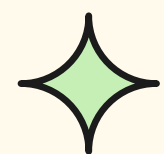
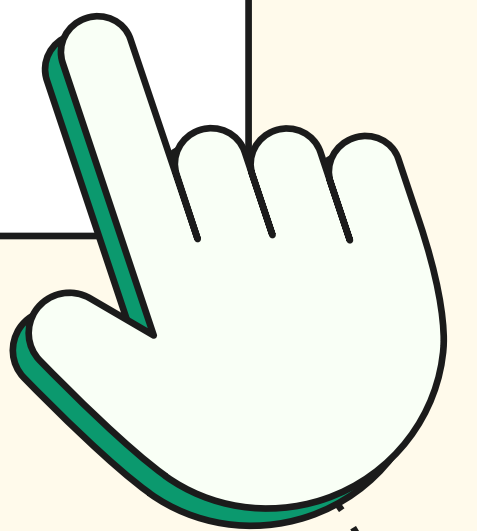




Brevo

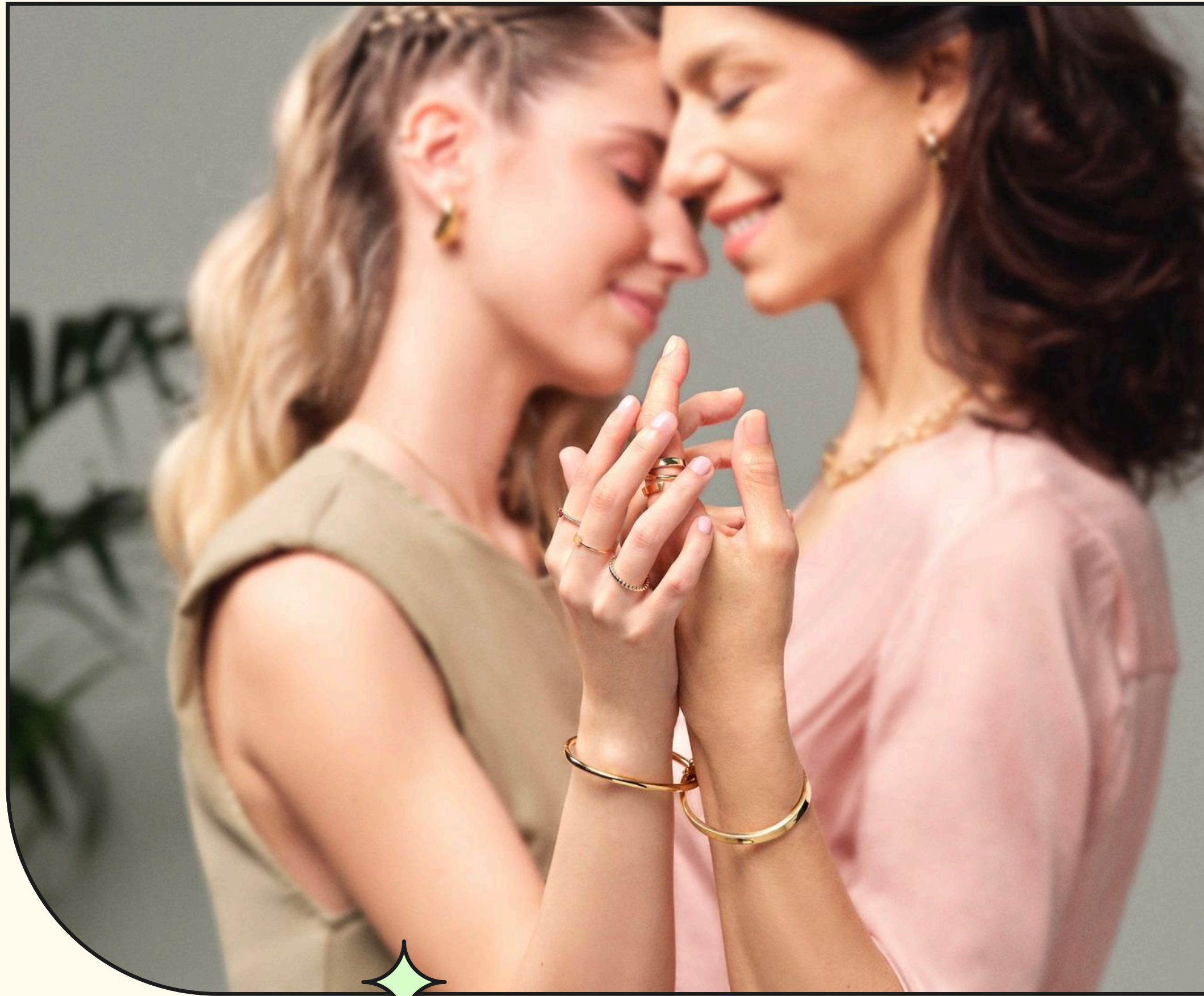
Mobile Wallet use cases  
of our Italian clients





# Different use cases of our clients in Italy





Loyalty Card

Stroili

or





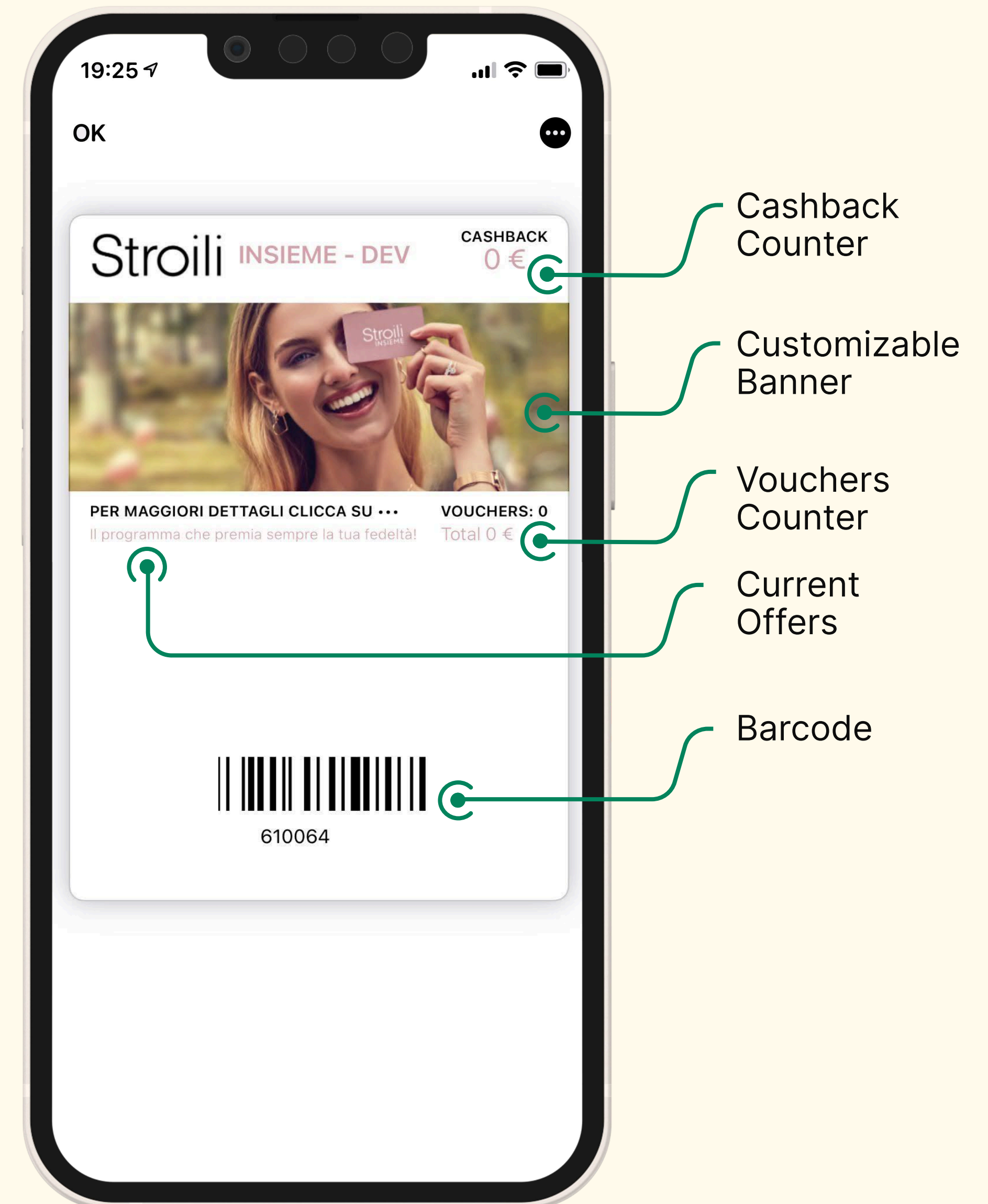
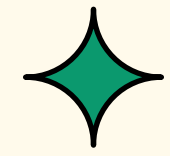
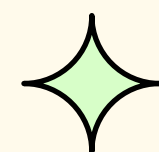
# Loyalty Card - Stroili INSIEME

