

Who We Are

Bold Orange is a human connection company. Modern loyalty, CRM and digital experiences are our medium.

With a blend of common sense, insight and technology, we reach people in their fullest context to create personalized moments of meaning. So every interaction feels right, easy and essential.

Services

STRATEGIC CONSULTING

We blend business objectives, customer data, research, and feasibility insight into seamless experiences, plans and platforms.

CUSTOMER EXPERIENCE
LOYALTY LIABILITY TRANSFORMATION
ADVERTISING TRANSFORMATION SERVICES

LOYALTY PROGRAM DESIGN & ASSESSMENT
PARTNERSHIP SERVICES

TECHNOLOGY SERVICES

More than tools, the wisdom to optimize them. We make technology serve the strategy and perform in the real world, for existing platforms and new deployments.

EXPERIENCE DESIGN AND ENGINEERING
CRM PLATFORMS
RFP MANAGEMENT: LOYALTY & CRM

DIGITAL EXPERIENCE TRANSFORMATION
LOYALTY TRACKING PLATFORMS

CREATIVE SERVICES

Experiences that connect the dots from awareness to advocacy. So every touchpoint feels familiar and leads to action.

HUMAN-CENTERED DESIGN
CAMPAIGN AND PROGRAM EXECUTION

ADVERTISING TO CRM COMM. MAPPING
CONTENT AND MESSAGING

ANALYTICS & INSIGHT

Make data a competitive advantage. Quickly understand what people are doing and why. Anticipate the customer's next move and be there with relevance.

CUSTOMER INSIGHTS
MARKETING BUDGET OPTIMIZATION

REPORTING AND VISUALIZATION
PREDICTIVE ANALYSIS

PROGRAM MANAGEMENT

Expertise to see the strategy through launch and beyond. We're part of the team, managing programs and processes for continuous improvement.

MARKETING PROGRAM SUPPORT
LOYALTY PROGRAM MANAGEMENT

CRM COMMUNICATION MANAGEMENT
TECHNOLOGY OPERATIONS

FUNDRAISING SERVICES

Through our ShopWithScrip® platform, we are empowering families to fund community needs big and small just by shopping with brands they love. We partner with over 750 brands and have delivered over \$680M to local community organizations.

Purpose

We believe authentic human connections are the single most important driver of business and societal progress.

We exist to create these connections, guided by beliefs that shape who we are and how we work.



Bold Orange

Experience

GLOBAL HOTELIER

We transitioned an existing loyalty platform to a new technology that enhanced overall flexibility, promotion set-up and reward redemption. Our solution enabled more targeted communications with higher ROI.

SPECIALTY RETAILER

We redesigned a retailer's CRM offer strategy and segmentation approach to focus on ownable moments and key influencers in addition to target customers. Our solution led to 3x returns at 2/3 the cost.

FINANCIAL INSTITUTION

We crafted a communication and operational approach to manage multiple product lines in a streamlined and content-relevant way. We created "target state" consumer models and architected workflows and relevant content against those models. The result was higher engagement rates and double-digit cross-sell.

GLOBAL AIRLINE

We led the redesign of a loyalty program that encompassed new online and partner strategies, new benefits and new analytic models. Our solution enabled external targeting and internal dashboards to monitor the program at a glance.

NATIONAL RESTAURANT CHAIN

We led the digital business transformation of a restaurant chain with over 300 locations. Our solution included a streamlined e-commerce experience, personalized communications and mobile loyalty.

Bold Orange Company

Minneapolis, MN
Grand Rapids, MI
Denver, CO
Greensboro, NC

612.354.2832 OFFICE
hello@boldorange.com
boldorange.com