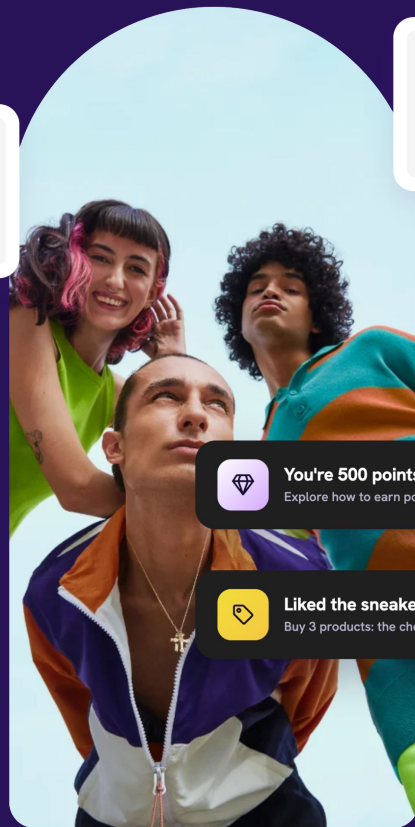


NOT OLD NEWS

Loyalty programs: Iterate or die

Zsuzsa Kecsmar at Antavo AI Loyalty Cloud
Lukas Savetun from Scandic Hotels

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You're 500 points from Gold
Explore how to earn points



Liked the sneakers? Build a look
Buy 3 products: the cheapest is free

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WHO WE ARE

Meet Antavo

The AI Loyalty & Incentives platform behind brands people come back to.

