# London startup TRIFFT Loyalty raises $550k to reshape emotional AI loyalty for mid-sized brands



London-based startup TRIFFT Loyalty has secured $550,000 in a pre-seed funding round to accelerate the growth of its AI-driven emotional loyalty platform. Founded by a team with senior leadership experience from Google, Groupon, and Bloomreach, TRIFFT aims to transform how mid-sized brands engage their customers by moving beyond traditional transactional loyalty models, which are often limited to simple rewards such as birthday vouchers or cashback. TRIFFT's platform leverages behavioural data—such as referrals, reviews, and visit frequency—to create personalised, emotionally resonant experiences that foster genuine customer loyalty.

Current loyalty programs are widespread, with around 90 percent of businesses operating some form of scheme, yet many face challenges in understanding the real impact of these efforts, as approximately 65 percent admit they cannot accurately measure return on investment. TRIFFT addresses this gap by offering a proprietary SaaS solution that integrates seamlessly with leading commerce and engagement platforms like Bloomreach, Klaviyo, Shopify, and WooCommerce. It also features a unique white-label React Native mobile app, allowing brands to deploy a fully branded loyalty application within an hour without requiring internal development resources. This integration across both online and offline touchpoints provides brands with a comprehensive and unified view of customer behaviour.

Unlike conventional loyalty platforms that charge based on database size, TRIFFT employs a transparent pricing model that only charges for active loyalty members, freeing brands from the cost burden of inactive records. This pricing approach, combined with rapid deployment and an emphasis on clear ROI, appeals particularly to mid-market and direct-to-consumer brands. The platform also boasts real-time analytics to track customer engagement and programme performance, ensuring businesses can make informed decisions about their loyalty strategies.

The recent funding round was led by Lighthouse Ventures, with investment participation from BD Partners, Gi21 Capital, and Koopeo. Lighthouse Ventures’ co-founder Michal Zalesak highlighted the critical importance of customer retention amidst rising acquisition costs, noting that loyalty has transitioned from a ‘nice to have’ to a top priority for brands. He praised TRIFFT's flexible pricing, fast implementation, and loyalty model rooted in authentic customer behaviour. Gi21 Capital’s Damir Špoljarič echoed this confidence, describing TRIFFT as designed for “the brands of tomorrow—nimble, data-savvy, and emotionally aware.”

With the fresh capital, TRIFFT plans to grow its team significantly, targeting 50 employees by the end of 2025, with a focus on customer success, sales, and engineering roles. The company is also ramping up AI capabilities within its platform, including an automated tool that tailors loyalty programmes based on sector-specific data and business goals. Beyond its established footprint in the UK and Europe, TRIFFT is preparing to enter the US market, aiming to replicate its success in new regions.

TRIFFT’s comprehensive platform also offers flexible customer engagement engines, integration hubs with open APIs and webhooks, and multiple customer touchpoints including branded mobile apps and digital wallet cards. These features are tailored to industries like retail, hospitality, and food ordering, facilitating easy integration with existing CRM, POS, and marketing tools while minimising the need for intensive IT involvement. The startup supports its clients with 24/7 technical assistance and managed services, such as custom development and strategic consulting, to help maintain and expand loyalty initiatives.

Positioned as a plug-and-play solution, TRIFFT’s platform differentiates itself through ease of use and extensive customisation, catering to both online and physical points of sale. Pricing plans begin at $1,500 per month for the first 200 members, with scalability options as businesses grow and loyalty programmes evolve.

In a landscape where brands increasingly prioritise meaningful customer relationships, TRIFFT aims to redefine loyalty with technology that taps into the emotional drivers behind consumer behaviour. The company claims it envisions becoming the Shopify of loyalty, combining cutting-edge AI, deep behavioural insights, and flexible deployment to empower brands striving to foster long-term customer engagement.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[2]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[4]](https://www.trifft.io/)
* Paragraph 2 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[2]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/)
* Paragraph 3 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[6]](https://apps.shopify.com/trifft-instruments-of-loyalty)
* Paragraph 4 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[2]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[5]](https://www.loyaltycentral.works/company/trifft-loyalty-cloud)
* Paragraph 5 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[2]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/)
* Paragraph 6 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[3]](https://www.trifftloyalty.com/), [[4]](https://www.trifft.io/), [[5]](https://www.loyaltycentral.works/company/trifft-loyalty-cloud)
* Paragraph 7 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[6]](https://apps.shopify.com/trifft-instruments-of-loyalty)
* Paragraph 8 – [[1]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/), [[2]](https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/)