The Italian luxury brand, Stroili, uses the mobile wallet as a **digital solution for its Stroili Insieme loyalty program** within its customers' mobile devices.

It offers the **digitization of the loyalty card**, allowing customers to access their loyalty privileges and track the progress of their rewards and cashback.

Benefits include:

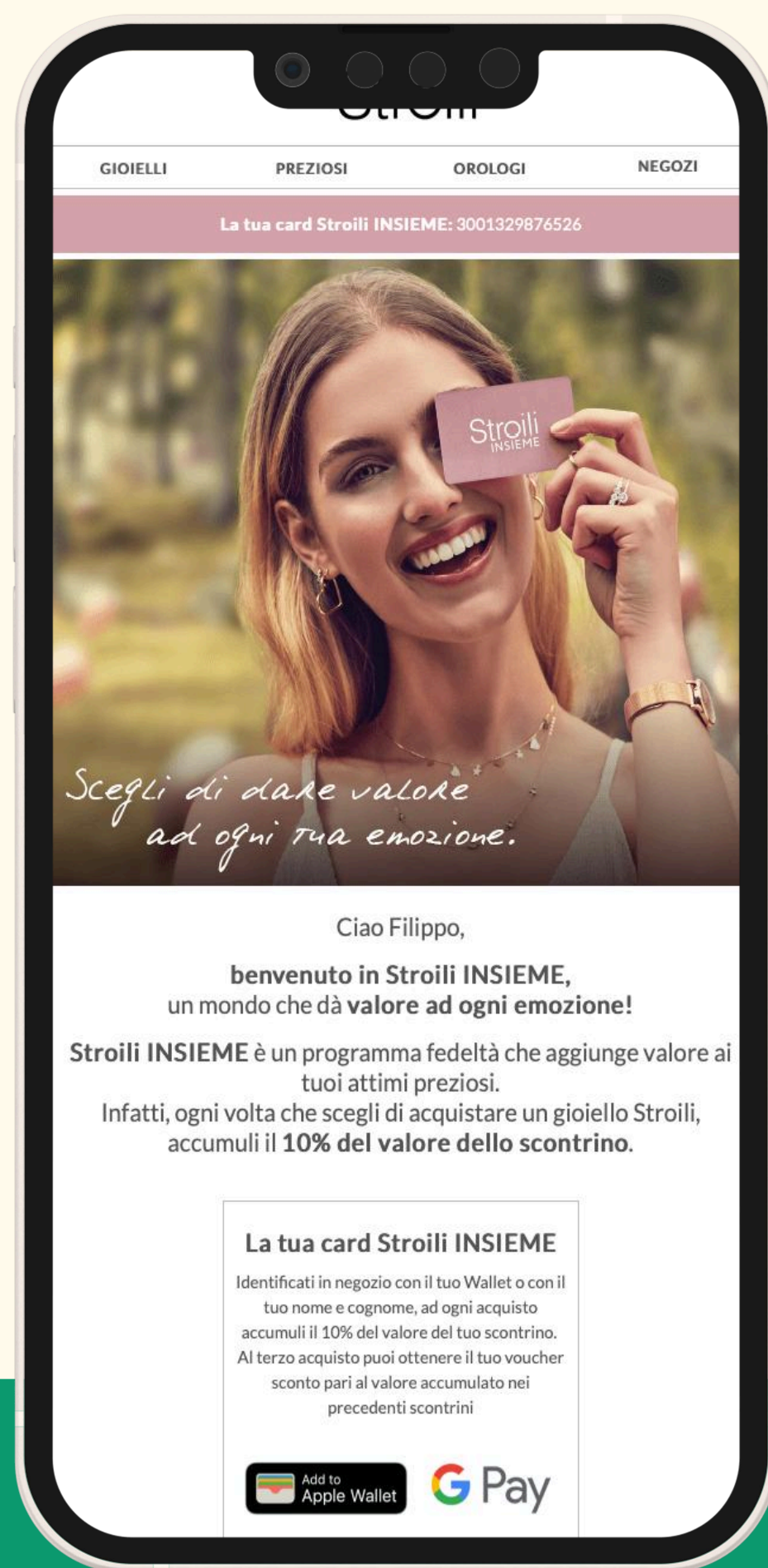
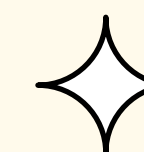
- ✓ Birthday perks
- ✓ Accumulation of discount vouchers
- ✓ Discounts on a range of products