10+

years

100M+

members

60+

countries

Gartner®

FORRESTER®

IDC

QKS Group

Paul Smith

Calvin Klein

C&A

benefit
SAN FRANCISCO

LUISAVIAROMA

RIP CURL

ÅHLÉNS

POLITIX

Kathmandu

LIZ EARLE

REPRESENT

NOTINO

T O M M Y
HILF I G E R

SKIMS

Scandic

INGKA
CENTRES

KFC

flying tiger
copenhagen

JELLYCAT
LONDON

HYATT
HOTELS & RESORTS

P&C
VANGRAAF.COM



Yeo
Valley
ORGANIC

VIVOBAREFOOT

LeMieux

Hawkstone

Whittard
CHELSEA 1886

ARCADÉ

omy

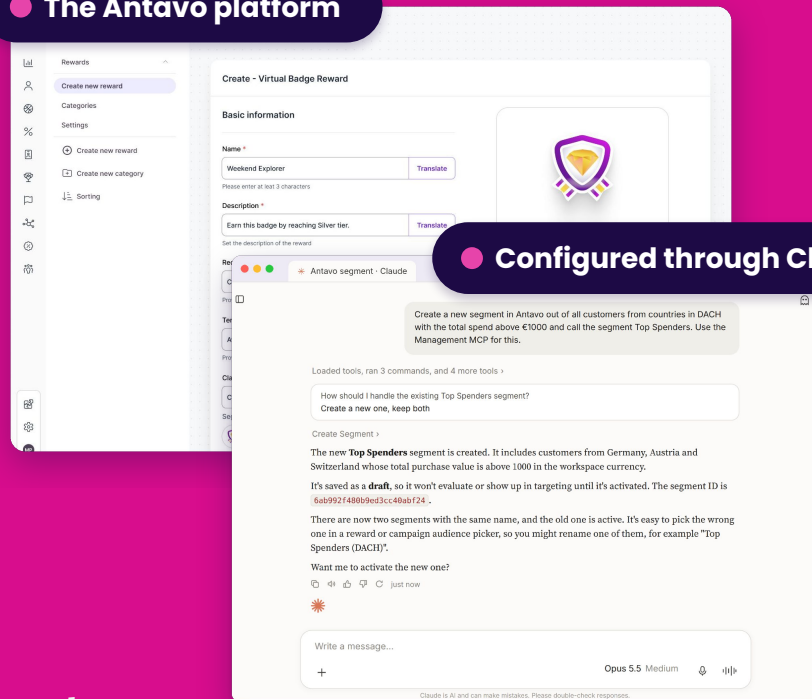
BAYER

GLS

HOW ANTAVO WORKS

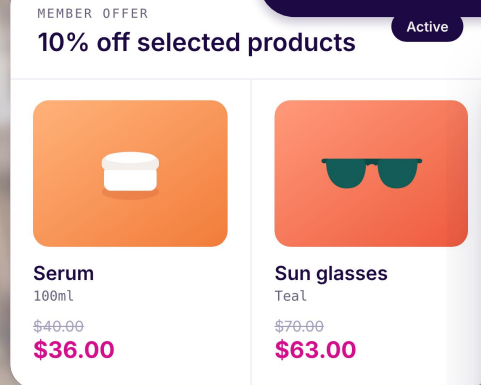
Built in the Antavo platform Used by customers everywhere

The Antavo platform



Configured through Claude

Promotions & Offers



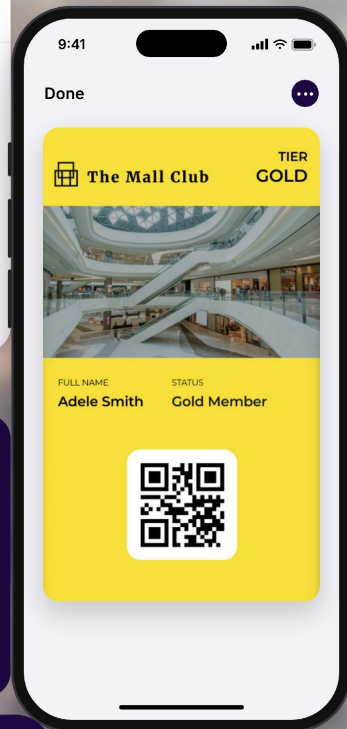
VIP MEMBERS

VIP MEMBERS
2,140



Updates from live signals · syncs to any campaign or trigger

Loyalty & Membership Programs



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OUR RESEARCH, NOW THE INDUSTRY'S REPORT

5 editions of the Global Customer Loyalty Report

500M+
member
actions
analyzed

3,000
marketers
surveyed

10,000
consumer
s surveyed



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You're the first to see this

Brand-new data from 10,000
consumers and 3,049 marketers,
PRELIMINARY NUMBERS

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WHAT MARKETERS SAY

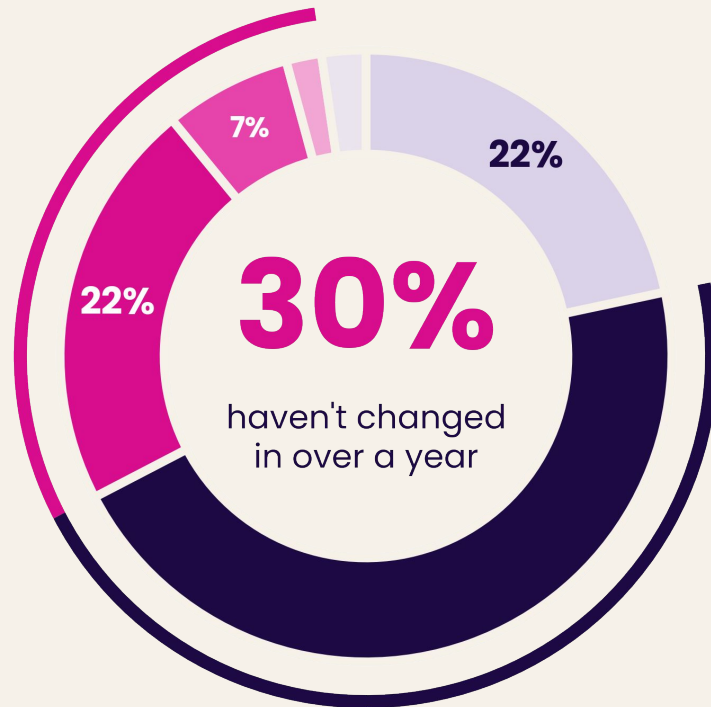
1 in 3

loyalty programs haven't changed in over a year

46%

made their last significant
change 4–12 months ago

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■ Last 3 months **22%** ■ 4–12 months **46%** ■ 1–2 years **22%**
■ 2+ years **7%** ■ Never **2%** ■ Not sure **2%**

Q: When did you last make a significant change to your loyalty program?
Marketers running a loyalty program (n=2,139). Global Customer Loyalty
Report 2027.

