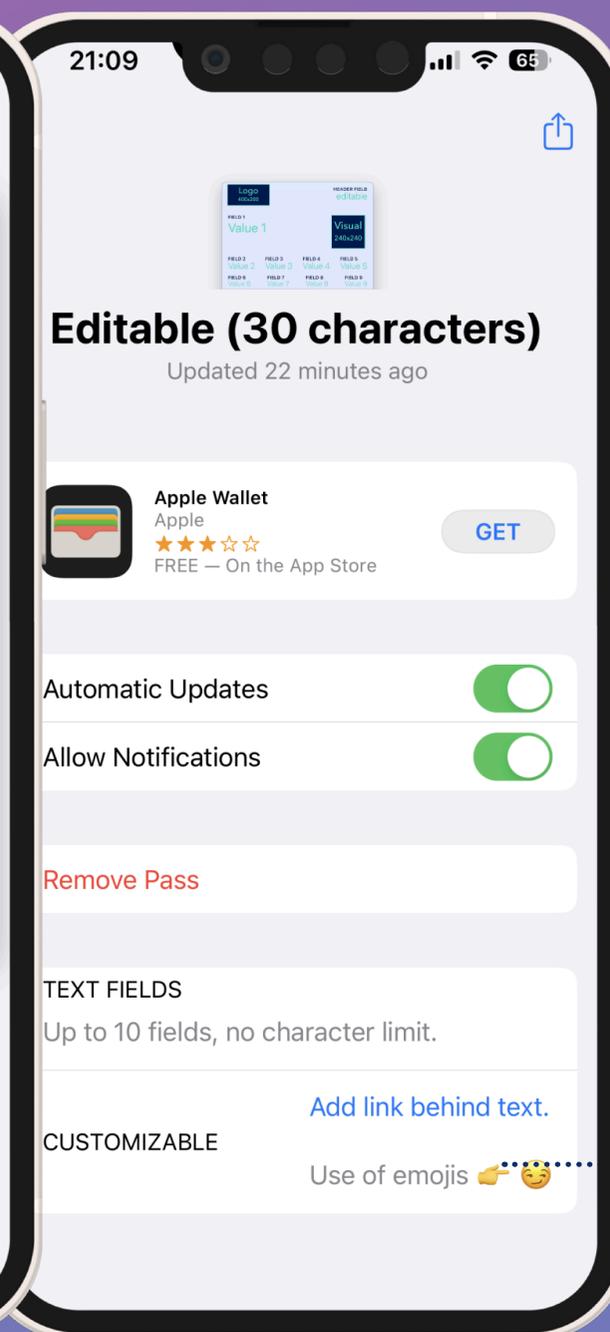
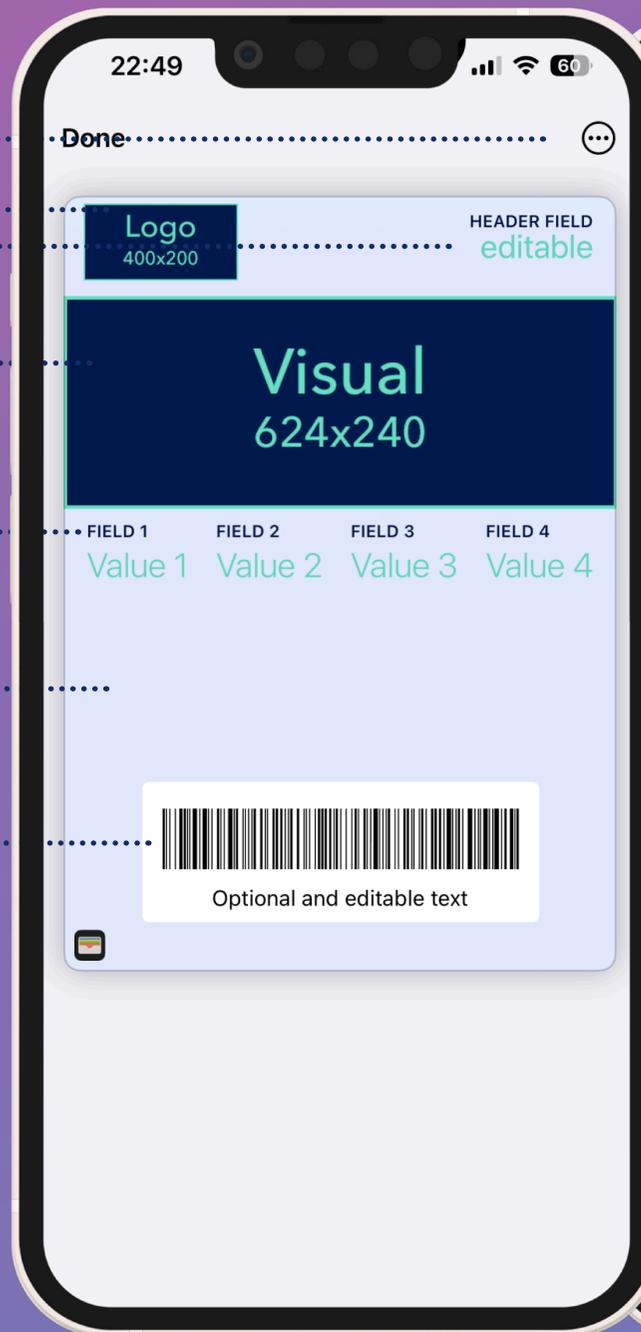
Customizable banner