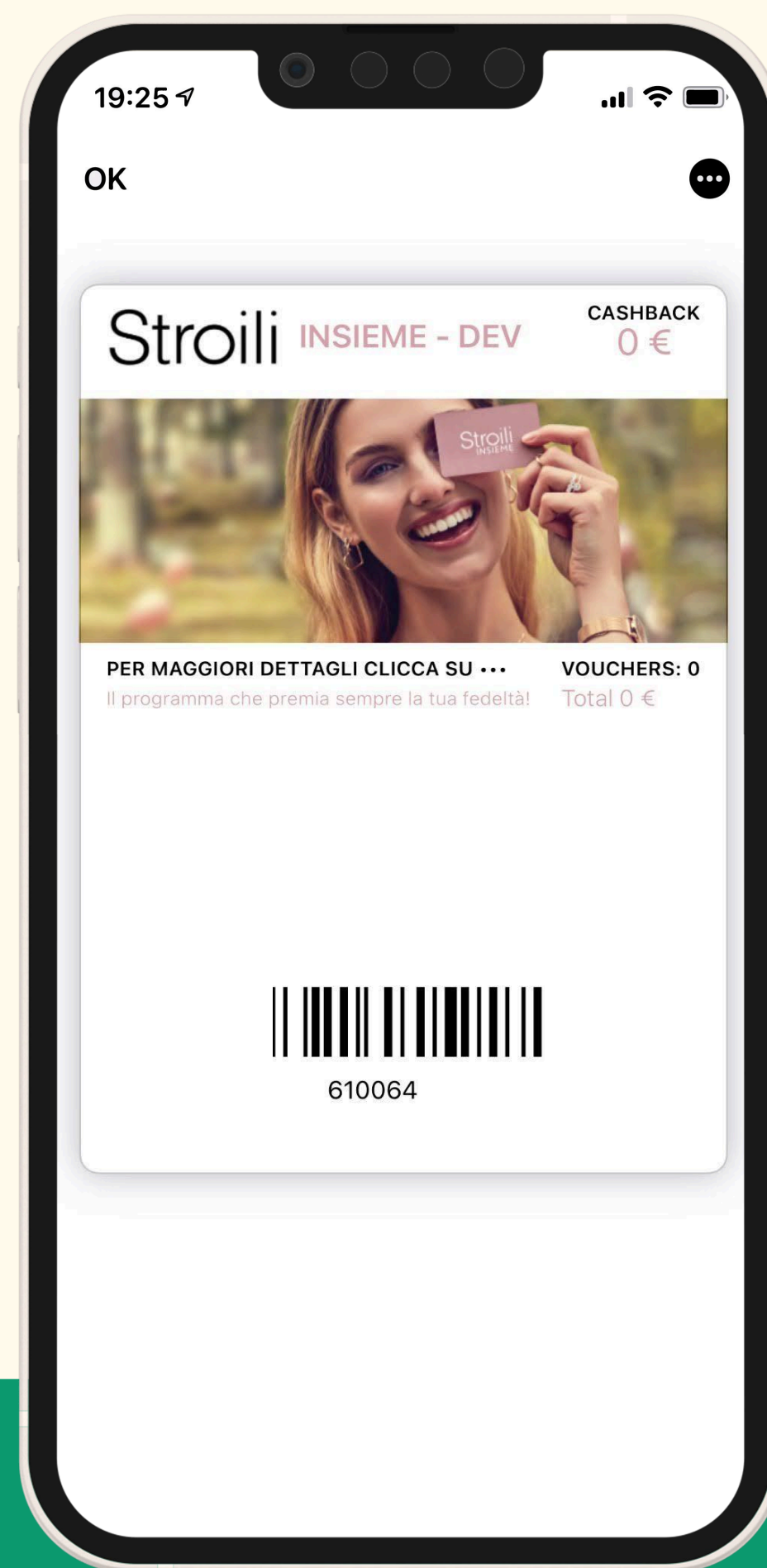


# Loyalty Card - Stroili INSIEME

# Customer Journey



The customer receives their card via an email



The card is downloaded into the customer's wallet



The customer receives a push notification based on their activity



The wallet card is updated based on the customer's lifecycle (current offers, cashback, number of coupons)





Loyalty Card

**KIKO**  
MILANO

or



# Loyalty Card - KIKO ME

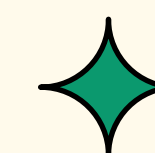
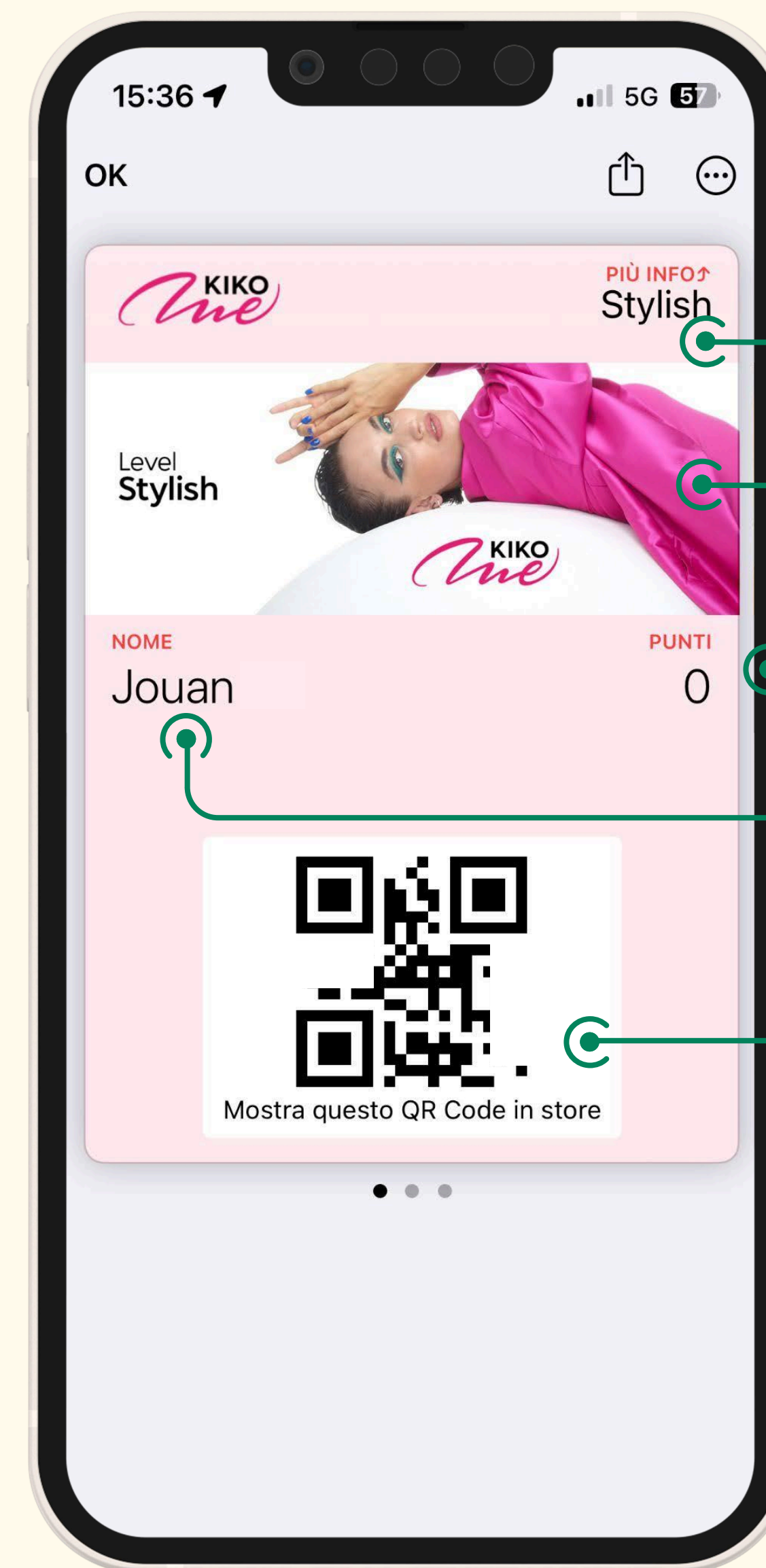
The cosmetics brand, KIKO, deploys the mobile wallet to offer the **digitization of its KIKO ME loyalty card**.

- ✔ This facilitates **recognition at points of sale** via NFC and QR code.
- ✔ All information related to the loyalty program and status is **easily and quickly accessible**.

Every year, the brand evolves its customers' status based on their usage of the loyalty program.

