

MULTI-BUY

ADVICE & OPPORTUNITIES

FROM EXPERIENCE

Our story began in 1994 with the creation of the electronic payment systems within Tourist Villages. The experience we gained in the tourist sector allowed us to create a customer loyalty system in 2000, aimed at Commercial Activities. This initially aimed to reward customers with free stays in affiliated Tourist Villages.

This was then integrated in 2010 with an on-line e-commerce platform, allowing us to utilise over 25 years' experience dedicated exclusively to customer loyalty, using innovative systems that over time have adapted to the modernization of our times.



TO EXCELLENCE

OUR STORY

Over the years, thanks to our research and development team, we created and produced the tools that enabled customers to become loyal customers in the case of Commercial Activities enabling internal payments seamlessly in the case of Tourist Villages. From the first physical POS Mod. DB3048

produced in 1995, we arrive at CMR TravelpayPoint which allows a 360° management of the customer from fidelity to communication via sms or email automatically.



Dashboard



Clienti



Personale



Card



GIFT CARDS



Invia sms



Bilancio



Area Privata



Comunicati



Emergency



Assistenza



Uscita

Ricarica Card

Carta:

Travelpay Point Dashboard

Talco - TRE SRL Pompei

FIDELITY CARD



Tipo Eurocredit	Ricaricabile
Eurocredit disponibili	9.214 Ricarica
Messaggi SMS disponibili	0 / 0 Ricarica
Clienti registrati	1.620
Fidelity card	1.616 / 2.010
Stampa scontrino	Si <input type="radio"/> No <input checked="" type="radio"/>
Invia SMS acquisto	Si <input checked="" type="radio"/> No <input type="radio"/>

GIFT CARD



Gift card	4 / 250
Gift card - Euro assegnati	310
Gift card - Euro utilizzati	310
Gift card - Euro disponibili	0
Invia SMS acquisto	Si <input type="radio"/> No <input checked="" type="radio"/>

FROM MADE IN ITALY

Multibuy was born in Italy and all the creativity is and remains made in Italy. In 25 years it offered its own services to over 5000 Commercial Activities and 570 Tourist Villages, some of these are still customers after all these years.

Everything was created by Italian Engineers and produced in Italy. Even today that the company is renowned international and has transferred some services abroad. Today it continues to hold consultations by qualified Italian staff.



TO WORLDWIDE

A WORLDWIDE

In 2016 Multibuy opened in Malta and took on a European connotation launching the Multibuy Circuit in the United Kingdom and Denmark. The range of products have been expanded, from online advertising to cash-back in the e-commerce sector. These original concepts already attracted over 2000 Commercial Activities across Europe, excited to work with Multibuy to use

and promote products and services offered by the company in a global Marketplace. Now we have over 230,000 customers, that have a Multibuy Card throughout Europe (data updated March 2019).



FROM OPPORTUNITIES

Customer “Loyalty” is the best way to increase opportunities that come to us every day. This consist of achieving a high degree of satisfaction which translates into a high rate of customer loyalty.

Customer loyalty is stimulated and promoted by studying marketing projects, which provide benefits, profits or rewards from the commercial activity promoted towards its customers.

As a result, the brand is associated with positive and constructive characteristics that customers remember with pleasure and affection for the product and brand.

One of the most effective and used product for loyalty programs is the fidelity card, a useful

tool for customer identification, which is the symbol of membership.

Beyond the fidelity card, however, it is necessary to support all the loyalty process with a Customer Relationship Management (CRM) that allows the cardholder profiling (phone, email, address) and guarantees easy communication (e. g. via SMS or e-mails) on all or only a part of the Customer (e. g., to communicate only with customers have been away from a business for over a month, or that have birthday, or researching by target or age groups proposing a specific product, etc.).



TO LOYALTY

Effective loyalty makes it possible to achieve a real return on investment, for the medium / long term plans, but above all it's important because the costs to acquire new customers is always higher than those incurred to maintain old current customers.

Statistics say that acquiring a new customer is 20 times more difficult than retaining a current customer. But to retain a customer, you need to improve customer loyalty programs. A satisfied and loyal customer is a customer who returns, buys again and generates word-of-mouth advertising.

It's obvious how important it is for each company or business to acquire a significant share of loyal customers. This guarantee a settled and lasting customer base turnover.



MULTI-BUY

FROM DISCOUNT

One of the highest costs of commercial activities during the sales phase is the "DISCOUNT".
The discount is an important cost which on one hand makes it possible to sell more and on the other hand makes a considerable cut in profit.



Talco Product

Product Price
80 Euro

20% **DISCOUNT**

-16 €
of loss of earnings

TO Eurocredit®

EUROCREDIT

To decrease discount costs, we started from a crazy idea:

RETURN 100% OF THE CUSTOMER EXPENSE

To realize this dream we created a product called

Eurocredit®

At the time of purchase the customer will receive 100% of the amount spent, in Eurocredit with an average cost for the commercial activity of around 5%.



Product Price
80 Euro



Eurocredit®
80

E.g.: the cost of EC is 5%
- 4 € loss of earning

Prodotto Talco

FROM CHOISE

The ceaseless investment in research for the perfect product, led us over the years to find the best solution that would allow our customers to invest in promotions, getting the best results, at the right price.

An advertising product is not always suitable for every commercial activity, as a result, we propose various solutions.



EUROCREDIT

Multibuy Circuit, when the customer purchases goods in an affiliated Multibuy business, he will receive back the 100% of the amount spent.



CLICK AND PAY

Online advertising, the only advertisement you pay only when it is displayed.



SOCIAL

Emergency Card, the card that saves your life, combined with the fidelity card of Business Activity. Advertising matched with Personal Safety.

TO TURNING

MB8coin

The first cryptocurrency in the world of travel and shopping.

In 2018 MB8 Coin has been released. MB8 is the Multibuy Network Crypto Currency, born from Multibuy collaboration with Blockchain technology experts.

The presence of Multibuy's loyal customers has enabled the launch of MB8 cryptocurrency because it is backed up by a solid Company that has been on the market for over 25 years. In February 2021, Multibuy has decided to launch an international and innovative e-commerce based on the purchase of goods at competitive prices with exceptional discounts or even payable 100% with Eurocredit and MB8 Coin.

In this first phase, the purchase value in e-commerce is 1: 1 (1 MB8 Coin = 1 €uro).

Our crypto currency can be used to make purchases on our e-commerce at a fixed value of € 1, with a benefit of almost 100% for the holder of the coin.

We are now working on the creation of an In-house exchange within our website so that the user can directly purchase MB8 and trade on our portal minimizing exchange costs, favoring faster, easier and cheaper transactions for the MB8 Coin community.

100% FREE TO CHOOSE

MULTI-BUY

multibuygroup.com