WHAT MARKETERS SAY

**“There was
no need”**

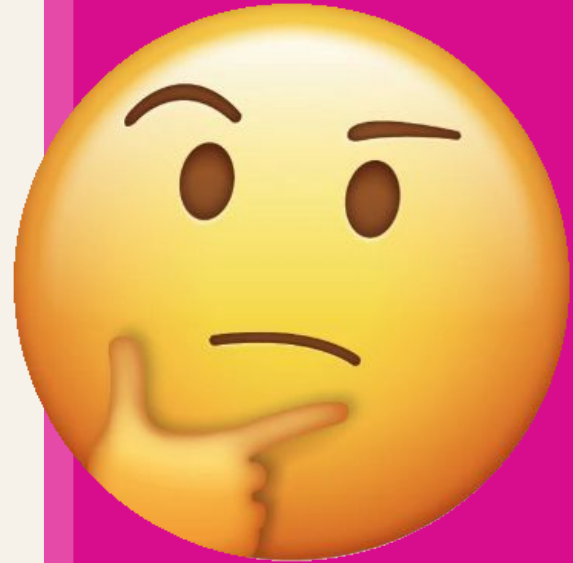
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**The #1 reason
programs
untouched for 2+
years give for
standing still**

WHAT MARKETERS SAY

**“There was
no need”**

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WHAT CONSUMERS SAY

7 in 10

customers have **stopped**
clapping

Meaning they have stopped using at least one
loyalty program

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WHY THEY STOPPED

01

29%

said the rewards weren't worth
chasing

02

27%

said there wasn't enough value for
the effort

03

17%

said there were too many programs
to keep track of

Q: Have you ever stopped using a loyalty program? If so, why? Up to 3 answers.
Consumers (n=10,000). Global Customer Loyalty Report 2027.

The brands keeps clapping...

MARKETERS THINK

79%

think members feel valued by their loyalty program

19-pt gap

88%

are satisfied with their own program

17-pt gap

Marketers running a loyalty program (n=2,139).

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...and don't notice customers

CONSUMERS SAY

60%

actually feel valued

71%

are satisfied with programs they use

Consumers using loyalty programs (n=9,162). Global Customer Loyalty Report 2027.

WHAT CONSUMERS SAY

Your loyal customers are **more loyal than you think**

If an AI assistant recommended an alternative brand, would they switch?

54%

of consumers would stick with the brand they already know



50%

of marketers think their loyal customers would switch



23%

of consumers say they actually would

Consumers: n=10,000. Marketers: n=2,139. Global Customer Loyalty Report 2027.

WHAT CONSUMERS SAY

45%

say it takes **too long** to
earn rewards

It's members' #1 disappointment, and
impatience grows with age.

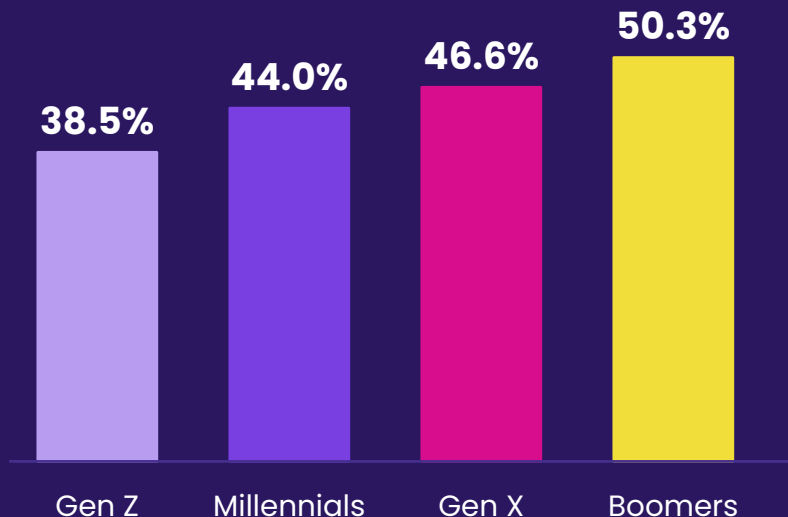
Up to 3 answers. Loyalty program users (n=9,162). Global Customer Loyalty
Report 2027.

