



## We Found The Future Of Loyalty & Rewards At Southland

13 JUN 14 ([HTTP://NIBLETZ.COM/2013/06/14/FUTURE-LOYALTY-REWARDS-SOUTHLAND/](http://nibletz.com/2013/06/14/future-loyalty-rewards-southland/)) | KYLE ([HTTP://STARTUPTECHGUY.COM](http://startuptechguy.com))

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Loyalty and rewards, loyalty and rewards, loyalty and rewards. It's like a broken record. Everyone thinks they've stumbled onto the next big thing with loyalty and rewards. But maybe Nashville-based startup Facedeals actually has.

Facedeals uses a 100% opt-in facial recognition platform that is non-obtrusive to facilitate in person loyalty and rewards in a very passive way.

Users simply sign up for a Facedeals account using Facebook, and the magic starts. When that person walks into an establishment using Facedeals, their face will be captured using an eye-level, inconspicuous camera. In fact, the facial recognition software in the camera can capture the person's image at their normal pace. They don't have to do anything but simply walk past it.

The backend software in Facedeals already knows what that user likes and doesn't like and their habits when patronizing a Facedeals establishment. Facedeals also specializes in relevance as co-founder David McMullen told *60 Minutes*' [Leslie Stahl in this interview that aired last month.](http://www.cbsnews.com/video/watch/?id=50147169n) (<http://www.cbsnews.com/video/watch/?id=50147169n>)

In that *60 Minutes* piece, McMullen and Stahl walked into a participating merchant, and as they were getting ready to decide what to order, Stahl was delivered a deal to purchase a Caesar Salad and get a free Diet Coke. Both items, were things that Stahl actually likes. McMullen was offered a different deal on a local beer that he likes.

The secret to this relevance is that when users opt-in to Facedeals and let the service see their Facebook page, it builds a profile based on things they've liked..

McMullen told us (and *60 minutes*) that the beauty behind Facedeals is that the deals are coming when you're ready to make a purchase and not in an email first thing in the morning.

The company is working with a variety of different merchants including retail, restaurants, and bars. The robust back-end makes it the easiest way to do loyalty and rewards for any business. In fact they don't have to do much of anything except let the customer redeem the deal.

Check out our own interview with McMullen from the Southland conference in Nashville.

You can find out more about Facedeals here at [getfacedeals.com](http://getfacedeals.com) (<http://getfacedeals.com/>)

## Here's more of our Southland coverage. (<http://nibletz.com/category/Southland>)

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Amazing! And seriously creepy.

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