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## Augeo Unites as One Company to Give Enterprise Clients a Single Partner for Loyalty and Engagement

*Transforming engagement through an enterprise-wide, integrated agentic AI operating system across the employee experience, customer loyalty, event experiences, and creator communities*

**ST. PAUL, Minn., Oct. 21, 2026** – Augeo, a global leader in loyalty and engagement technology, today announced that it has united its businesses into one company under the Augeo brand. Enterprise clients now have one partner across four integrated solutions: Workplace, Loyalty, Experience, and Social. All leverage THEO, Augeo’s agentic AI operating system, to connect engagement across the enterprise and drive growth through shared intelligence and insight.

“Our clients have always benefited from the individual strengths of our businesses and exceptional teams,” said David Kristal, Founder and CEO of Augeo. “Bringing separate operating units under a single Augeo umbrella creates enormous leverage to make possible what was not possible before. We’re positioning for the future of enterprise-wide engagement where agentic orchestration is transforming how people connect and share information. By connecting shared intelligence and workflows across an enterprise, we create insight that grows with every interaction. The result is elevated engagement and compounding returns on the engagement investments our clients make across their enterprise.”

Augeo Loyalty builds and runs reward programs for leading global brands and membership organizations, turning loyalty from a costly budget item into a recurring revenue channel. Augeo Social provides technology that helps brands turn employees, fans, and customers into creators, scaling distribution of authentic brand content, amplified through paid media. Alongside Augeo’s Workplace and Experience solutions, clients can now work with one partner across their employees, customers, fans, and creators, instead of managing separate vendors and often running siloed programs for each. Each solution benefits from shared innovation, resources, and insight, so clients get more value from a single relationship.

The move unites Augeo’s AI engineering and product teams into a single organization and means AI innovation developed for one solution will benefit every client program much faster.

Existing programs, account teams, and points of contact continue unchanged. Augeo’s people and their expertise do the work for clients, and THEO helps them do it faster.

“One of the benefits of working with a single entity across the entire enterprise engagement ecosystem is that clients can start in one area and seamlessly expand as opportunities are identified. Data protocols, security considerations, and administrative processes are all streamlined by working in a more comprehensive fashion. Implementation is faster, results accelerate, and budgets can be used more efficiently,” Kristal added.

For almost three decades, Augeo has grown through independent, entrepreneurial business units, a model that has created significant value, including the successful sale of two businesses: one to Lightyear Capital and another to J.P. Morgan. Now, as one company, Augeo is accelerating AI investments and product transformation for a well-established roster of industry-leading clients.

## **ABOUT AUGEO**

Augeo is a global leader in loyalty and engagement technology. Wherever loyalty lives, in the workplace, the customer journey, live experiences, and social creator communities, Augeo is there, decoding what moves people. One company, four solutions: Augeo Workplace, Augeo Loyalty, Augeo Experience, and Augeo Social. Each is powered by THEO, Augeo’s agentic AI operating system, which reads behavioral signals, applies context, and acts in the moment inside the systems clients already use. For 27 years, Augeo has built the specialized infrastructure behind customer loyalty, workforce recognition, and brand engagement, serving hundreds of clients across 20+ industries and 180+ countries, including nearly 100 of the Fortune 500.

## **MEDIA CONTACT**

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