



additivepoints on ekmPowershop.com

/EINPresswire.com/ UK (Submitpressrelease123.com - press release) [Ecommerce](#) giant [ekmPowershop.com](#) teamed up with additivepoints this week, bringing a powerful reinvention of merchant reward schemes to tens of thousands of online businesses.

Retailers large and small can look forward to a boost in repeat custom when they use the new integration on their ekmPowershop.com online store. By using additivepoints' universal currency, shop owners can reward their customers with desirable, branded consumer products and services.

additivepoints is a simple plug and play loyalty system that lets shop owners action and reward customers on a flexible and effective scale. Using a nifty widget which is activated on the shop's checkout process, additivepoints allows a shop owner to reward a customer for positive actions such as buying an item or even 'liking' on Facebook. Redemption and 'rewards' are then handled by the additivepoints system.

The platform comes loaded with a simple-to-use, real time analytics package which gives a shop owner the ability to see exactly what a customer has been doing on their site so that promotions can be more accurately targeted.

Steven Hickey comments from ekmPowershop.com, where they power 1 in every 5 online shops in the UK: "In the past this type of scheme has been exclusive to big retailers such as Sainsbury's and Argos with Nectar cards. It's great that a scheme that builds on this, but has countless more collection and spend function, is now available to SMEs. Shop owners now have an effective tool to drive more sales and interactions, and get a better understanding of what their customers are actually doing on their site. This gives them a wealth of information which can be used to target offers & promotions and push for those much needed sales".

Fully integrated and ready to use, ekmPowershop.com customers can get started with additivepoints in a few easy steps.

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About ekmPowershop.com

Founded in 2002 by then 22 year old Antony Chesworth, ekmPowershop.com has grown to become the UK's largest ecommerce provider, powering 1 in every 5 online shops*.

Now available in 6 countries worldwide, ekmPowershop.com have helped over 35,000 businesses create their own easy to use online shop. Clients include O2, Michelin Tyres, The Mirror, Lotus Cars, Prudential and thousands of SMEs.

*According to stats from IMRG and Hitwise - there are around 20,000 - 30,000 'transactional' websites in the UK

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About addictivepoints

Addictive Interactive, the brains behind addictivepoints are a social, loyalty, and analytics specialist. Founded in 2004, Addictive Interactive have helped brands including Thomas Cook, Boden Clothing, Bloomsbury and Johnson Press drive customer acquisition whilst reengaging existing users. Developing powerful and game changing technology products such as addictivepoints, they are now one of the leaders in online loyalty and rewards.

The team behind addictivepoints includes former top executives from Google, Groupon and Ebiquity.

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