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

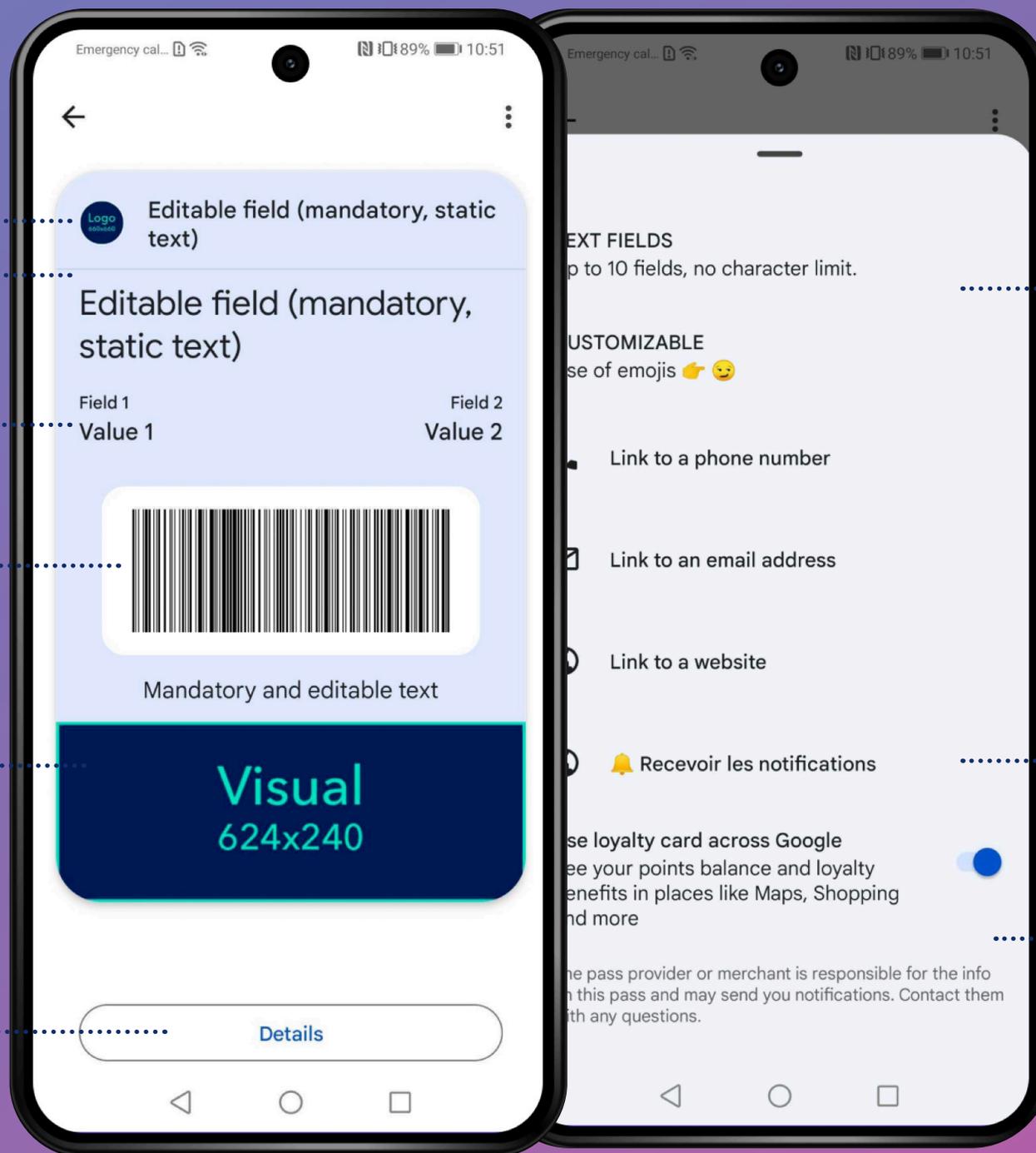
Logo  
Customizable  
card color

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

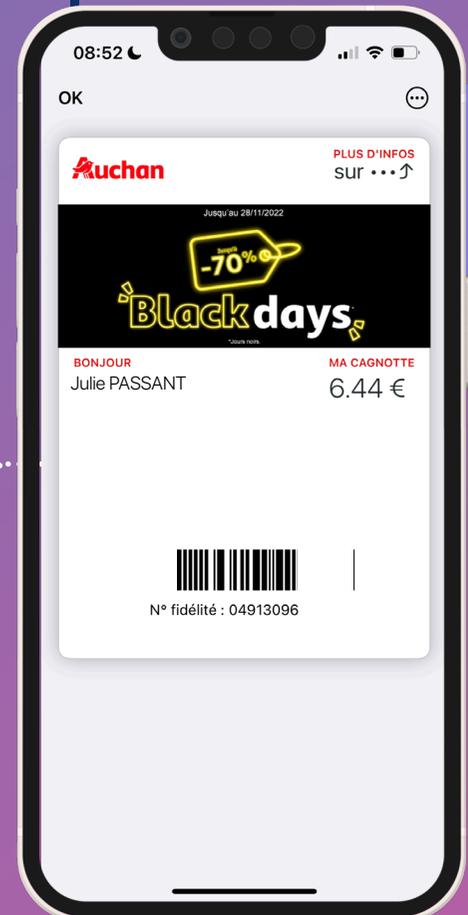
Scannable barcode

**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

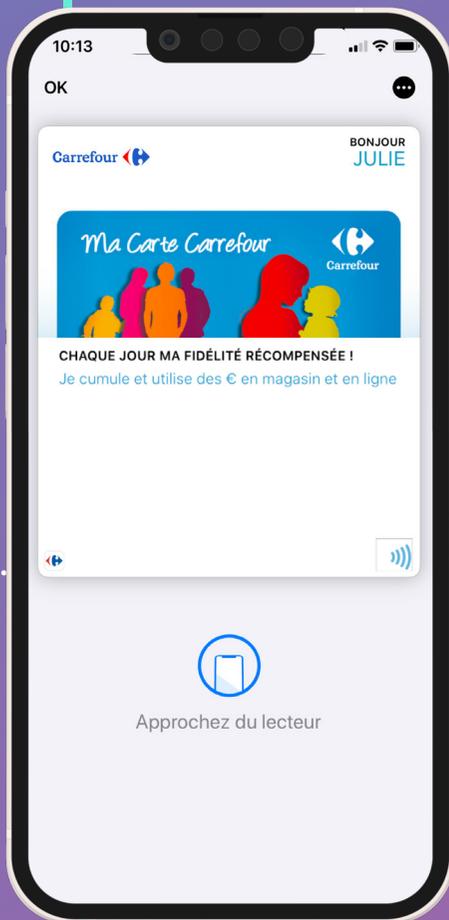