The more it's used, the more benefits you get!  
*Specific discounts, personal shopper, exclusive perks.*

The wallet card is an essential tool for Kiko's customers throughout their lifecycle with the brand



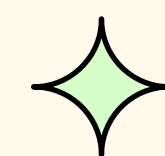
Status  
Loyalty program

Customizable  
Banner

Points  
Counter

First / Last  
name

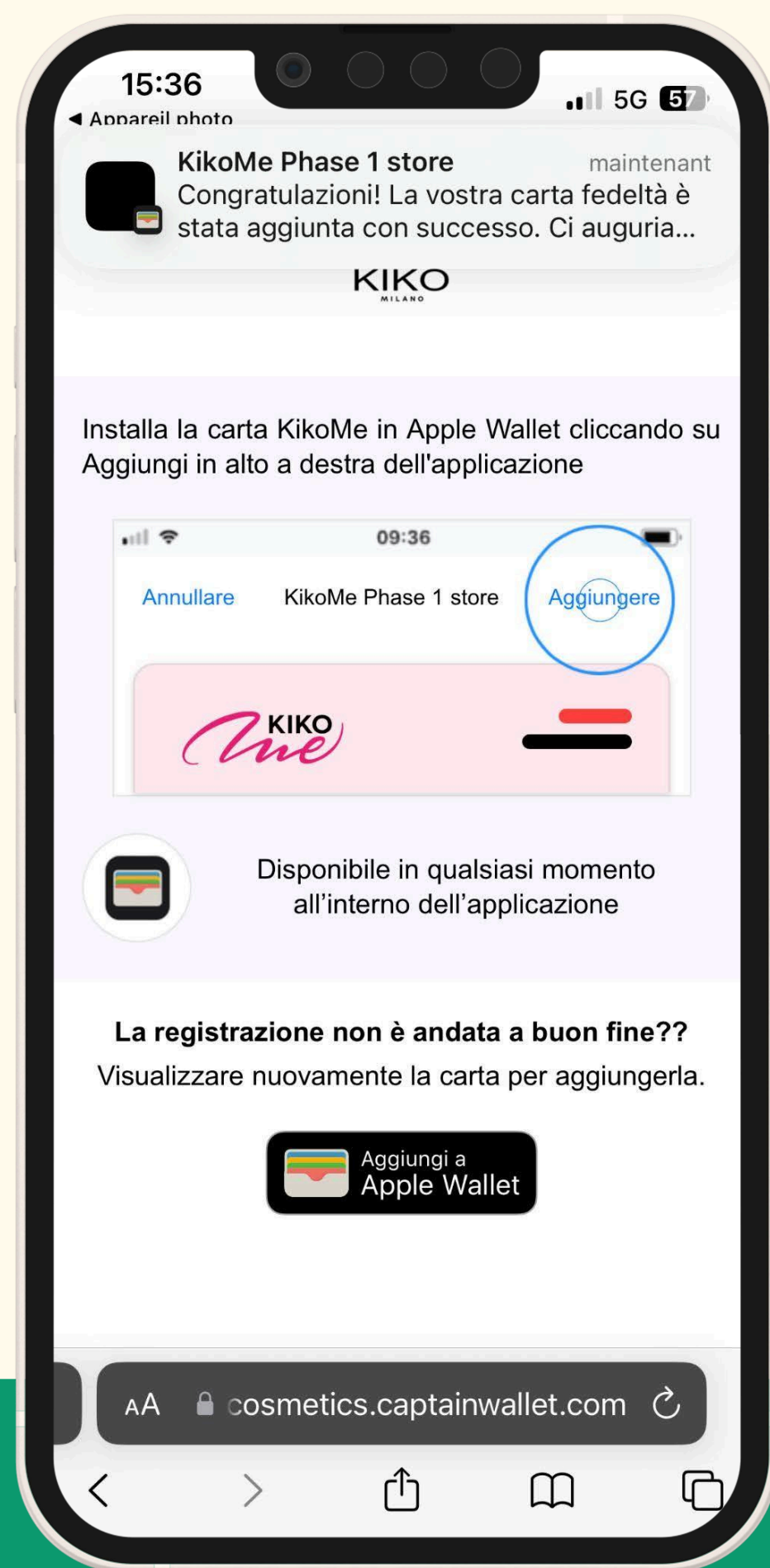
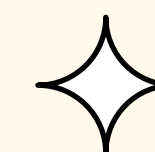
QR Code



