

LANDING PAGE: (Image - Couple with shopping)

HEADLINE:

A more rewarding experience from American Express.

Loyalty solutions for issuers, using our experience to reward your Card Members and drive spend.

BODY COPY (INTRO):

American Express Loyalty Programs

From launching our first rewards program in 1991 to pioneering new capabilities today, American Express continually strives to lead the way in providing unrivalled loyalty programs for our Card Members and issuers.

The American Express Membership Rewards® program has become one of the most highly regarded and prominent loyalty programs in the world, while our innovative Custom Rewards solution now offers our issuers the opportunity to create a unique loyalty scheme of their own.

CUSTOM REWARDS SECTION: (Image for CR - Lady lying down with iPad)

HEADLINE:

American Express Custom Rewards

Discover a flexible, end-to-end loyalty program tailored to you and your Card Members

BODY COPY:

Within an ever-changing and evolving landscape, flexibility and adaptability remain paramount in engaging customers and driving spend uplift. With Custom Rewards, American Express can provide a flexible, customizable loyalty program that delivers value across several key areas.

Improved control and customizable content

Custom Rewards is a modular solution that provides the content, capabilities and services needed to complement or expand an existing rewards platform. It can also be used to create, develop and launch new, bespoke, end-to-end loyalty solutions.

Key features range from a Point Bank and Redemption Catalog, to a travel booking tool and the added functionality to transfer points to affiliated rewards schemes, including airline and hotel partners.

Value for you and your customers

Custom Rewards offers seamless rewards functionality and program management, resulting in increased customer spend and reduced attrition. It also provides the opportunity to benefit from customer insight and targeting, helping to form positive brand recognition by delivering relevant offers to Card Members and better value every time they spend.

Program support from the experts

American Express has over 20 years of experience in loyalty and rewards programs. Our expertise will ensure that your Custom Rewards loyalty solution is tailored to your specific needs and those of your Card Members, while providing consultative support and advice throughout the life of the program.

CALL TO ACTION: (Should be along the right hand side with the CTAs)

To learn how Custom Rewards can help you in developing or expanding a loyalty platform, please contact your American Express Business Development Leader.

NETWORK MEMBERSHIP REWARDS SECTION: (Image for NMR - Lady with iPad in front of aeroplane)

HEADLINE:

American Express Global Network Membership Rewards®

Enjoy being part of one of the world's most respected brand networks

BODY COPY:

Joining the American Express Global Network Membership Rewards® family as an issuer means you can provide world-class service to your customers while leveraging the experience, heritage and recognition of a global brand.

NETWORK MEMBERSHIP REWARDS Page:

A Legacy of Excellence

From pioneering rewards programs over twenty years ago to being one of the most respected rewards programs in the world today, American Express has remained at the forefront of the evolving loyalty landscape. As a part of our Membership Rewards Network, you can benefit from our loyalty expertise, experience and best practice sharing throughout the life of the program.

A Host of Benefits

By becoming part of the American Express Global Network, both you and your customers can benefit from the full range of American Express offers, benefits and rewards, from access to our world-class merchandise catalog to our travel booking solution and our wide range of points transfer partners.

A Global Brand

As part of the American Express Global Network you can take advantage of a globally recognized loyalty brand and a single, consistent, marketing approach - a Card that's recognized worldwide and a brand synonymous with loyalty, rewards and the highest levels of customer service.

CALL TO ACTION: (Should be along the right hand side with the CTAs)

To learn more about joining the American Express Membership Rewards Network, please contact your American Express Business Development Leader.