## NFC loyalty card

### APP



Insert specifically for the Wallet  
Wallet CTA

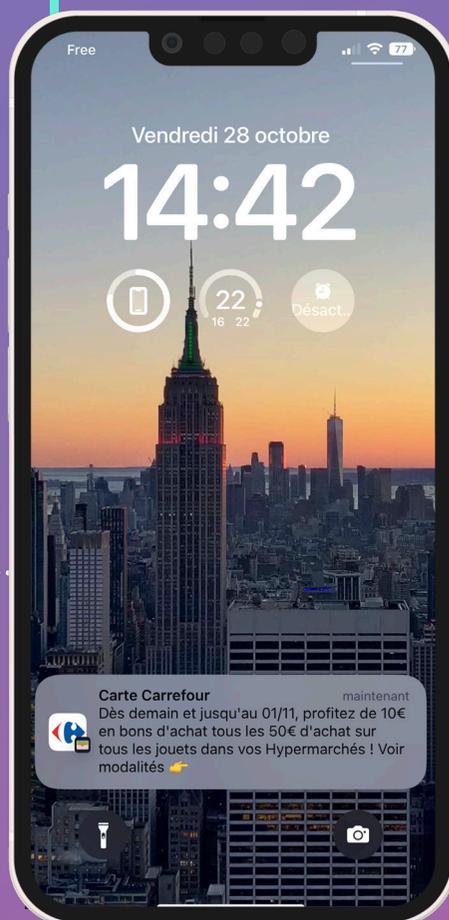
### LOYALTY CARD



Generic campaign

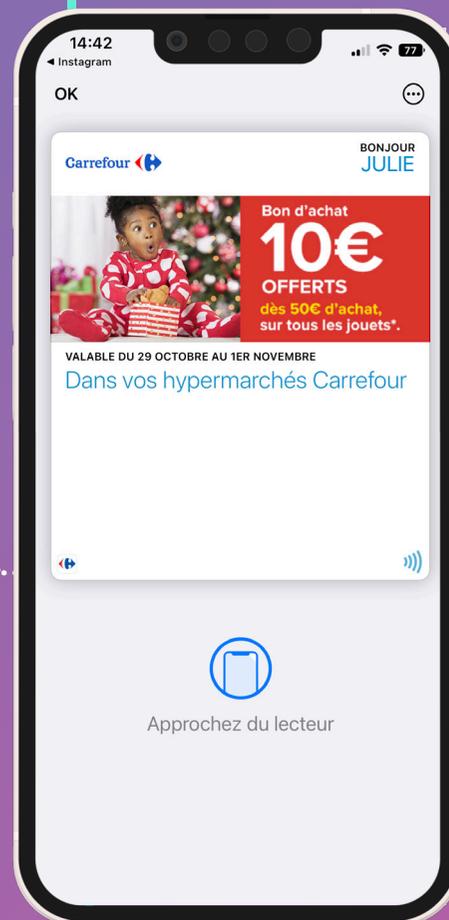
NFC card

### 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

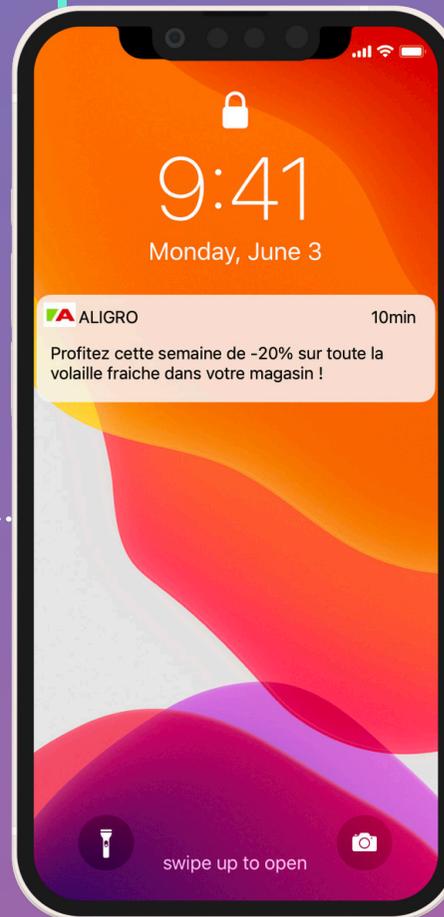
PRINTED ON SHOPPING CARTS



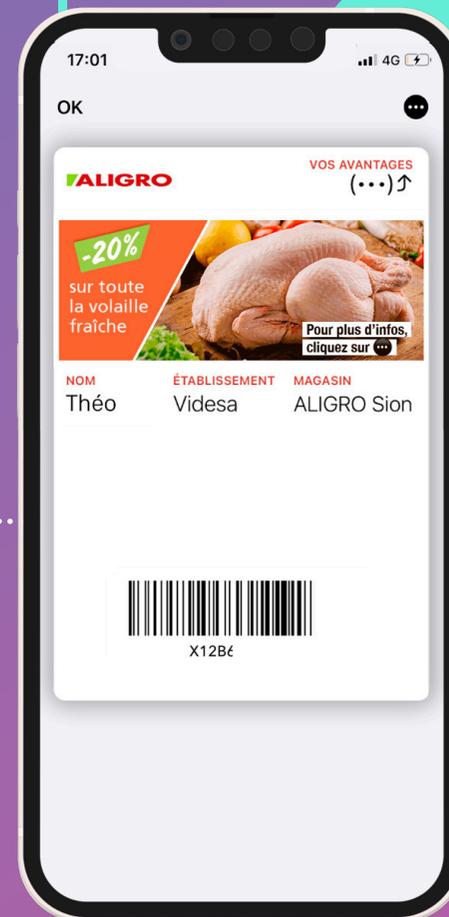
PRIVILEGE CARD