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BY GENERATION

**Q: What do you find most disappointing in a loyalty
program?**

% who chose "It takes too long to earn rewards"



WHAT CONSUMERS SAY

45%

say it takes **too long** to
earn rewards

It's members' #1 disappointment, and
impatience grows with age.

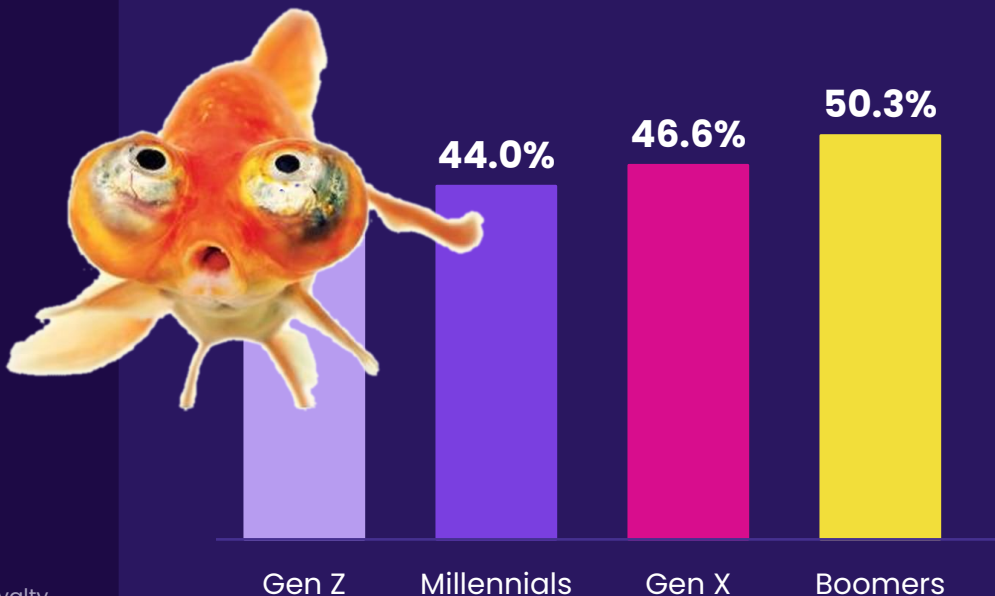
Up to 3 answers. Loyalty program users (n=9,162). Global Customer Loyalty
Report 2027.

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BY GENERATION

**Q: What do you find most disappointing in a loyalty
program?**

% who chose "It takes too long to earn rewards"





Do you think promotions, incentives and rewards influence shopping behavior for customers?



Promotions, incentives and rewards...



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...change how most consumers shop

CONSUMERS SAY

66%

say they influence their shopping behavior



■ Yes 66% ■ No 24% ■ Not sure 10%

Q: Do promotions, incentives and rewards from brands influence your shopping behavior? Consumers (n=10,000). Global Customer Loyalty Report 2027.

Loyalty programs need to change over time

INTRODUCING...

“Iterative Loyalty”



And we created the
perfect toolset for that
:)))



Moonlit chat?

How can I help you today?



Chat

Cowork

Opus 5.5 Medium



Configure your loyalty program through your AI assistant

The Antavo platform

The screenshot shows the Antavo platform's 'Create - Virtual Badge Reward' interface. On the left is a sidebar with navigation options: Rewards, Categories, Settings, Create new reward, Create new category, and Sorting. The main content area is titled 'Create - Virtual Badge Reward' and contains several sections: 'Basic Information' with fields for Name (Weekend Explorer), Description (Earn this badge by reaching Silver tier), and Redeem instructions (Complete the required action to unlock and claim); 'Terms and Conditions' with a field for Available to eligible loyalty members only; and 'Claim button label' with a field for Claim badge. At the bottom, there is a 'Segments' section with a 'Choose file' button and a file named 'reward1.jpg'.

