



Glenumber is a sustainable whisky brand that not only aims to create a high-quality spirit but also prioritises its environmental and social responsibility. They recognise the increasing importance of sustainability in today's world and believes that it is essential to protect the planet and its people while enjoying a little tippie.

Glenumber uses locally sourced and organic ingredients, and their production process is designed to reduce waste and energy consumption. By creating a whisky that is not only delicious but also sustainable, they want to use Veribli to offer customers a unique, meaningful and compelling experience, allowing them to connect with the brand's values and the world around them and drive online sales.



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How they use tokens for system use

Every month Glenumber purchase tokens that they can use within the Veribli ecosystem. They exchange some of those tokens to use the system rather than paying a subscription and only one person in the office needs access to the Veribli system, so they pay for one admin access every month.

Glenumber have several products that they promote through Veribli, from Whisky to Gins and Vodkas. They use a set number of tokens to promote those pages every month and they also pay a small fraction of a token for each page view.

Additionally, they use tokens for utilities on an ad hoc basis, such as customer feedback questionnaires, push notifications and for many other functions that Veribli offers.



How they use tokens to reward their customers



Glenumber rewards its customers using Veribli tokens they purchased in the following ways:

1. Offering a set number of tokens to customers who agree to provide their personal data such as name, age, sex, location, social media accounts, and occupation.
2. Paying portions of a token for social media shoutouts as a way to publicly recognize and reward them for their loyalty or engagement.
3. Paying customers automatically through Veribli's auto-detection system for mentioning the Glenumber on their social media accounts.
4. Providing affiliate payments, by token, to customers for referrals using unique encoded tracked links for each customer, which is tracked by Veribli's 'affiliate' tracking code integrated into their website.
5. Transferring payments automatically through Veribli's system to customers for completing questionnaires on the app.
6. Offering token payments to customers for submitting user-generated content like recipes and pictures to Glenumber's website. The tokens are transferred automatically after Glenumber approves the content for use on their site.
7. Encourage customers to refer their friends and family to your business by offering them tokens for rewards or discounts for every new customer they bring in.



Glenumber customers can use tokens to:

1. Buy limited edition whisky for token holders.
2. Buy limited edition taster glasses, polo shirts, hoodies, bar towel, gift cards and jute bags.
3. Buy bespoke 'your name' labelled bottles.
4. Get discounts for purchasing directly from the distillery shop, either online, or physically, to encourage in-person trade.
5. Get discounted access for distillery tours, deep dive tasting, or other special events.
6. Donate to charity, allowing customers to choose a charity or cause to support or to trade those tokens for environmental support, such as carbon offsetting, or removal of ocean plastics.