PUSH NOTIFICATION ABOUT A HIGHLIGHT



UPDATED PRIVILEGE CARD



Wallet QR code

Card preview

Customer name

Current campaign

Customer reference store

Store promotion campaign

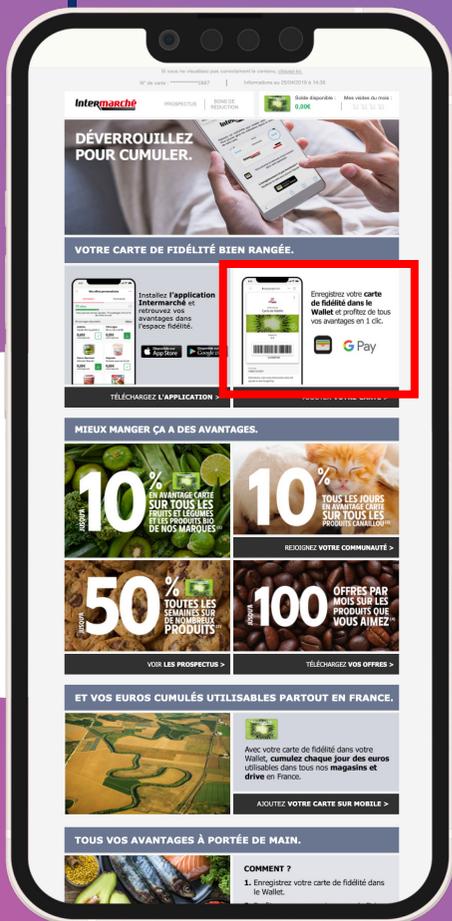
Card in campaign colors



# 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

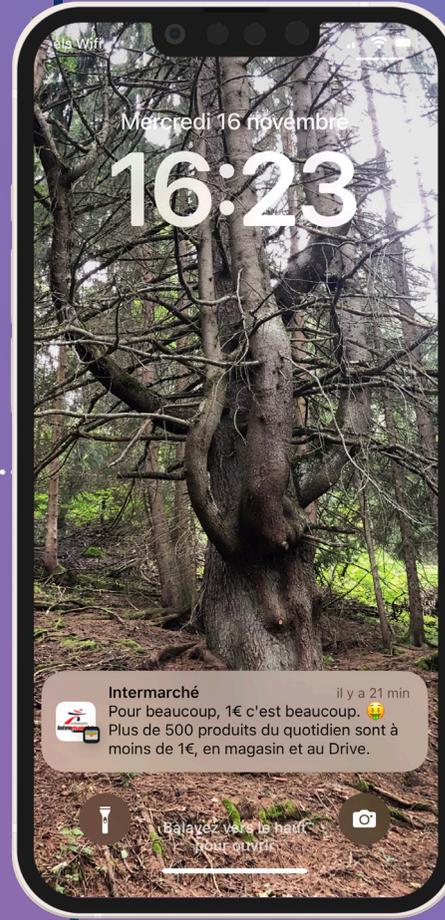


Number of store visits