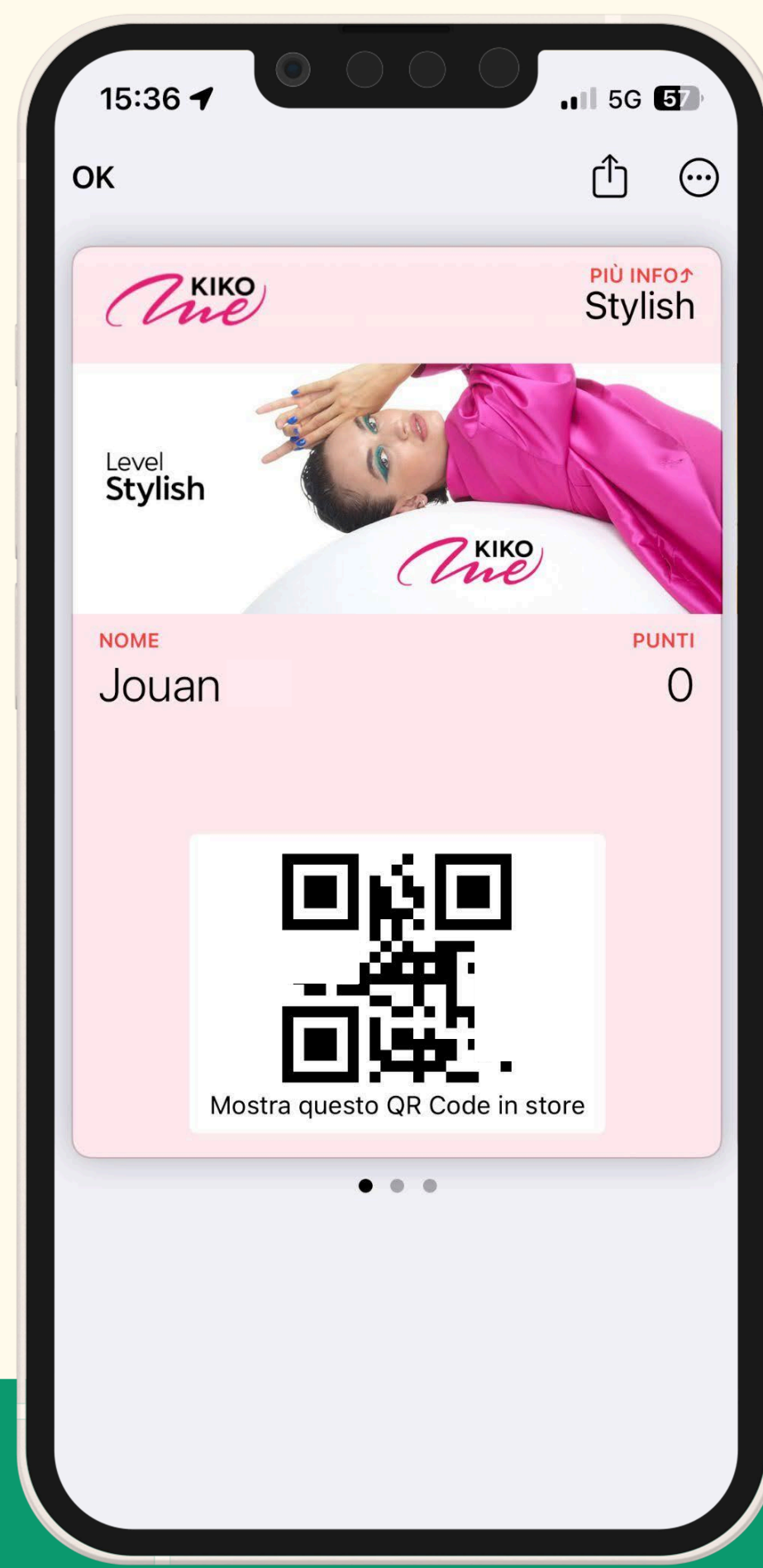


# Loyalty Card - KIKO ME

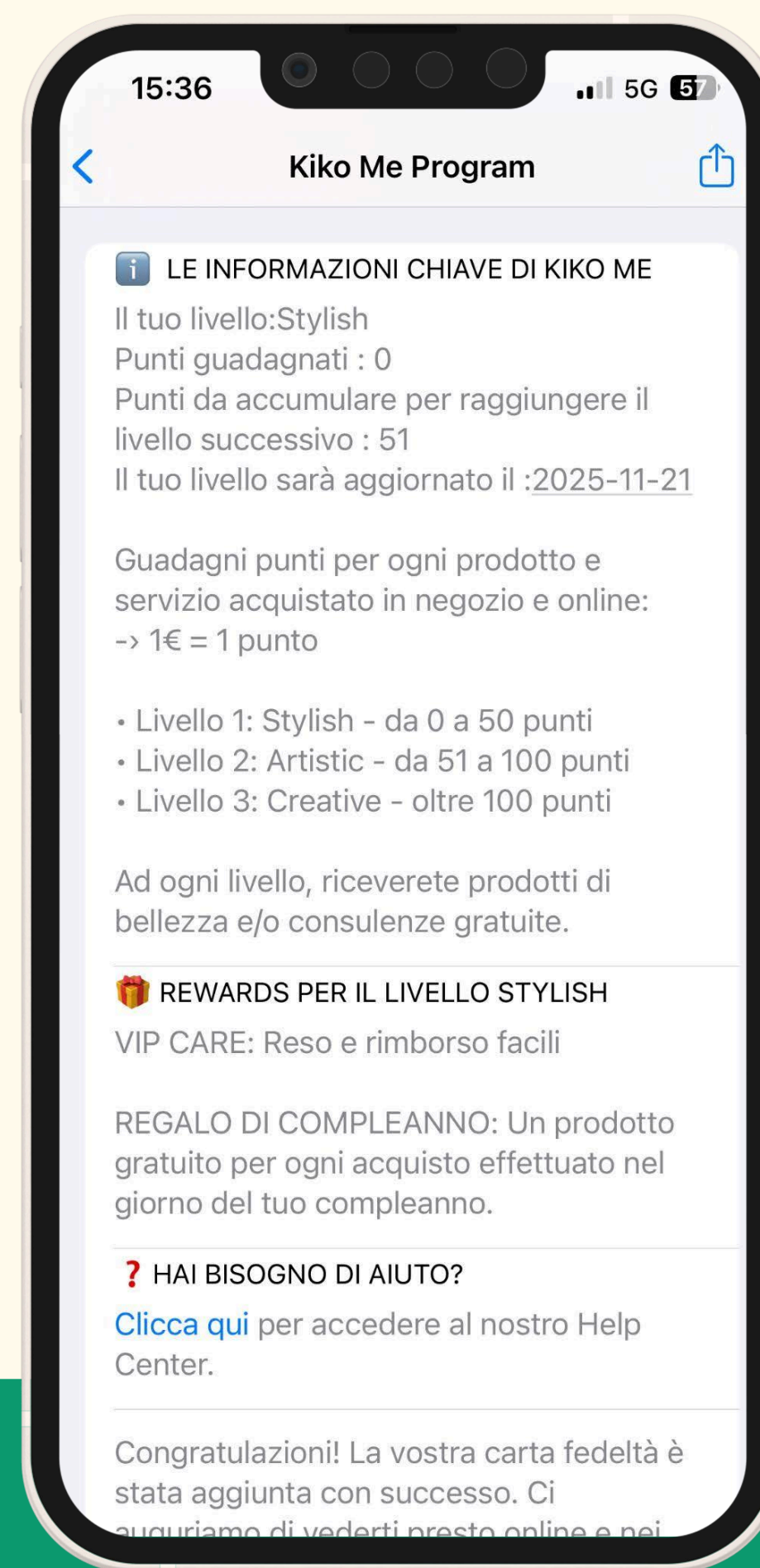
# Customer Journey



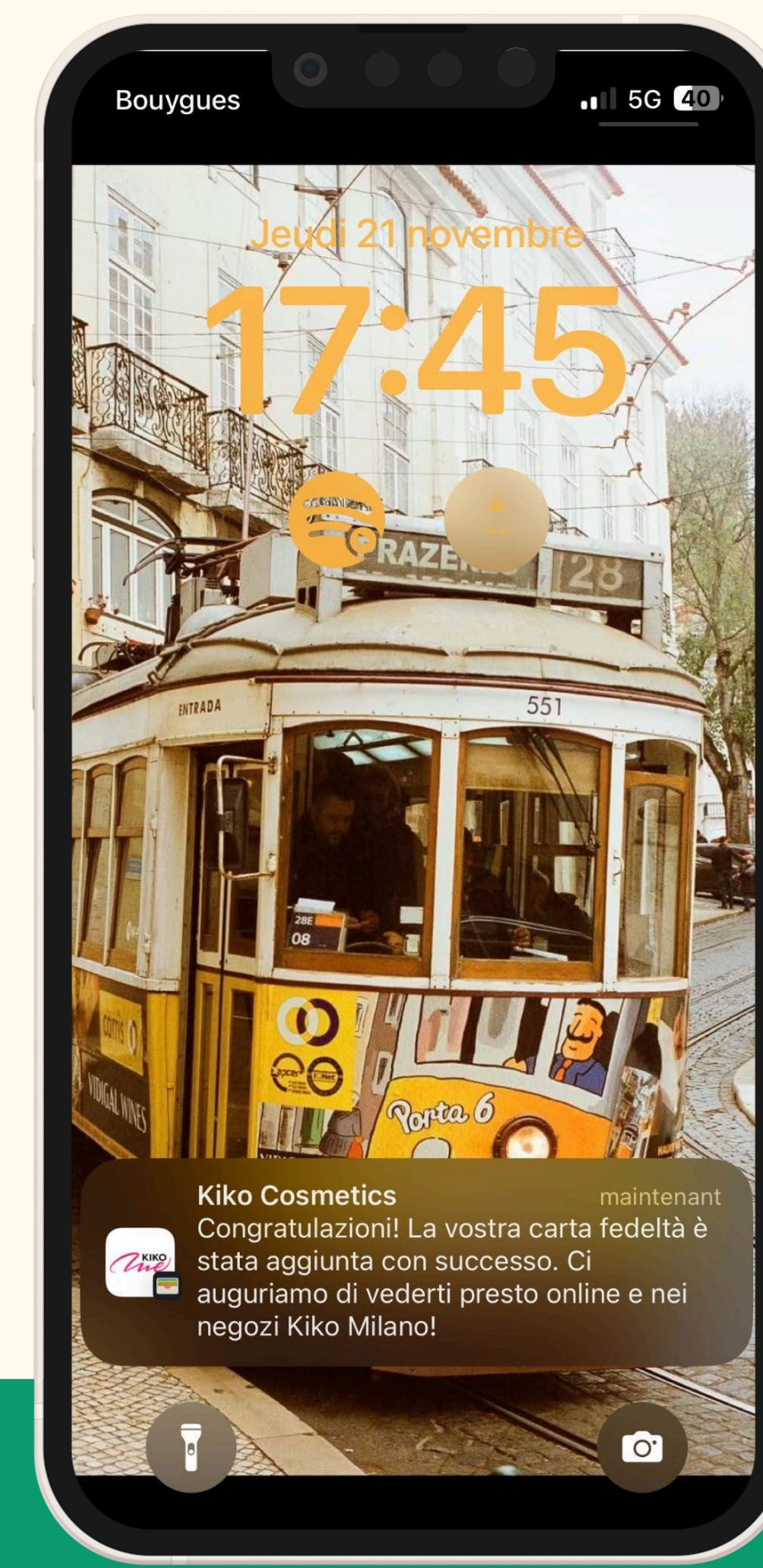
The customer receives their card via email



