



Mezzofy

Unlock Growth with Digital Coupon
In Insurance





In a competitive insurance market, insurers face pressure to attract new customers and retain existing ones. By harnessing the power of **digital coupons**, they can create engaging and effective strategies to boost business.

Challenges Facing the Insurance Industry

Declining Customer Loyalty

Consumers are more price-sensitive and less loyal to traditional insurance brands. Competition from online insurers and price comparison sites has intensified.

Acquisition Costs

Attracting new customers through traditional marketing channels like TV, OOH can be expensive and ineffective. Digital marketing tactics are often more cost-effective.



Opportunities for Growth

■ Cost-Effective Acquisition

Discount coupons or merchants' vouchers are a cost-effective way to attract new customers or use in referral programs

■ Improved Customer Retention

Rewards and loyalty programs that come with coupon offers strengthen relationships and reduce customer loss.

■ Increased Revenue

Coupons encourage additional purchases, boosting revenue and customer lifetime value.

■ Personalized Incentives

Digital coupons offer targeted marketing, boosting engagement and conversions.



The Rise of Digital Coupons

70%

Consumers

use digital coupons regularly.

30%

Increased Sales

for businesses using digital coupons.

Digital coupons offer a powerful strategy to combat the challenges facing the insurance industry



Enhance Conversion Rate by 30%¹

Leads acquired via customer referrals boast an average conversion rate of 30% vs search ad of only 5%. Tie referral program with coupons help significantly.



Increase cross-selling Doubling sales

Example like Aviva² encourages customers to purchase multiple insurance products by offering retail vouchers from popular retailers



Increase retention rate by 10%³

Agencies that achieve this usually have effective engagement and loyalty strategies in place: eg: discounts on premiums, merchant vouchers for renewals,.



Improve efficiency by 30%

Apply digital coupon or e-vouchers instead of physical paper increase efficiency and reduce operational hassle.

Digital Coupon Strategies across the Insurance Customer Journey :

1

New Customer Acquisition

Offer package discounts or bundle package coupon for a limited time to create a sense of urgency ; or giveaway retail / merchant shopping vouchers as a signup bonus

2

Cross-Selling & Up-selling

Incentivize customers to purchase additional products or upgrades, such as health insurance or travel insurance – in form on e-coupon on email or other communication format

3

Referral Programs

Reward existing customers for referring new clients to the insurance company with coupon / vouchers, promoting word-of-mouth marketing.

4

Customer Retention

Offer e-coupon / merchants shopping discounts or loyalty rewards for recurring policy renewals or premium payments.





Let Mezzofy Simplify Coupon Management

From Sourcing Merchant Shopping Vouchers to Coupon Creation, Distribution, and Redemption, We Handle It All So You Can Focus on What Truly Matters!



ABOUT MEZZOFY



About Mezzofy

Mezzofy was founded in 2014 and based in Hong Kong and Singapore. We aim to be one of the best Digital Coupon Platform provider in the global market.

We developed the Digital Coupon Platform provides one of the most secure and flexible end-to-end solution for Merchants, Marketers and Developers.

User can create, distribute and process redemption of coupons in the most convenient way. Customers can easily access and redeem the coupons via their smart mobile devices with No-Apps Concept or integrating with applications.

Coupon-as-a-Service

Our Mission

To empower businesses to use digital coupon to drive growth effectively and efficiently



Mezzofy is your infrastructure for coupon

powered by technology

Digitalised Coupon



One-stop Coupon Solution



Big Data



Cross Marketing Channels



Secure Coupon





Fast facts

Google Search

1st

Rank

Coupons Handled

400+

Million

Value Worth

40+

HKD Billion

Cover

10

Markets

Capacity

10K+

Transactions / sec

- Hong Kong
- Japan
- Malaysia
- Singapore
- South Korea
- Taiwan
- India
- Thailand
- USA
- UK



HOW OUR SOLUTIONS HELP

We simplify and supercharge your Incentive Program at every step :



