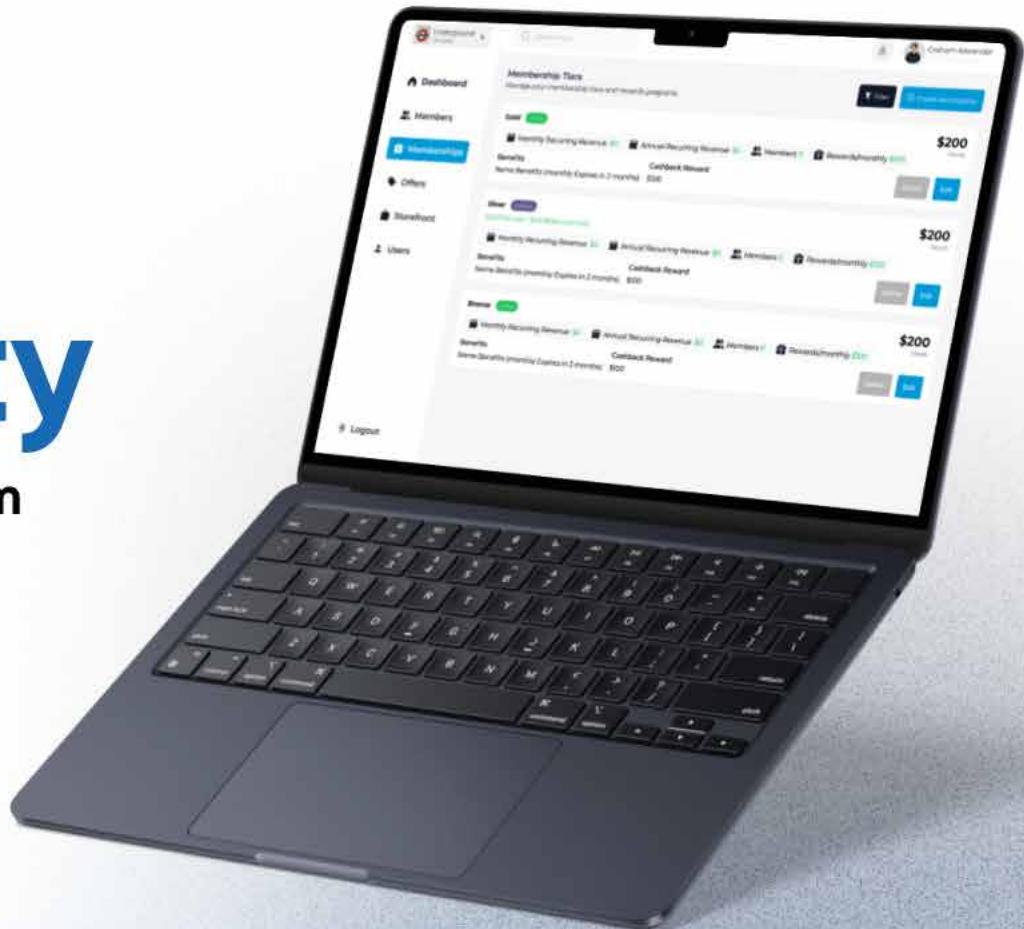




# Rethink Loyalty

Recurring Revenue & Membership Platform



RethinkLoyalty enabled our client to secure a nationwide partnership with a leading veterinary influencer brand in the United States, instantly expanding distribution and merchant adoption opportunities. This platform became the engine that made the partnership commercially viable because it offered something the influencer's network of clinics, pet stores, and service providers did not previously have: a seamless way to create recurring revenue through memberships, supported by loyalty rewards and cashback incentives.

Traditionally, many small to mid-sized businesses from breweries to veterinary clinics operate almost entirely on transactional one-time purchases. Rethink Loyalty shifts that model. Merchants can now design tiered memberships, offer exclusive perks, and reward repeat customers with benefits that can be redeemed against products and services they already offer. Customers renew memberships to continue earning value, while merchants stabilize and forecast revenue with greater confidence.

## Key Outcomes

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- Introduced recurring revenue streams in businesses that were previously fully transactional.
- Increased customer retention and lifetime value through membership-based loyalty rewards.
- Enabled merchants to digitize loyalty programs without technical overhead.
- Created a scalable incentive system where rewards cycle back into merchant sales.
- Unlocked strategic market expansion through influencer-backed merchant onboarding.

The system didn't just provide a feature, it changed how these businesses make money. Instead of fighting for every transaction, they now build long-term customer relationships, predictable income streams, and stronger brand loyalty.

RethinkLoyalty positioned our client not as another software vendor but as the infrastructure provider for the next evolution of small business revenue models: recurring, retained, and relationship-driven.

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