



Loyalty Intelligence for Landmark Group’s Shukran Program

Landmark Group, one of the Middle East’s largest retail conglomerates, operates over 2,000 stores and 60+ brands spanning fashion, lifestyle, food, and hospitality. The group set out to unify its diverse portfolio under a single loyalty program that could engage millions of customers across multiple countries and languages.

Unifying Engagement Across a Retail Empire

Each brand within the Landmark ecosystem had its own customer database, reward logic, and engagement model. The result was a fragmented loyalty experience that lacked personalization, scalability, and transparency. The group needed a single loyalty foundation that could connect every brand, market, and customer interaction into one cohesive system.

Designing the Shukran Ecosystem

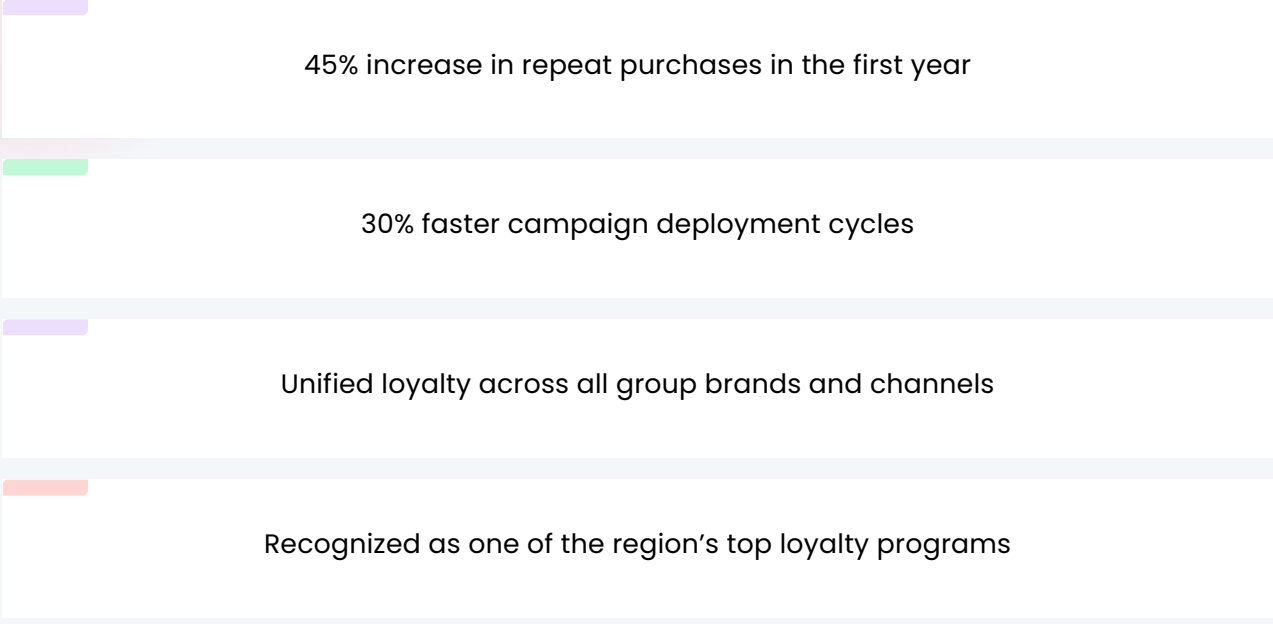
Anubavam partnered with Landmark Group to create Shukran, a multilingual loyalty platform built on .NET, MySQL, and Azure Cloud. The system integrates personalization, real-time engagement, and predictive analytics to deliver one of the region’s most recognized loyalty experiences.

Key capabilities include:

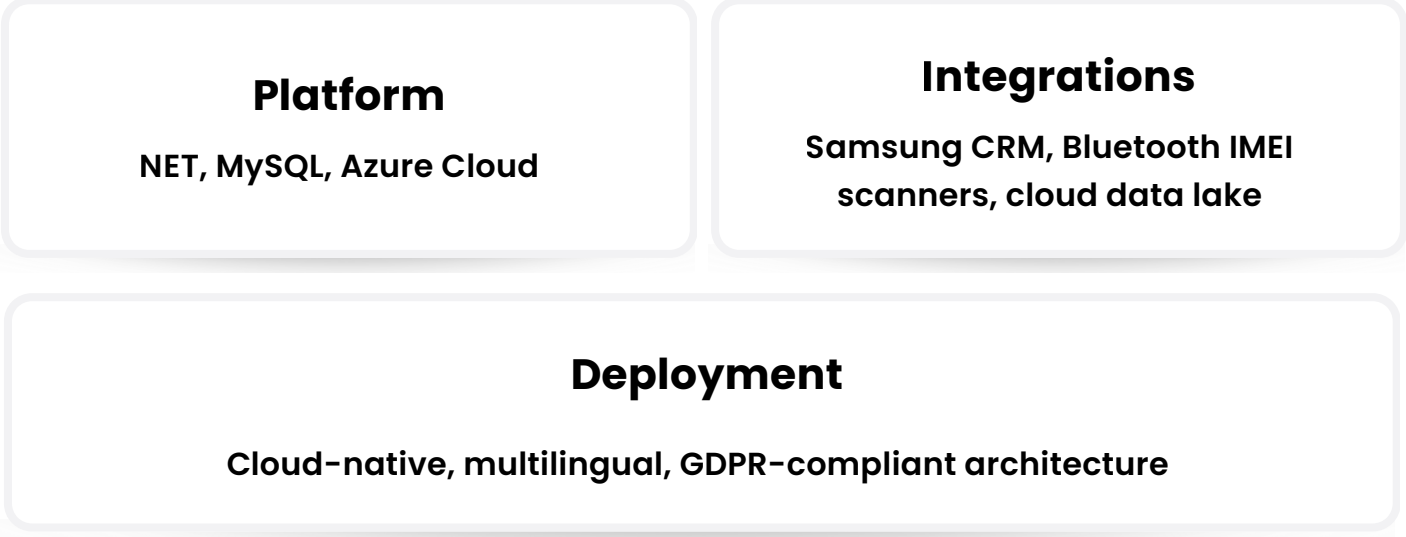
- **Dynamic reward management** ensures instant point calculation and redemption across all brands.
- **Localized experiences** in English and Arabic to connect with customers across 8 countries.
- **Real-time engagement** through mobile apps, push notifications, and geo-targeted offers.
- **Unified analytics dashboard** enabling the group to track trends, segment users, and optimize campaigns.
- **Centralized operations** for enrollments, point synchronization, and campaign deployment.

Impact at Scale

The Shukran program now connects over 8 million active users across 60+ brands in 8 countries.



Technology Foundation



Outcome

Landmark Group redefined customer retention through a unified loyalty ecosystem that connects every brand, customer, and transaction under one intelligent network.

“Shukran is more than a loyalty program; it’s the shared identity of millions of customers across the Landmark family.”