Simple Coupon Creation in just min. No code. Just Click

- Personalise easily with **secure, non-serialized codes**.
- **Full control** ; can tailor to different members segment
- **Conditional** triggers for program like referrals (eg: **Action before Reward**)



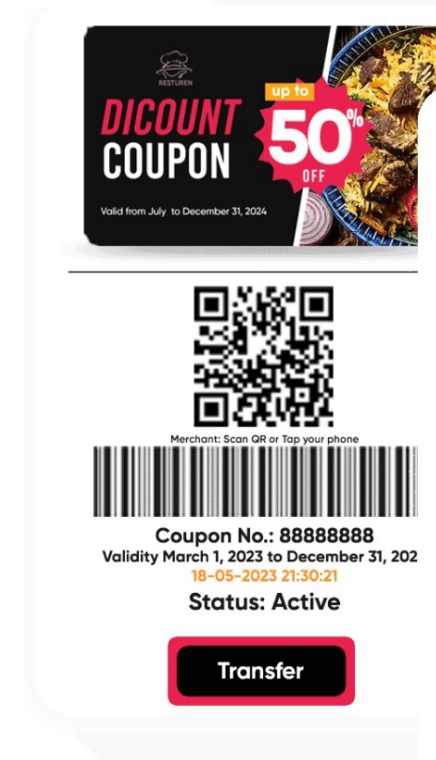
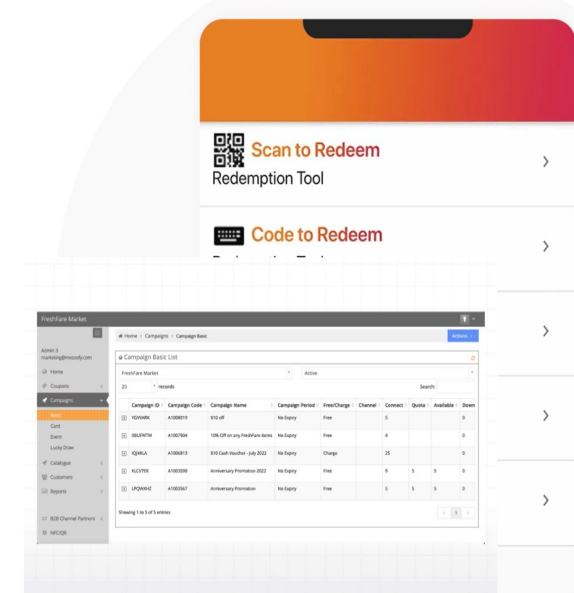
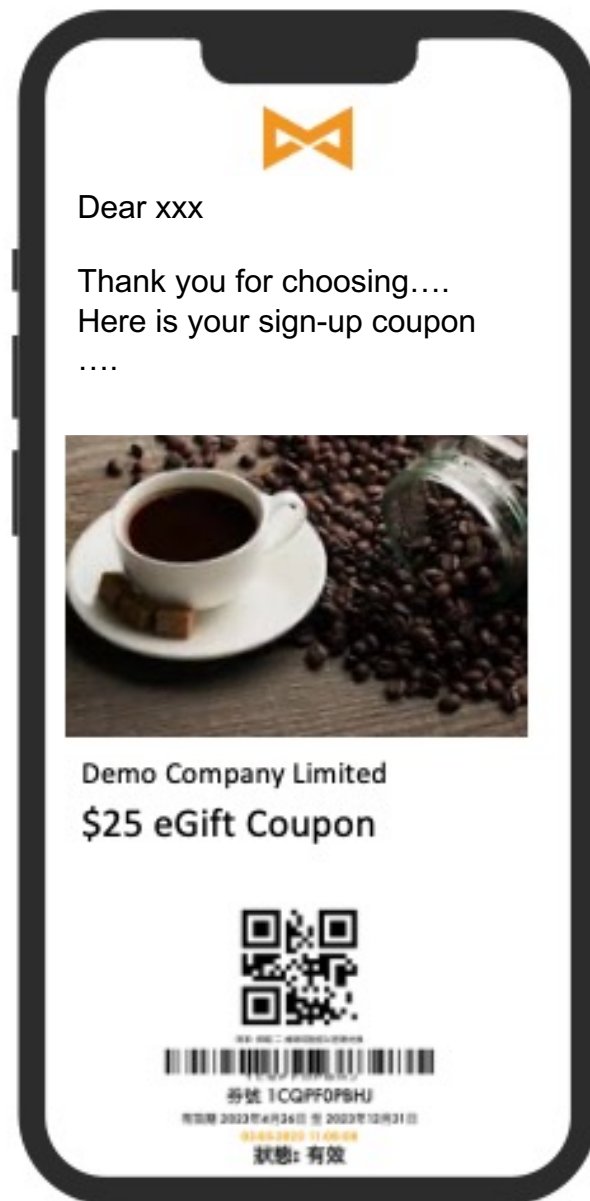
Effortless Distribution at Scale

