

The Power of Points:

amadeus



Where Loyalty Meets Revenue

Loyalty Currency Retailing with Amadeus & Points, a Plusgrade Company

More engagement. More revenue. No extra lift.

The Amadeus and Points partnership turns your loyalty program into a powerful revenue driver. No extra costs. No added complexity. Just a smarter way to grow your program's bottom line.

Loyalty commerce, simplified

Points helps travelers get more from their loyalty programs, making it easy to buy points/miles to reach a trip faster, maintain or upgrade their status, or boost their balance with new ways to earn—like subscribing for monthly miles or multiplying their earnings after a flight.

Our technology seamlessly integrates with Amadeus' loyalty management systems to create a best-in-class loyalty experience for members. Enable Points' plug-and-play products with no additional technical lift.



2.6x

profit growth

in the first year of managing an airline's Loyalty Currency Retailing program¹

¹Data from Plusgrade airline partner.



Trusted partner to the world's leading travel and loyalty programs



Proven impact

Our data-driven approach is informed by an extensive loyalty network and over 20 years of expertise to deliver results.

+21%

increase in flight bookings after members purchased miles¹

+13%

yield improvement year-over-year with personalized mileage offers²

\$37M

saved through payment fraud detection³

¹Data from partner 12 months following purchase of miles within a Points product 2022-2023.

²Data from International airline partner 2023 vs 2022.

³Data from LOR transactions only, 2023.



Why Amadeus & Points?

A powerful partnership designed to make loyalty work harder for you



Seamless integration with airlines.

Embedded within the Amadeus tech stack, requiring no additional IT investment.



Faster time to market.

Launch new solutions in as little as 12 weeks.



Revenue optimization.

Drive more transactions and maximize the lifetime value of each loyalty member.



Personalization at scale. AI-driven insights create targeted offers for members at every step of their travel journey that increase engagement and conversions.



No cost to airlines.

Expand loyalty ancillary revenue opportunities without upfront investment.

Let's make loyalty more profitable—together

See how Amadeus and Points can grow and optimize your loyalty program.
Book a demo today.

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About Plusgrade

Plusgrade powers the global travel industry with its portfolio of leading ancillary revenue solutions. Over 250 airline, hospitality, cruise, passenger rail, and financial services companies trust Plusgrade to create new, meaningful revenue streams through incredible customer experiences. As the ancillary revenue powerhouse, Plusgrade has generated billions of dollars in new revenue opportunities across its platform for its partners, while creating enhanced travel experiences for millions of their passengers and guests. Plusgrade was founded in 2009 with headquarters in Montreal and has offices around the world.

For more information, visit plusgrade.com.

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