

LOYALTY LANE PROGRAM

A Multi-Tiered Approach to Loyalty

Loyalty Lane offers the opportunity to reach your customers through traditional & non-traditional loyalty programs. Paired with Loyalty Lane digital coupons, you can offer your customers a full-store solution.

How Does it Work?

Loyalty Lane offers both digital coupons and loyalty programs. There is only a pin pad required, so no specialized equipment to purchase. Shoppers sign in with their phone number and begin shopping your sales and building points toward rewards programs.

Retailer Benefits:

- An affordable loyalty program with flexibility to meet your individual goals
- Integrations available with over 12 different POS systems
- Offer customers customized rewards programs (i.e., Loyalty Lane)
- Email and text your customers
- Receive customized reporting for in-store purchase behavior
- Set up your own store-funded offers, with zero clip or redemption fees
- Offer customized "Community Roundup" (charity donation program) to support hyper-local initiatives
- Turn-key solution for fast implementation

Integrations

Loyalty Lane integrates seamlessly with most POS systems, e-commerce programs, digital circular solutions, and UNFI Retail Media Network. Contact us to learn more about how Loyalty Lane can become a valuable part of your digital marketing strategy.

RETAIL MARKETING

loyalty lane 

more trips.
bigger baskets.

WHY CHOOSE UNFI?

- UNFI can help you grow an integrated, omnichannel digital presence with loyalty programs, digital coupons, websites, digital circulars, e-commerce, retail media, and more.
- At UNFI, we're here to help you find the right solution to fit your unique needs
- We offer seamless digital coupon redemption with fast payment turnaround through UNFI



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PROFESSIONAL SERVICES

LOYALTY LANE DIGITAL COUPONS

An Accessible Digital Coupon Solution

Loyalty Lane makes digital coupons accessible to the independent retailer by offering a simplified & affordable solution with effortless integrations and low weekly fees. Appeal to your value-conscious shoppers by offering them savings on CPG products, and gain an opportunity for your coupon program to integrate with UNFI's retail media network of CPG-funded discounts.

How does it work?

Loyalty Lane is quick to implement with no special equipment needed to get started. Shoppers will simply sign-up with their phone number as their unique identifier and begin saving with coupons on every purchase.

Retailer Benefits:

- Affordable digital coupon solution
- Seamlessly integrates with POS and e-Commerce programs
- No additional hardware required
- Gain access to UNFI Retail Media Network & CPG-funded promotions
- Create store-funded offers for your shoppers with zero clip or redemption fees
- Prevent coupon fraud with built-in anti-stacking technology
- Quick to implement



RETAIL MARKETING

FAST FACTS

25 yrs

Loyalty Lane has been connecting brands and customers with technology since 1999

132,000+

active locations across more than 100 countries

Current POS Integrations:

- NCR Encore
- NCR StoreLine
- NCR ISS45
- NCR ScanMaster
- NCR ACS
- Toshiba ACE
- SMS LOC
- RORC
- EZScan
- ECRS CATAPULT
- Birmingham Toledo POS
- GivexPOS
- With more to come!

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.Æ

Contact Information: ProServices@unfi.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure.](#)

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