Configured through Claude

The screenshot shows the Claude AI interface with a conversation about configuring a segment in Antavo. The browser tab is 'Antavo segment - Claude' and the address bar shows 'claude.ai'. The conversation starts with a prompt: 'Create a new segment in Antavo out of all customers from countries in DACH with the total spend above €1000 and call the segment Top Spenders. Use the'. The AI responds: 'How should I handle the existing Top Spenders segment? Create a new one, keep both'. The user then says 'Create Segment >'. The AI provides detailed instructions: 'The new **Top Spenders** segment is created. It includes customers from Germany, Austria and Switzerland whose total purchase value is above 1000 in the workspace currency. It's saved as a **draft**, so it won't evaluate or show up in targeting until it's activated. The segment ID is `6ab992f480b9ed3cc40abf24`. There are now two segments with the same name, and the old one is active. It's easy to pick the wrong one in a reward or campaign audience picker, so you might rename one of them, for example "Top Spenders (DACH)". Want me to activate the new one?'. The user responds with icons and the text 'just now'. The AI responds with a star icon. At the bottom, there is a text input field 'Write a message...' and a button 'Opus 5.5 Medium'.

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“Iterative Loyalty” in real life

DESIGNING LOYALTY AROUND CHANGE IN MEMBER BEHAVIOUR & EXPECTATIONS...

How Antavo works with Scandic Hotels



antavo × Scandic

SCANDIC HOTELS IN BRIEF



Scandic

Founded 1963
Laxå, Sweden

280+
hotels

Sweden • Norway • Finland • Denmark • Germany • Poland

58,000 hotel
rooms

19,000 team
members

Scandic is the largest hotel operator in the Nordics, and Scandic Friends is the biggest hotel loyalty program in the Nordics.

Scandic expands into the UK & Ireland and acquires Maldron & Clayton Hotels.



SCANDIC FRIENDS

3,5m
Members

7
Friendship levels

6
Markets

38%
Share of nights sold

THE PANDEMIC CHANGED TRAVEL PATTERNS

New behaviour and expectations challenged our loyalty program.

BUILDING BLOCKS TO A REDESIGNED PROGRAM



UNDERSTAND

LISTEN AT DIFFERENT LEVELS

- Global loyalty trends and research
- Our annual member survey
- Post-stay evaluations and feedback
- Member behaviour and program data



SIMPLIFY

BUILD A STRONGER FOUNDATION

- A new look and feel
- Simpler level qualification
- Clearer ways to earn points
- Easier ways to use points



RECOGNIZE

CREATE MORE WAYS TO PROGRESS

- Five → seven levels
- Earlier, achievable milestones
- More room to keep progressing
- Choosable benefits