The card is downloaded into the customer's wallet



They find all the details of their loyalty status on the back of the card



The customer receives a push notification based on their activity





Car Insurance

**BZ Rebel**

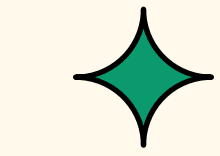
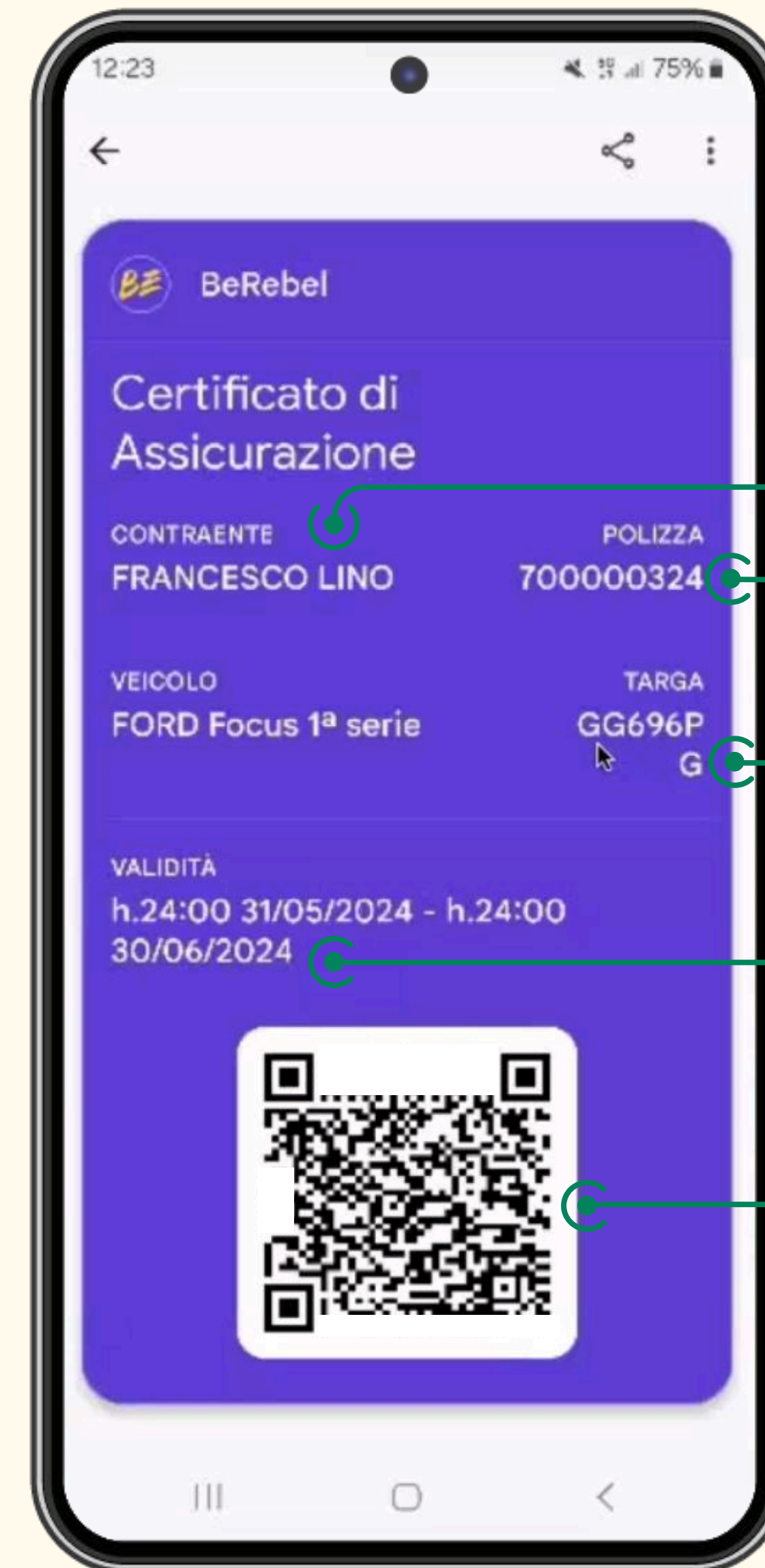
or



# Car Insurance

The BeRebel car insurance card in the Mobile Wallet revolutionizes the management of insurance policies.

- **Automatic Synchronization:** It updates with renewals, clearly indicating the status (active, expired, etc.) through a color-coding system.
- **Security:** Uses technologies like biometrics to ensure secure access.
- **Simplified Sharing:** Makes it easy to share information with other drivers.
- **Eco-friendly and Practical:** Reduces paper usage and provides easy access from a smartphone



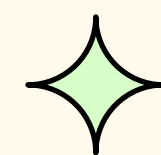
Insured's First Name / Last Name

Policyholder Number

License Plate

Validity Period

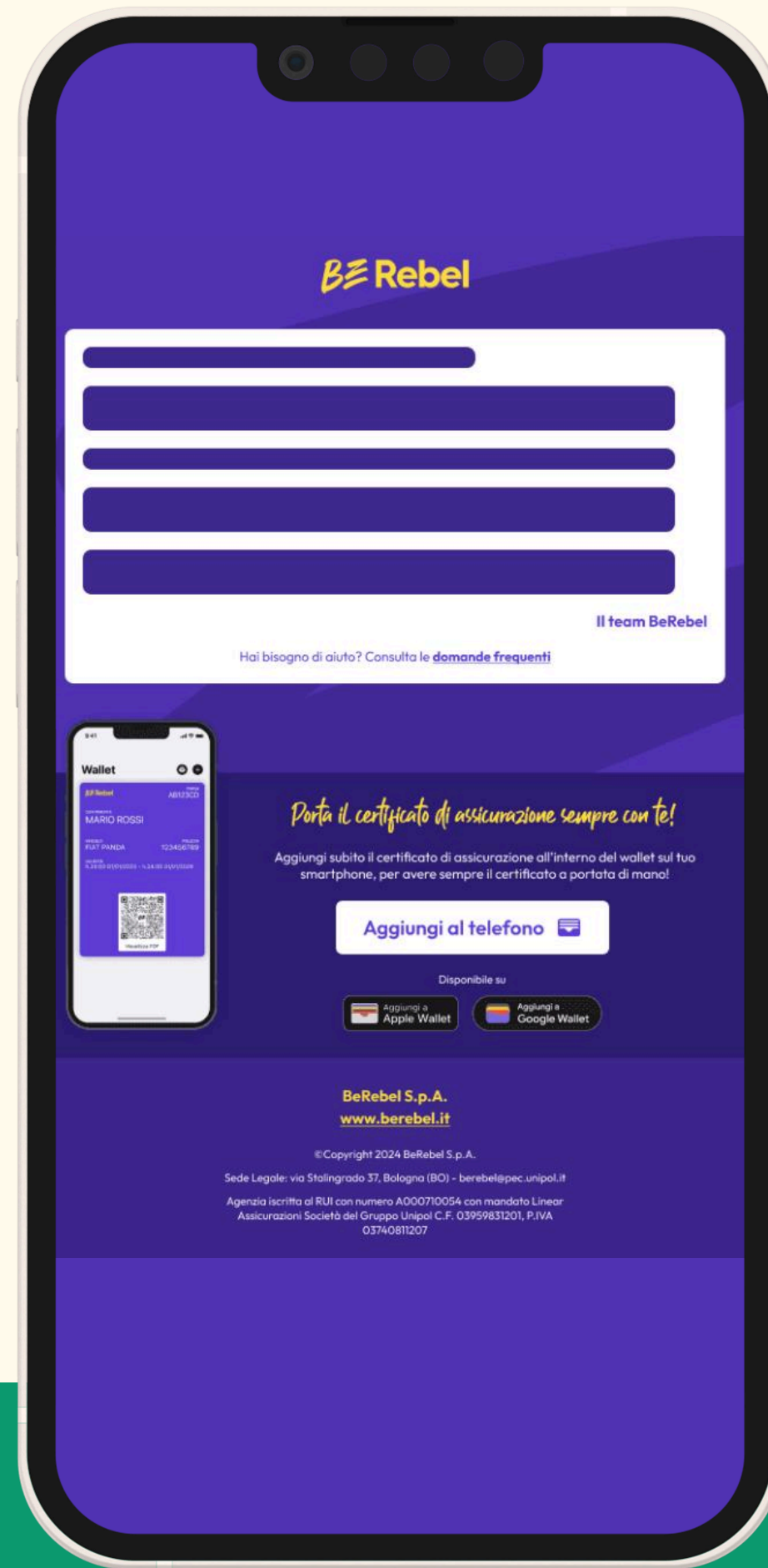
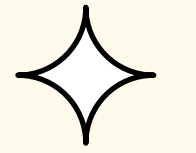
QR Code for certificate access