- Send via **email / SMS** via Mezzofy in just a few clicks
- Easy **CRM integration & automation**
- Seamless manage campaigns & review report on the platform



Real-Time Flexibility

- **Update, change or amend** coupons anytime. Optimise campaign without delay
- **Assign and control authority for each dealer / sale agent** on coupon offering at back-end
- Coupons are **sharable and transferrable**, ideal for member-get-member program



Boost Customer Loyalty and Retention with powerful coupon tools



Custom Coupon Hub for Loyalty Program

- Create a **branded, member-exclusive coupon catalog**
- Send a series of coupons to build ongoing engagement



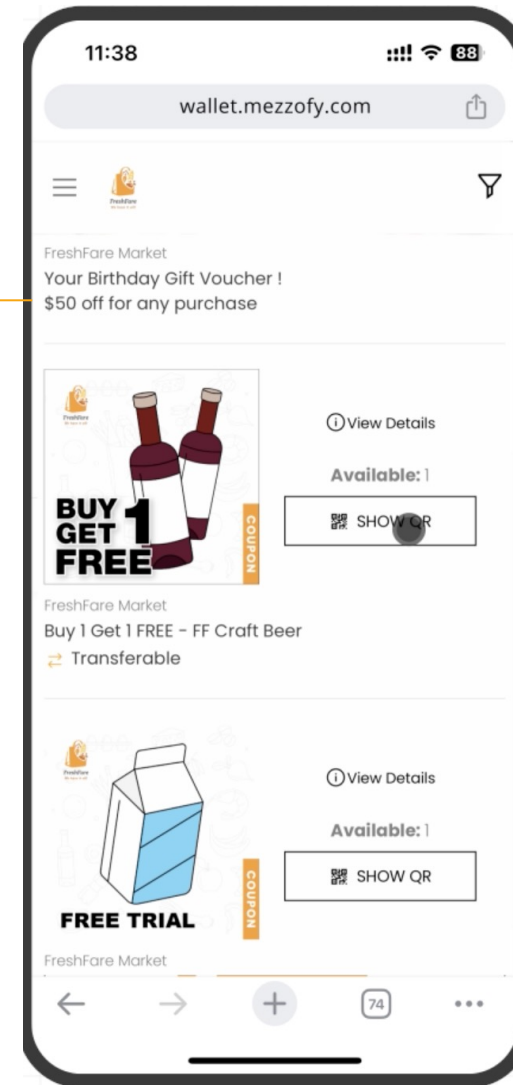
Pre-Negotiated Merchant Vouchers

- Leverage our **existing network of merchants** with a wide variety of shopping vouchers
- Save time – no need to negotiate merchant offers individually



Seamless Integration for Referrals

- Reward referrals with **automated, conditional coupons**, fully monitored
- Enhance acquisition without added complexity



