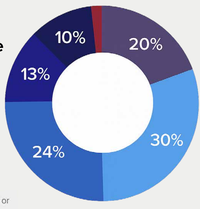
The Data Behind **Lasting Customer Loyalty**

Consumers love loyalty programs—and it shows. When enrolled, 78% of consumers spend more with that brand.

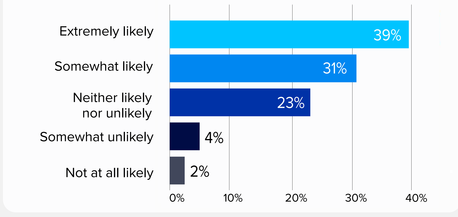
Approximately how much more do you spend with brands where you are a loyalty program member compared to brands where you are not?



Respondents previously indicated purchasing "significantly more" or "more" when enrolled in a loyalty program

During economic uncertainty, loyalty programs become even more important as consumers seek more value from every purchase.

Given the current economic climate, what is your likelihood of relying on loyalty rewards and benefits to shop more with your favorite brands?



There are many ways to help customers enjoy your loyalty program, but some features stand above the rest.

Which of the following features would you be interested in seeing in a Loyalty or Reward Program?

54% Ability to track your progress

52% A chance to win large prizes

42% Rewards in digital currency (like Bitcoin or similar)

32% See how you rank compared to other members

32% Exclusive digital collectibles or NFT as rewards

Features alone don't foster long-term loyalty. **An emotional connection** between your brand and your customers is a must. That's built by creating excitement and making their lives easier.

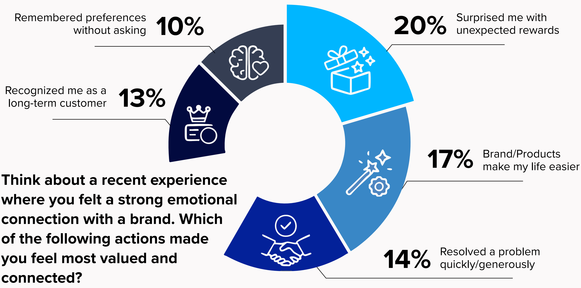
The three pillars of emotional loyalty are

Feeling aligned to a brand's shared values and purpose.

Feeling valued when a brand recognizes customer history and preferences.

Feeling understood through personalization that goes beyond basic demographics.

Think about a recent experience where you felt a strong emotional connection with a brand. Which of the following actions made you feel most valued and connected?



How can your brand stand out?

Use behavioral segmentation data to offer reward redemption options that excite your audience.

Invest in predictive analytics to anticipate needs instead of working in a reactive mode.

Look beyond programs to make loyalty the target outcome for every customer interaction. Every ad, purchase, outreach, and service call is an opportunity to strengthen relationships.

The best loyalty programs combine the right benefits, engagement opportunities, and conveniences to delight customers.
Read our Loyalty Barometer Report to learn what your customers want most.