COMPLETE LOYALTY REVAMP DELIVERED

FOCUS TO ATTRACT NEW MEMBERS, ENGAGE & RETAIN

Scandic

LOYALTY PLATFORM



DESIGN, TIERS & BENEFITS



PERSONALIZED REWARDS & PROMOTIONS



SAS PARTNERSHIP FEATURES



DIGITAL TEAM MEMBER CARD

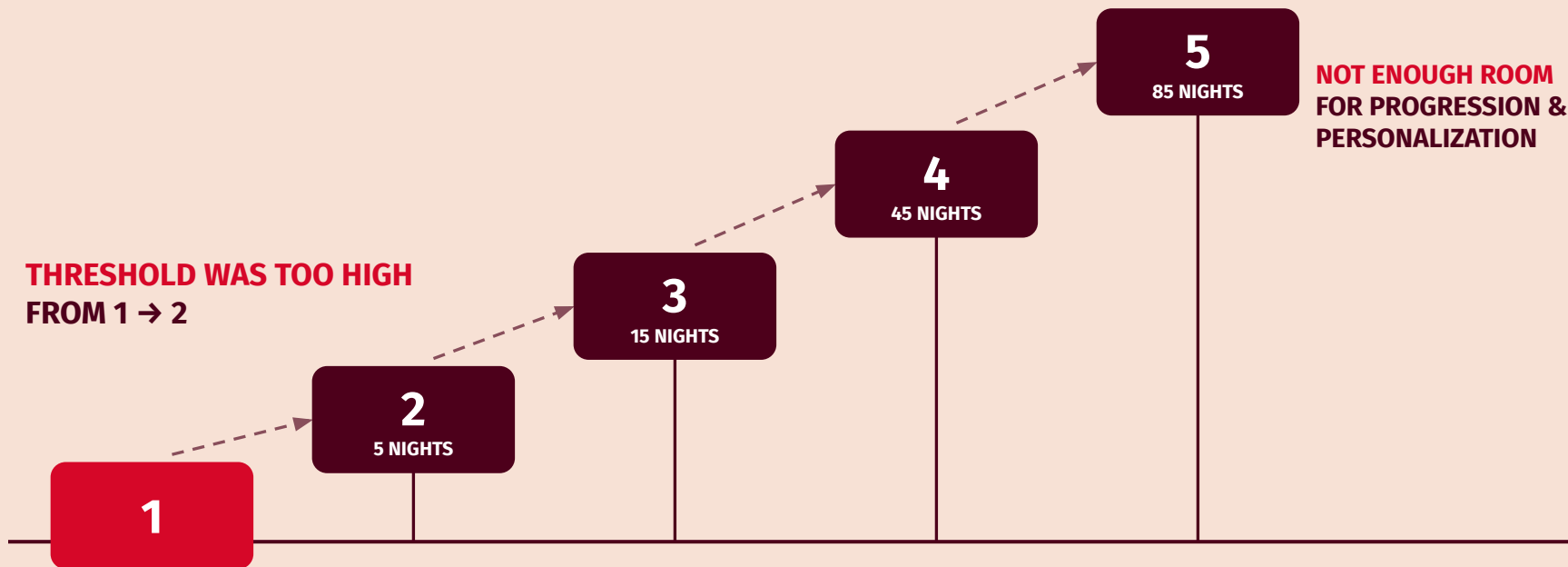


DIGITAL REWARDS



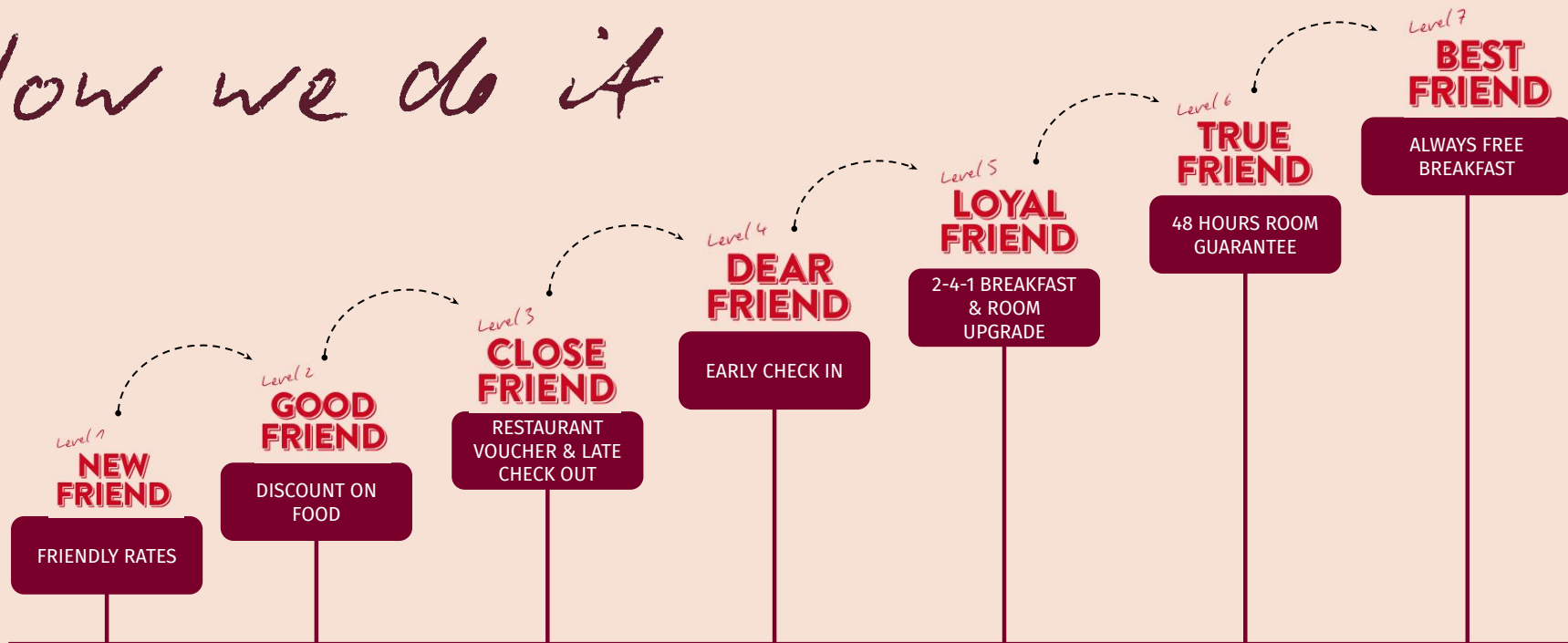
OLD PROGRAM SETUP

Five levels, measured in nights per year



SCANDIC FRIENDS

How we do it



MEMBER ENGAGEMENT IS UP

MEMBER ACTIVITY, SHARE OF REVENUE & POINT REDEMPTIONS ARE UP

MEMBER SHARE OF ROOM NIGHTS

35.9% → 38.5%

BEFORE LAUNCH → TODAY

SPEND PER ACTIVE MEMBER

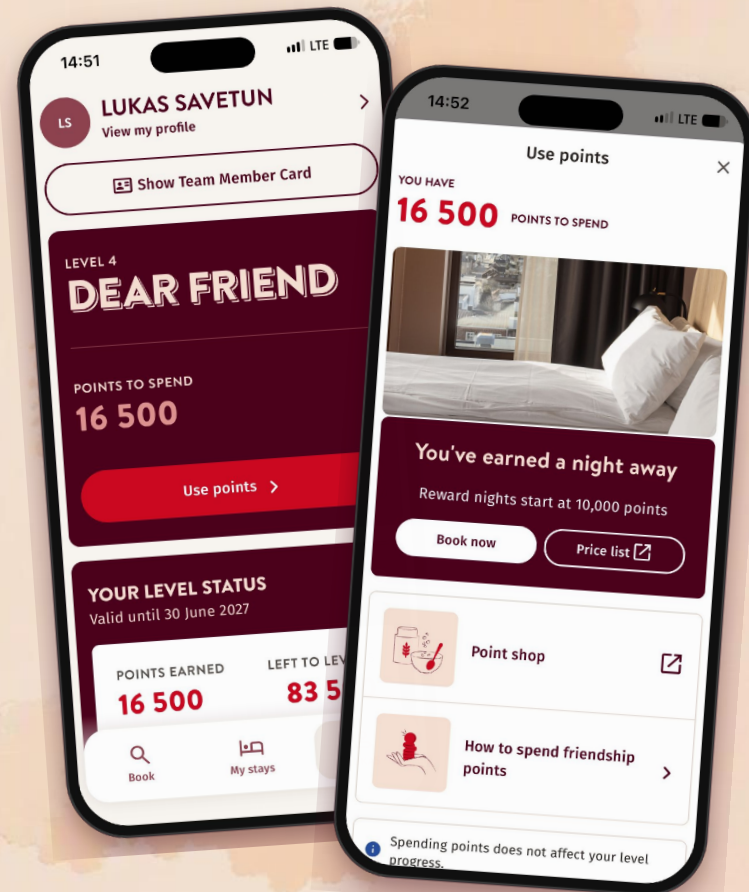
+23%

SINCE LAUNCH OF NEW SCANDIC FRIENDS

ACTIVE MEMBER GROWTH

+14%

SINCE LAUNCH OF NEW SCANDIC FRIENDS



**DO NOT PROTECT YOUR PROGRAM
FROM CHANGE.**

PROTECT ITS RELEVANCE.

EVOLVE WITH CHANGING MEMBER BEHAVIOUR & EXPECTATIONS.

VALIDATE ASSUMPTIONS AGAINST REAL MEMBER BEHAVIOR.

**BE BOLD - CHANGE CORE PARTS OF YOUR PROGRAM IF
NECESSARY.**

COMING FEBRUARY 2027

Be the first to get the Global Customer Loyalty Report 2027

The full results, including country and industry breakdowns.

Visit the Antavo booth to enter the raffle

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Q&A

Thank you.

Questions? Let's talk

antavo



Zsuzsa Kecsmar

Chief Strategy Officer &
Co-founder, Antavo



Lukas Savetun

Product Owner & Insights
Manager for Loyalty, Scandic
Hotels



Scan to connect on LinkedIn