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[News & Events](#)

[In The News](#)

[Press Releases](#)

[Event Schedule](#)

News & Events

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Press Release: Smart Button Solution Employed at The Rogue's Den

Newark, DE

06/17/2004

Smart Button Associates, Inc. is pleased to announce the implementation of the company's customer loyalty and rewards solution, LoyaltyTrak, at Rogue's Den. Rogue's Den is a unique multi-dimension entertainment facility that includes a full-service Hobby and Game Shop, Internet Café and Renaissance Costume Store.

As the largest Hobby and Game Store in the country, The Rogue's Den will employ LoyaltyTrak in order to gather customer information together into one database. LoyaltyTrak will allow the venue to track and analyze customer spending, attendance and preferences with the intention of fine tuning their market and generating additional revenue.

LoyaltyTrak will allow The Rogue's Den to monitor the sale rates of its wide variety of comics and games, as well as receive customer feedback about its merchandise in order to determine the specific items their customers favor. This will ensure that customers' preferences are always accounted for and the appropriate inventory is always available to meet customers' demands. The Rogue's Den expects to drive sales to these niche customers.

Because customers travel from multiple states and countries to visit The Rogue's Den Costume Store to purchase Gothic, Renaissance and Historical Reenactment clothing, LoyaltyTrak will help the venue keep in contact with their long distance customers so as to build loyal customer relationships. These customers can be easily contacted through direct marketing made possible by the LoyaltyTrak database.

Providing a truly unique Internet Café, not all of The Rogue's Den customers are gaming enthusiasts. LoyaltyTrak will facilitate the execution of reward programs to target coffee customers as well.

According to Troy McCauley, CFO, "LoyaltyTrak will allow us to track our

customers 100% across all three facets of our Hobby and Game Store."

News & Events

In The News

Press Releases

Event Schedule

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About Smart Button

Smart Button Associates is a leader in the development of affordable loyalty marketing systems for the sports, entertainment, leisure and retail industries. The company is recognized as an innovator in providing high-impact, quality loyalty marketing software solutions that enable customers to target their own customers, offer value, deliver rewards and ultimately increase loyalty. Smart Button builds comprehensive marketing-driven loyalty and rewards software solutions that produce measurable results and improve business performance. With its origination in the horseracing industry, the company has already proven its effectiveness and positioned itself as a leading provider of comprehensive software solutions with their products. Smart Button's loyalty marketing software is currently utilized in over 500 facilities throughout the United States and Canada including over 60% of the North American pari-mutuel venues, several Las Vegas casinos, George Mason University and the Arizona Diamondbacks. Over 2.5 million patrons are enrolled in Smart Button's database. Smart Button Associates is headquartered in Newark, Delaware.

[< Back to Press Releases](#)

- [Home](#)
- [About Us](#)
- [Smart Loyalty Platform](#)
- [Client](#)
- [News & Events](#)
- [Contact Us](#)

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Smart Button

If you'd like us to send you information regarding our Loyalty Platform please contact us.

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