# Car Insurance

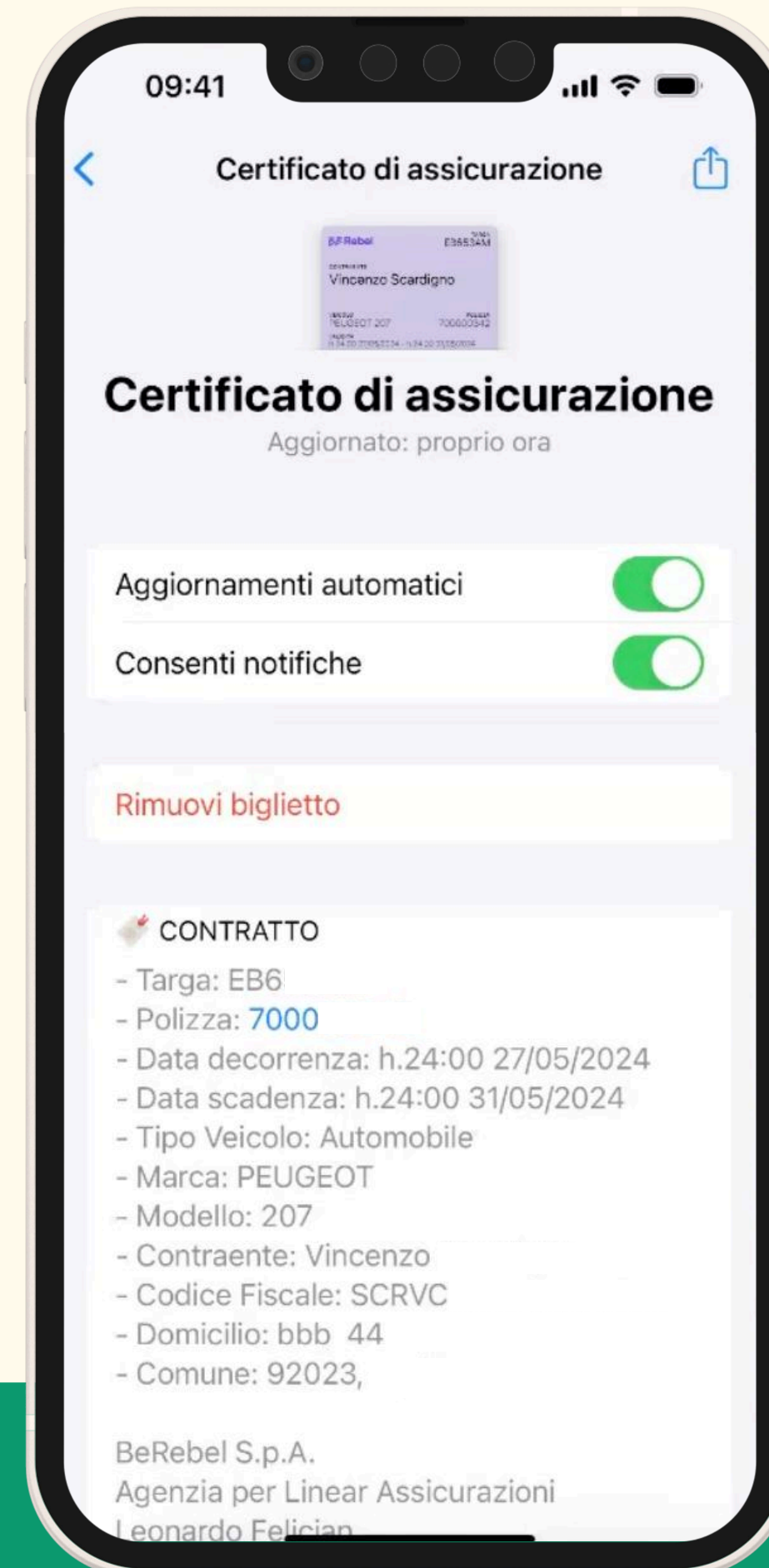
# Customer Journey



The customer retrieves their card via a CTA (Call to Action) in the insurer's emails



