

Loyal Locker® Launches Beta to Empower Black-Owned Businesses with Next-Gen Loyalty Platform

Atlanta, Georgia Jun 19, 2025 ([IssueWire.com](https://www.issuewire.com)) - Loyal Locker, a blockchain-enabled loyalty platform, proudly announces the beta launch of its platform designed specifically to help Black-owned businesses boost customer retention, engagement, and revenue growth.

Loyal Locker makes it easy for businesses to reward loyal customers through a secure and transparent system. Merchants can create custom point-earning rules, run automated Email and SMS campaigns, and join a growing cross-merchant network—so shoppers can earn and redeem rewards across trusted local businesses.

“We created Loyal Locker to be more than a loyalty app—it’s a network for shared growth,” said Tunde Noibi, Founder of Loyal Locker. “Not only do we help Black-owned businesses scale with modern tools, but we also give customers more reasons to support and stay loyal—knowing their points can travel with them across the community.”

With its cross-merchant loyalty feature, members earn points at one business and redeem them at another—turning everyday purchases into long-term rewards. Every transaction is recorded on the Ethereum blockchain, ensuring transparency and trust for both merchants and shoppers.

Beta Launch Highlights:

- **Mobile App for Members (iOS & Android):** Easily track, earn, and redeem points on the go
- **Cross-Merchant Rewards:** Points can be used across participating Black-owned businesses
- **Built-in Marketing Tools:** Launch loyalty campaigns with minimal effort
- **Founder’s Discount:** Special pricing for early adopters

Now Accepting Beta Signups: Black-owned businesses can reserve a spot in the beta and unlock early access benefits. www.loyallocker.com

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