Successful Use Cases





客戶優惠

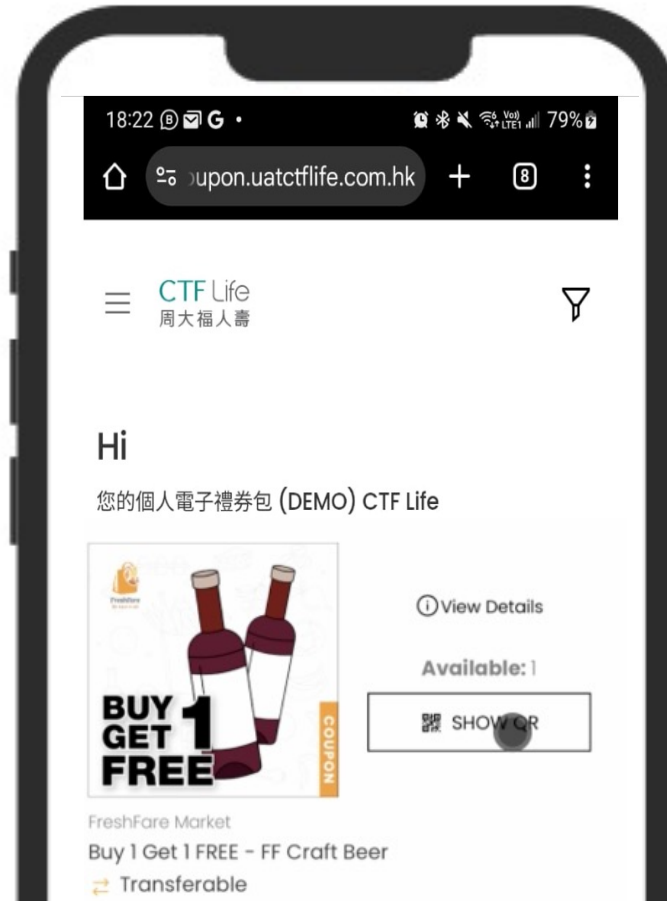
【客戶尊享】為感謝客戶一直以來對我們的支持，我們誠意為尊貴的您獻上各種精彩優惠及禮遇！



客戶優惠

2025年第一季客戶獎賞計劃

按此瀏覽



For public sharing, can only use dummy images only

Driving Loyalty & Retention with Personalized Digital Rewards

CTF Life aimed to **strengthen customer loyalty and improve retention** by offering exclusive privileges to selected customers / members segment

Mezzofy developed a tailored, **branded Digital Coupon Catalog**, empowering CTF Life members to receive personalized rewards that enhance their experience and drive long-term engagement.

- **Faster Coupon Creation:** Reduced reward creation time by at least 30%
- **Personalized Rewards:** Tailored coupons for different members segment
- **Flexible Updates:** Easily update or change offers in real-time.
- **Merchant Pool Access:** can leverage a wide range of Mezzofy's partners shopping vouchers.
- **Scalable Growth:** Effortless program expansion.

