

BUILDING BRAND LOYALTY

How to Build Brand Loyalty in the Age of E-Commerce:²

- 1 Make it easy for customers to try before (and return after) they buy.
- 2 Offer total product transparency.
- 3 Respect the integrity of customer data.

Programs influence positive consumer behaviors and relationships.⁴

Consumers are willing to change behaviors:⁴

70% modify when/where they purchase to maximize points

67% modify brands purchased to maximize points

66% modify amount spent to maximize points

LOYALTY PROGRAMS DEEPEN RELATIONSHIPS:⁴

81% say programs make them more likely to continue doing business with brands.

75% say programs are part of their relationship with brands.

73% say they are more likely to recommend brands with good loyalty programs.

Only 22% are very satisfied with the level of personalization they're getting.

Only 20% strongly agree that brand and program reps make them feel special and recognized.

The % of members satisfied with their loyalty programs is **8x higher** among those who are very satisfied with level of personalization (vs. members who are very dissatisfied).

In the age of the consumer, relationships determine success, as they are the last remaining source of competitive advantage.¹



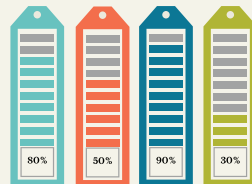
3.3 billion: the number of U.S. customer loyalty memberships in 2015³

26%: increase in number of memberships since 2013³

29: Average number of loyalty programs held by American households (vs. 22 in 2013)³

12: Number in which they are actually active (vs. 9 in 2013)³

This is an increase in the numbers, but a drop of 2% in the active membership rate.



Create relevant marketing messages to connect with your consumers in meaningful ways via highly personalized campaigns.⁶

5x increase in conversion when one online shoe retailer segmented by gender vs. sending to its entire list.

160% increase in revenue after a gourmet food company added a checkbox at checkout asking if the item was a gift, then created a segment for gift buyers as one of its 4 holiday segments for personalized messaging.

MORE MOBILE: Mobile Engagement is Linked with Higher Program Satisfaction⁴

57% of members would like to engage with program via mobile phone

30% downloaded program mobile app

49% don't know if there is a mobile app for their program



Sources: **1** "Loyalty As We Know It Is Dead," Michelle Saettler, Forrester Analyst, Mobile Marketer.com; **2** "Want to Build Loyalty in the Age of Ecommerce? Trust Your Customers. Don't Expect Them to Trust You," Entrepreneur; **3** The 2015 Colloquy Loyalty Census: Big Numbers, Big Hurdles; **4** "The 2016 Bond Loyalty Report: What's Trending in Loyalty?" Bond Brand Loyalty; **6** Marketing Personalization: Let the Data Do the Work, Bronto.