

MARKETERS ARE INVESTING IN CUSTOMER LOYALTY AND YOU SHOULD BE TOO!



Offering many benefits such as more engagement, more consumer data, and more spending it's no surprise that customer loyalty is a top priority for some of the world's biggest brands.



BENEFITS OF IMPROVED CUSTOMER LOYALTY

Acquiring a new customer is time consuming and expensive, improving customer loyalty helps ensure this effort doesn't go to waste.



Acquiring new customers is **5x to 25x** more expensive than retaining old ones.



Increasing customer retention by as little as 5% can increase profits **25% - 95%**

HOW LOYAL IS THE AVERAGE CUSTOMER?

Just because a customer spends a lot doesn't mean they're loyal...



25% - 50% of a brand's highest spending customers also shop at competitor stores.



Big spenders know their value and are the quickest to look elsewhere after a bad experience.



YOU HAVE TO ENSURE GREAT EXPERIENCES FOR YOUR CUSTOMERS AND REWARD THEM FOR CHOOSING YOUR BRAND.

LOYALTY PROGRAMS ARE WORTH THE INVESTMENT

Customer loyalty programs let you reward customers that choose your brand and gives you a powerful tool to engage with them over a longer timeline.



Members of loyalty programs generate between 12% - 18% more revenue than non-members on average.



73% of consumers believe a loyalty program shows a brand cares about its customers.



In a survey of 234 brands, 50% already offer a loyalty program and 57% are planning to invest more into them.



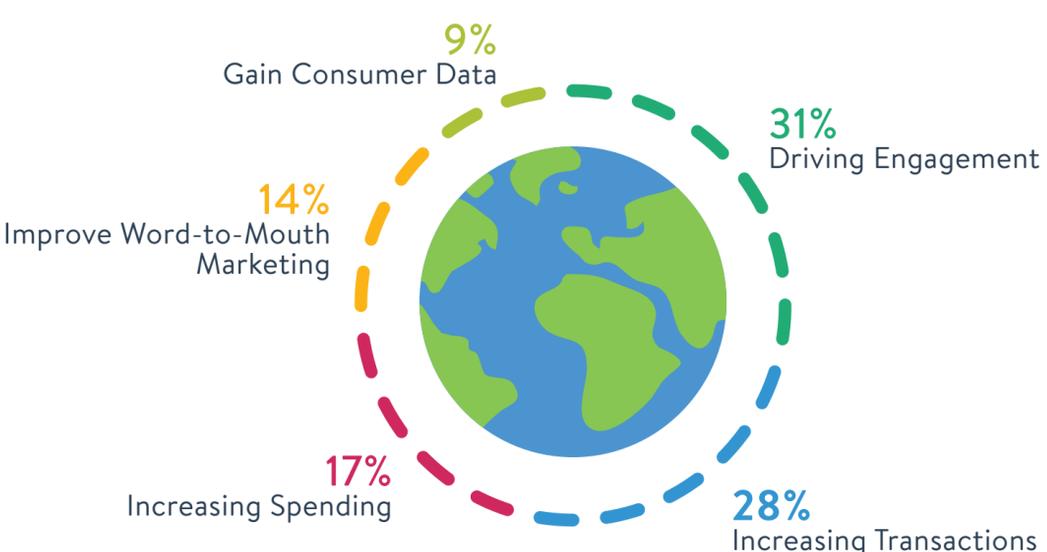
Engagement drives customer loyalty... engaged customers are 5x more likely to buy from one brand.



Engaged customers tend to buy 90% more often and spend 60% more per transaction.

WHAT ARE GLOBAL BRANDS FOCUSING ON?

The 234 brands surveyed listed five main areas they were focusing on:



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