



NEWS RELEASE

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Ansira Receives Best in Class Award from Loyalty360

This is Ansira's third time to receive a Loyalty360 Best in Class Award

ST. LOUIS – June 25, 2024 – [Ansira Partners, Inc.](#) (“Ansira”), an independent global marketing services and solutions company with proprietary website, media, and channel platform technology, today announced that it has been named a winner of this year’s Loyalty360 Best in Class Awards in the Agency & Strategy category.

“It’s an honor to once again be recognized as a Best in Class Award winner as a result of our innovative loyalty work,” said Ansira’s EVP, Integrated Loyalty Sukumar Muthya. “At Ansira, we are proud to support our clients in their loyalty journeys, helping them attract and retain their best customers, consumers, and partners through a holistic view of loyalty solutions across every interaction.”

The [Loyalty360 Best in Class Awards](#) recognize the top tier of Loyalty360 members across various categories, including industry-leading brands, their loyalty programs, customer loyalty strategies and teams, as well as leading customer loyalty agencies and technologies.

Winners were selected by the members of the Loyalty360 editorial staff, analysts, and feedback from Loyalty360 Awards judges. Loyalty360 Best in Class Award winners were based on several factors, including Loyalty360 Award entries, nominations from other Loyalty360 members, interviews, overall program impact, and active industry association involvement over the past 18 months.

Over the past year, Ansira has made innovative strides in its loyalty solution offerings including unique capabilities to help businesses identify and collaborate with partners who can help them attract new customers and foster long-term loyalty. Additionally, Ansira offers loyalty program management capabilities that significantly improve B2C and B2B engagement by boosting program enrollment, increasing program interaction, and driving program utilization.

“Ansira goes beyond just developing a loyalty program; we help our clients transform brand loyalty by crafting exceptional experiences through the lens of the enterprise brand and their distributed sales partners,” said Muthya. “This accolade is a testament to our commitment to excellence and to delivering impactful and forward-thinking loyalty strategies.”

Ansira is backed by Truelink Capital, a middle-market private equity firm based in Los Angeles.

ABOUT ANSIRA

Ansira, a leading independent, global marketing technology and services company with proprietary channel, website, and advertising technology platforms, guides companies operating in distributed ecosystems to connect with their customers, fostering unwavering brand loyalty by seamlessly integrating digital and physical experiences from the enterprise to hyper-local level. Ansira’s innovative blend of human expertise and cutting-edge technology solutions solves the challenges faced by global



marketers today and drives demand for their businesses. For more information on Ansira visit [Ansira.com](https://www.ansira.com) or [LinkedIn](#).

ABOUT TRUELINK CAPITAL

Truelink Capital is a middle-market private equity firm based in Los Angeles. Truelink pairs deep industry experience in the technology-enabled services and industrials sectors with a commitment to building partnerships that drive long-term value creation through an operationally focused strategy. Truelink partners with management, corporate sellers, and founders to accelerate growth through the execution of operational improvements, strategic initiatives, and transformative add-on acquisitions.

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