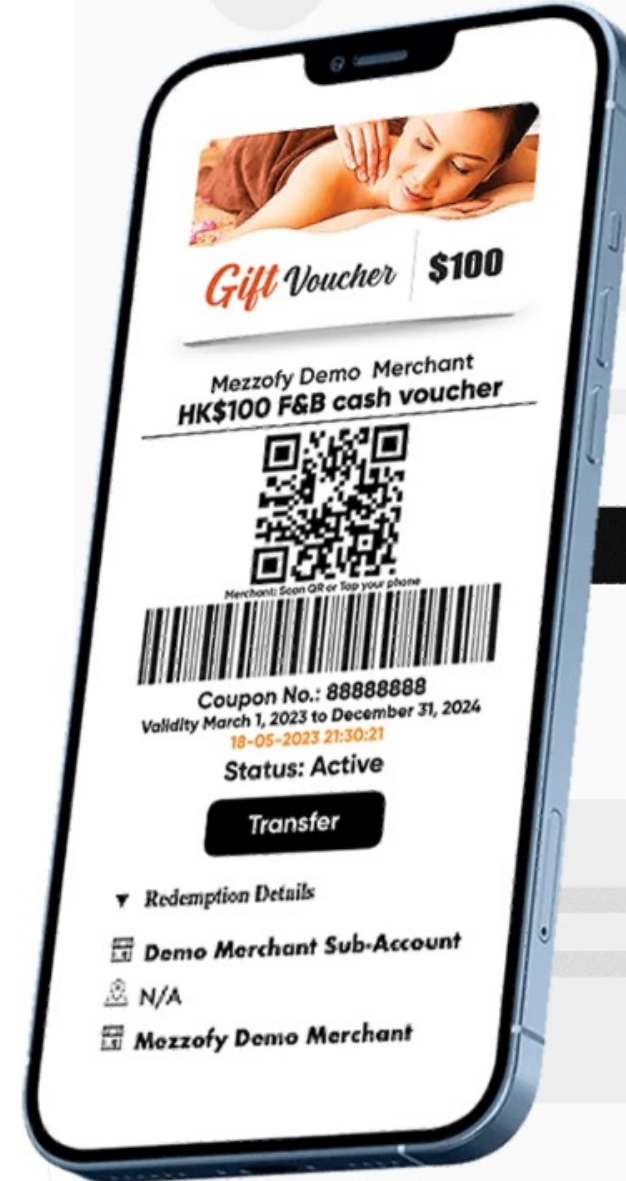
Effortless Rewards & Referrals with Instant Digital Vouchers

Such companies as AIA, Bupa, Heong Lung wanted to enhance client rewards and referral incentives with a seamless, efficient solution.

Mezzofy provided a complete end-to-end digital voucher incentive solution, enabling them to instantly create and distribute eVouchers while accessing a ready-made pool of partner merchant offers—eliminating the need for time-consuming negotiations.

Key Benefits:

- **Instant Voucher Distribution:** eVouchers created and sent in minutes.
- **Effortless Offer Sourcing:** No need to negotiate with merchants individually.
- **Diverse Rewards Selection:** Access to a wide range of partner vouchers.
- **Seamless Client Engagement:** Easy redemption process for members.
- **Flexible Updates:** The easiest reward solution for seasonal campaigns, member milestones, and special occasions.



Connect you with numerous vouchers from our list or create specific ones for you per request





Clients & Partners who
Trusted us

Key Clients and Networks



Outstanding recognition and achievement in the industry worldwide

USA

The 20 Most Admired Companies in 2023
By **the CIO World**

Best 50 Companies to work for
by **Silicon Review Magazine**

The 10 Most Admired Companies to Watch in 2019
by **The Technology Era**

Top Transform Business Leader 2019 by **Indsutry Wired**

10 Best Startup of The Year 2019 by **Silicon Review Magazine**

Fast Forward Tech Company 2019 by **Business APAC Magazine**

10 Best Performing Business Leader of the Year 2020 by **Business Berg**

HK

Hong Kong's Most Valuable Services Award (2018) by **Mediazone Group**

Smart App of the Year (2018) by **Mediazone Group**

Hong Kong's Most Outstanding Business Awards by **CorpHub**

Local Brand Hong Kong Awards by **Hong Kong Local Brand Association**

2nd Runner Up of Value Creation in Technology by **Angel Investment Foundation and HK Trade Development Council**

Best Retail Innovation Product by **HK Retail Technology Industry Association**

Best Leading O2O Innovation Award by **HKOEF**

ASIA

Outstanding Leader by **Forbes China**

The Most 20 Admired Company of 2018 by **Mirror Review Magazine India**

Top 20 Companies with Most Disruptive Solutions in 2020 by **Industry Wired Magazine India**

07 Best Innovative Companies in 2023 by **Well Known Media**

10 Fastest Growing Retail Technology Solution Provider to Watch 2019 by **APAC Business Headlines**

Best Digital Coupon Platform 2021 by **APAC Insider**

ENGLAND

2018 Corporate Excellent Award by **Corporate Vision Magazine**





Mezzofy

Thank you

Let's Discuss in Details !