



Liquid Barcodes launches loyalty platform in USA

Global experts driving customer engagement for U.S. convenience retailers using the latest gamification techniques.

Liquid Barcodes, a leading European loyalty marketing platform for convenience retailers, has announced its launch in North America. This milestone is a major move for the marketing technology company that already boasts an impressive client list across Europe and Asia including 7 Eleven, Circle K, Shell Oil, Red Bull and Coca Cola.

Headquartered in Norway, Liquid Barcodes specializes in the fuel and convenience sector across Europe, Asia and now North America. Their platform offers a flexible customer engagement solution that can manage a retailer's complete loyalty program or simply plug and play into any existing program.

"As the world's largest convenience market, we've had incredible interest from US retailers who are looking for new technology partners to manage their customer communications and loyalty marketing programs," said Mats Danielsen, CEO at Liquid Barcodes.

Liquid Barcodes is a leading loyalty technology company specialized in the convenience store and foodservice industries. Clients include 7 Eleven, Circle K, Coca Cola, Red Bull, Valora and Reitan Convenience.

The Norwegian company has also been announced as a key member of the team advising Conexus (the technology division of NACS) in their strategy to define, develop and implement the latest API standards for digital marketing in US convenience retail.