The card is downloaded into the customer's wallet



They find all the details of their insurance policy on the back

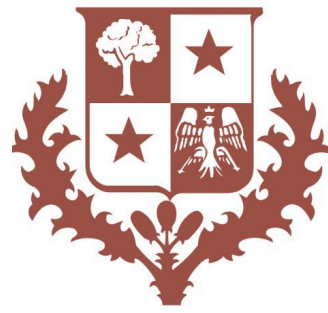


They quickly access their official insurance policy





Certificate of  
Authenticity



*Loro Piana*

or

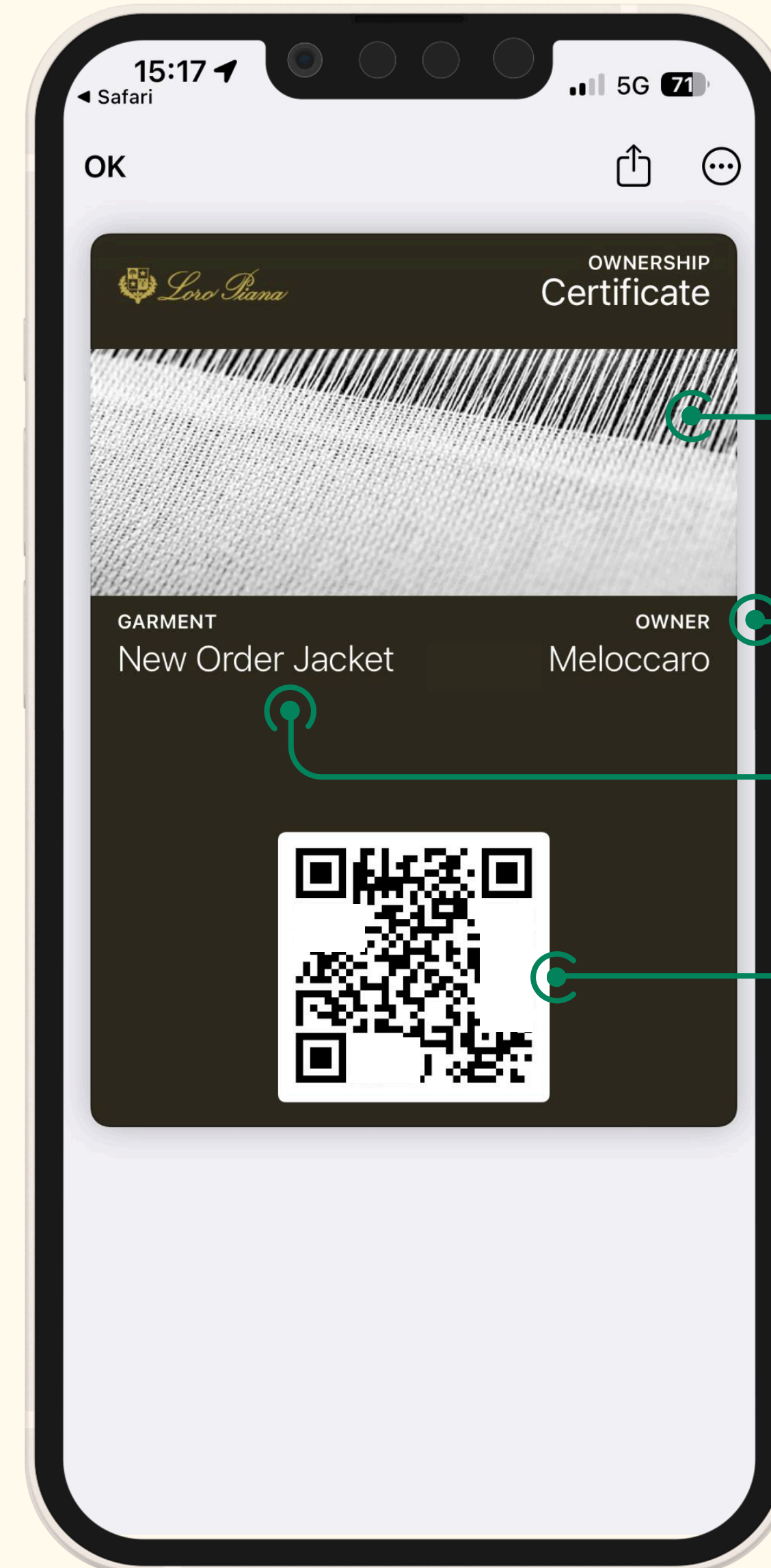
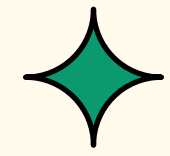
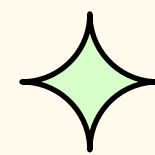


# Certificate of Authenticity

The luxury brand offers its customers the option to **digitize their product authenticity certificate** via the Mobile Wallet.

This certificate is provided by the brand through the **Aura Blockchain Consortium**, developed by a consortium of luxury brands like LVMH, Prada, and Cartier. It ensures immutability and enhanced data security.

Buyers can then **store their authenticity and ownership certificate directly on their mobile device**. Ownership can also be transferred, which enhances the intrinsic value of the brand's products.



Customizable Visual based on the product

Owner's First Name & Last Name

Product Name

Owner Identification QR Code





Certificate of  
Authenticity

BVLGARI

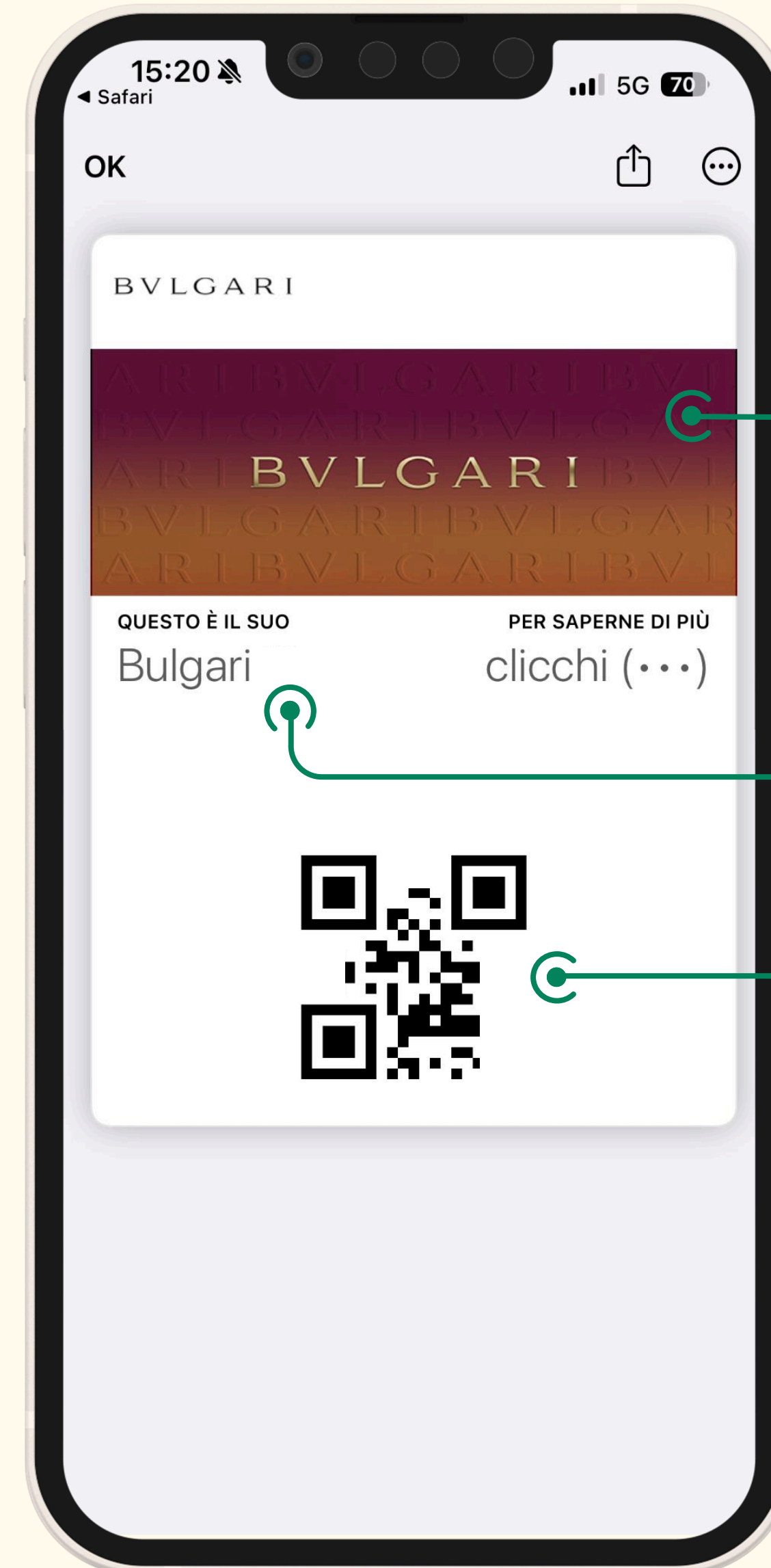
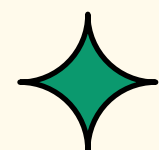
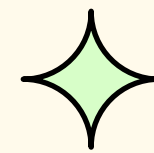
or



# Certificate of Authenticity

The luxury brand offers its customers the option to **digitize their product authenticity certificate via the Mobile Wallet.**

This certificate is provided by the brand and allows the customer to **be quickly identified at the point of sale and easily access all their information.**



Customizable Visual

Card Name

Owner Identification QR Code



# Brevo



## More connections, More conversions

Choose the mobile wallet to stay close to your customers and boost their engagement.

[Contact us](#)