



Loyalty In The Wild Results

What 120 brand teams told us about running loyalty in the real world

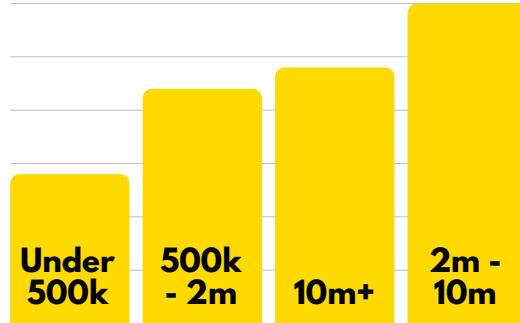
Your primary sector

- Subscription/DTC - 8%
- Financial/Utilities - 13%
- Other - 14%
- Grocery/Mass Retail - 18%
- Travel/Hospitality - 23%



24% Fashion & Beauty

Customer base size



The statement which is most true towards your loyalty approach

26%
“Talked about as **strategic**, treated **tactically**”

Drivers of loyalty or retention decisions



58%

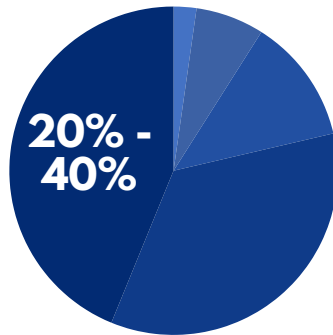
Commercial Pressure

Your role in relation to loyalty



43% Strong Influencer

Active % of your customer database



Where does loyalty officially sit?



47% Marketing Team

The team that has the loudest influencing voice



42%
Marketing

How you primarily engage customers today



60% Omni-Channel (Store & Digital)

Current loyalty approach within the business

76%



run a formal loyalty programme

Final loyalty decisions are owned by



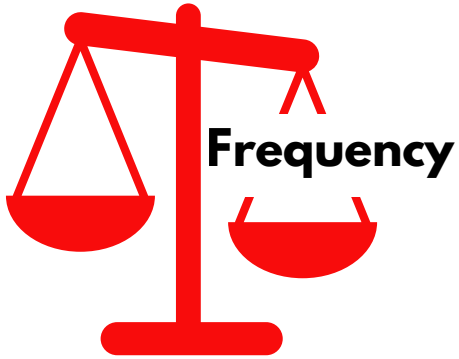
34%
Marketing Leadership

What is relied on when loyalty performance is questioned internally



57% Hard Commercial Evidence

When trade-offs are made, loyalty is mainly used to influence:

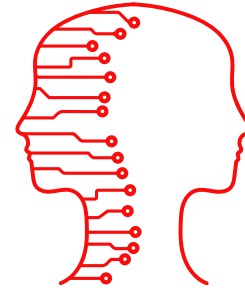


When changes are made, they usually require:



49% Several Teams

Your organisation's current use of AI in loyalty is best described as..



34%

Being discussed, but unclear

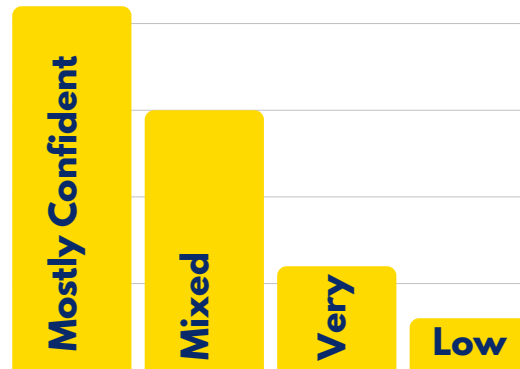
Loyalty is connected to other customer touchpoints



The statement that best describes your loyalty or CRM technology today

“Functional but restrictive”

Your confidence in the data that informs loyalty decisions



Best description of test-and-learn in loyalty

“Happens occasionally when we want to test a new reward or communication strategy”

Loyalty or retention progress in your organisation is slowed by:

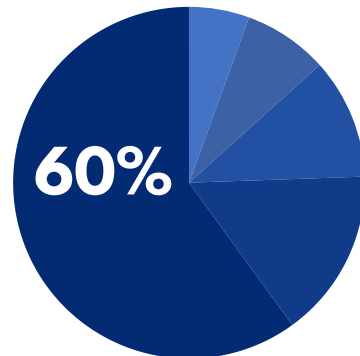


27% Technology Constraints

The ease of making meaningful changes to loyalty activity



Your current business approach to loyalty and retention



Transactional Behaviour

When loyalty performance disappoints, the response is usually:

46% Optimise and Iterate

2% Blame teams or external factors

If you were being brutally honest, loyalty in your business is currently:



43%

Meeting the business case and building belief and allies