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## Bibliography

1. <https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/> - Please view link - unable to able to access data
2. <https://tech.eu/2025/07/17/trifft-loyalty-raises-550k-pre-seed-to-scale-its-ai-driven-emotional-loyalty-platform/> - London-based TRIFFT Loyalty, a tech startup focused on fostering emotional connections between brands and customers, has secured $550,000 in pre-seed funding. The founding team comprises former senior leaders from Google, Groupon, and Exponea (now Bloomreach), bringing expertise in behavioural data, customer engagement, and loyalty program design. TRIFFT's platform enables mid-sized companies to implement advanced, data-driven loyalty strategies without in-house technical resources. Unlike traditional loyalty programs, TRIFFT leverages behavioural data such as referrals, reviews, and visit frequency to deliver personalised experiences and rewards, enhancing customer loyalty. The platform integrates with leading commerce and engagement platforms, including Bloomreach, Klaviyo, Shopify, and WooCommerce, and offers a mobile white-label React Native app for rapid deployment. TRIFFT operates across both online and offline touchpoints, providing brands with a unified view of customer behaviour. The pre-seed round was led by Lighthouse Ventures, with participation from BD Partners, Gi21 Capital, and Koopeo. The company plans to expand its team to 50 by the end of 2025 and is preparing to enter the US market.
3. <https://www.trifftloyalty.com/> - TRIFFT Loyalty offers a comprehensive platform designed to build emotional bonds between brands and customers. The platform includes a flexible, feature-rich customer engagement engine, an integration hub with open APIs and webhooks, and various customer touchpoints such as branded mobile apps and digital wallet cards. TRIFFT provides industry-specific solutions tailored to sectors like retail, hospitality, and online food ordering, aiming to enhance customer engagement and loyalty. The platform is designed for easy integration with existing systems, minimizing the need for IT involvement, and offers 24/7 technical support to its customers.
4. <https://www.trifft.io/> - TRIFFT Loyalty Platform provides a no-boundaries loyalty solution, featuring a flexible customer engagement engine, an integration hub with open APIs and webhooks, and customizable customer touchpoints like branded mobile apps and digital wallet cards. The platform is designed to seamlessly integrate with existing systems, including CRM, POS, and marketing tools, without technical complexity. TRIFFT offers real-time analytics to track customer behavior and program performance, and is built to scale with businesses as they grow, ensuring long-term success in customer loyalty initiatives.
5. <https://www.loyaltycentral.works/company/trifft-loyalty-cloud> - TRIFFT Loyalty Cloud enhances its capabilities by integrating with various third-party solutions, including Customer Data Platforms (CDPs), Enterprise Resource Planning (ERP) systems, and marketing tools. These integrations enable businesses to create a seamless and efficient loyalty ecosystem. TRIFFT also offers managed services, such as technical support, custom development, and strategic consulting, to help businesses maintain and expand their loyalty programs. The platform provides ongoing expansion options, allowing businesses to scale their loyalty programs with additional features and regular updates, ensuring competitiveness and customer engagement.
6. <https://apps.shopify.com/trifft-instruments-of-loyalty> - TRIFFT Loyalty Platform offers a plug-and-play loyalty solution for online and point-of-sale setups. The platform provides extensive customization options for both online and offline customers without requiring technical resources. Pricing is structured based on the number of members, with plans starting at $1,500 per month for 200 members. The platform is designed to work with the latest themes and is supported by TRIFFT Loyalty Platform, with contact details provided for support and inquiries.
7. <https://leadsontrees.com/news/empowering-brands-loyalift-secures-750k-in-pre-seed-funding-to-revolutionize-consumer-data-analysis> - Loyalift, an innovative leader in AI-driven analytics, has successfully raised $750,000 in funding to empower brands with actionable insights derived from 'hidden' consumer data. The company combines consumer interactions on social media with internal customer data to deliver strategic recommendations tailored to each brand's unique needs. This funding will enable Loyalift to enhance its proprietary algorithms and expand its platform capabilities, supporting brands in making informed decisions and crafting more personalized and effective marketing strategies.