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

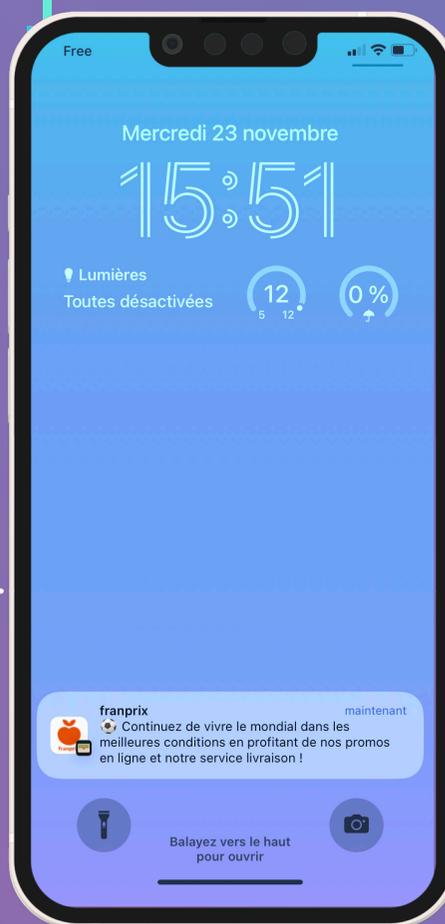
LOYALTY CARD



Current campaign

Scannable barcode

PUSH NOTIFICATION ABOUT A HIGHLIGHT



World Cup campaign

UPDATED CARD



Card updated automatically

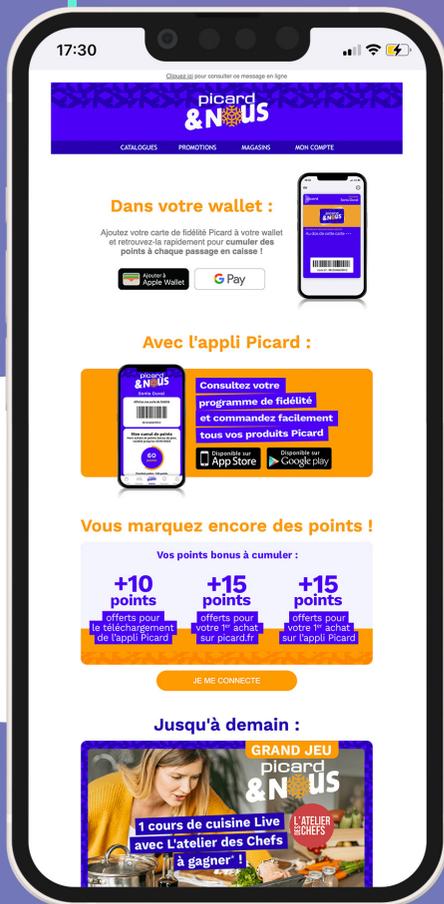
Card in campaign colors



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

