

THE 2016 BOND LOYALTY REPORT

WHAT'S TRENDING IN LOYALTY?

NUMBER OF LOYALTY CARDS IN WALLET UP, BUT NOT ALL ARE ACTIVELY USED

13.4 ↑ Average # of Loyalty Program Memberships

6.7 Are active

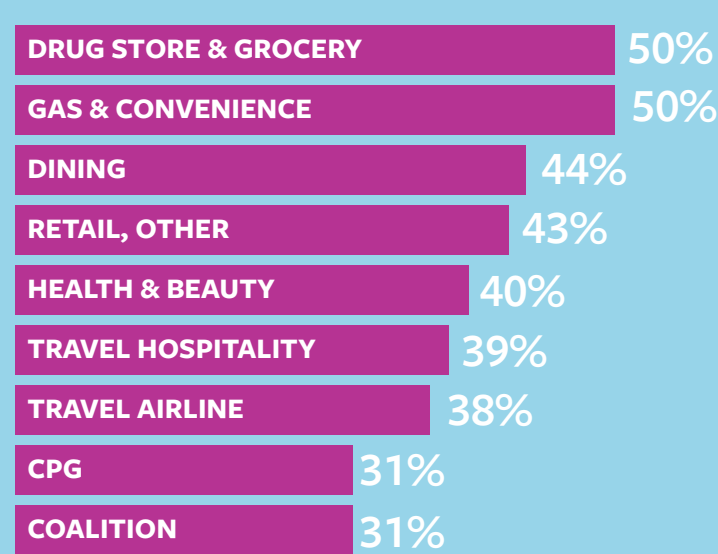


MEMBER SATISFACTION IS UP

44% ↑ (43% in 2015)

of members are very satisfied with the program experience

SATISFACTION BY CATEGORY



THE CONSUMER HAS SPOKEN: THE 2016 LEADERS IN LOYALTY (SELECT TOP PROGRAMS BY SECTOR)

QSR DINING



CHICK-FIL-A THE A-LIST

DEPARTMENT STORE

KOHL'S

KOHL'S YES2YOU REWARDS

CPG



GENERAL MILLS EVERYDAY SAVER

DRUG STORE / GROCERY



GIANT EAGLE FUELPERKS!

GAS & CONVENIENCE



SHEETZ MYSHEETZ CARD

RETAIL



AMAZON PRIME

TRAVEL AIRLINE



SOUTHWEST AIRLINES RAPID REWARDS

TRAVEL HOSPITALITY

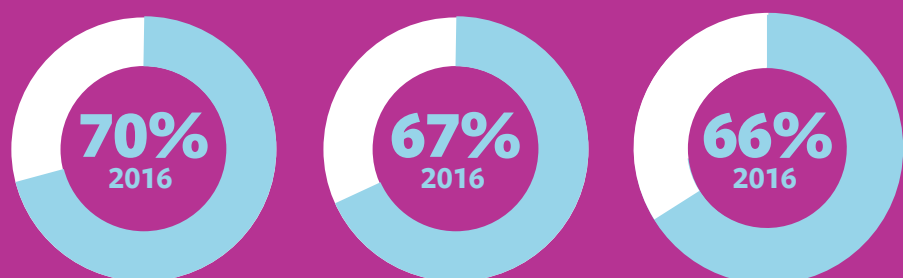


MARRIOTT REWARDS

THE PROGRAM PAYOFF: PROGRAMS INFLUENCE POSITIVE CONSUMER BEHAVIORS AND RELATIONSHIPS

CONSUMERS ARE WILLING TO CHANGE BEHAVIORS

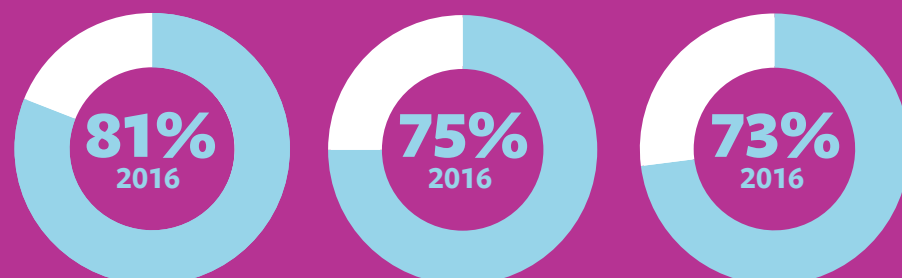
LOYALTY PROGRAMS DEEPEN RELATIONSHIPS



"I MODIFY WHEN/WHERE I PURCHASE TO MAXIMIZE POINTS"

"I MODIFY BRANDS PURCHASED TO MAXIMIZE POINTS"

"I MODIFY AMOUNT SPENT TO MAXIMIZE POINTS"



"PROGRAMS MAKE ME MORE LIKELY TO CONTINUE DOING BUSINESS WITH BRANDS"

"PROGRAMS ARE PART OF MY RELATIONSHIP WITH BRANDS"

"I AM MORE LIKELY TO RECOMMEND BRANDS WITH GOOD LOYALTY PROGRAMS"

MARKETERS ARE LEAVING LOYALTY ON THE TABLE: PERSONALIZATION AND CUSTOMER EXPERIENCE DRIVE SATISFACTION DIVIDENDS

ONLY... **22%**

ARE VERY SATISFIED WITH THE LEVEL OF PERSONALIZATION THEY'RE GETTING

AND ONLY... **20%**

STRONGLY AGREE BRAND AND PROGRAM REPS MAKE THEM FEEL SPECIAL AND RECOGNIZED

Percent of Members Satisfied with Program is

8X

higher among those who are very satisfied with level of personalization (vs. Members who are very dissatisfied)

Percent of Members Satisfied with Program is

2.7X

higher among Members whose program representatives make them feel special and recognized

Percent of Members Satisfied with Program is

2.9X

higher when program experience is consistent across touch points

MORE MOBILE: MOBILE ENGAGEMENT IS LINKED WITH HIGHER PROGRAM SATISFACTION

57%

OF MEMBERS WOULD LIKE TO ENGAGE WITH PROGRAMS VIA MOBILE PHONE



YET, MARKETERS ARE STILL MISSING THE MARK

30%

Downloaded program mobile app

49%

Don't know if there is a mobile app for their program

THE 2016 BOND LOYALTY REPORT

6th YEAR

A SAMPLE OF OVER **19k**

NORTH AMERICAN CONSUMERS PARTICIPATED IN THIS STUDY THROUGH AN ONLINE SURVEY

58

ATTRIBUTES INCLUDING

PROGRAM MECHANICS • REWARDS COMMUNICATIONS • NEEDS FULFILLMENT LOYALTY EMOTIONAL & BEHAVIORAL OUTCOMES BRAND ALIGNMENT • AND MORE!

280+

KEY PROGRAMS IN INDUSTRIES

RETAIL • PAYMENTS • TRAVEL • GAS CONSUMER PACKAGED GOODS • COALITION ENTERTAINMENT • DINING



FREE DOWNLOAD

EXECUTIVE SUMMARY OF THE BOND BRAND LOYALTY REPORT



BUY THE FULL REPORT

COMPLETE CUSTOM DEEP DIVE REPORT, DATA FILES AND PRESENTATION

LEARN MORE AT BONDBRANDLOYALTY.COM/2016LOYALTYREPORT

Bond Brand Loyalty is a management-owned agency that specializes in building brand loyalty for North America's most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences and proprietary loyalty technology platforms. Visit our website, follow us on Twitter or contact us at 1-844-277-2663.