## Classic loyalty card

### EMAIL



Wallet CTA

### LOYALTY CARD



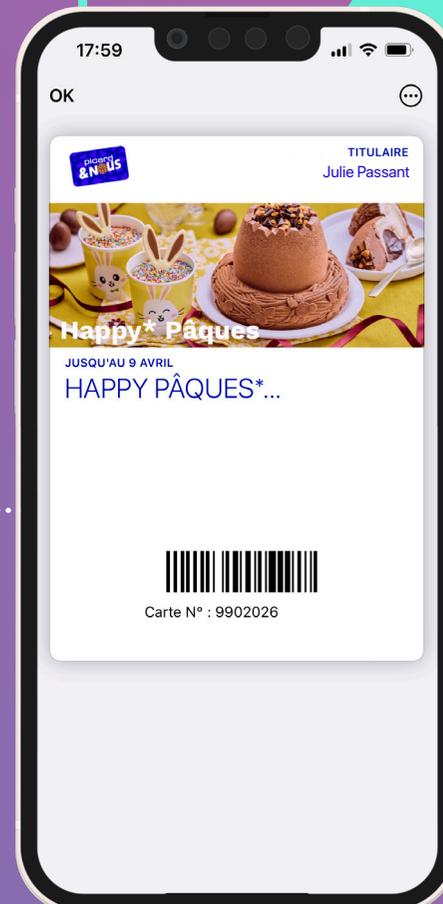
Loyalty card downloaded to the wallet

### 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

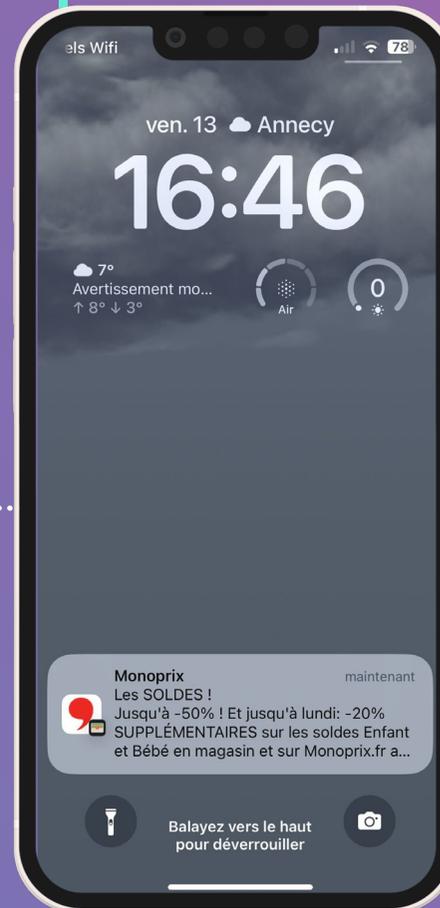
#### LOYALTY CARD



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**  
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