

Perfect Proportions of Brand Loyalty

We asked 12,000 consumers what it means to be loyal to a brand. What they told us revealed valuable insights for brands looking to build and measure brand loyalty. There are perfect proportions of both emotional and rational sentiments that point to where brands should focus loyalty efforts.

What does it mean to be loyal to a brand?

78%

Say Being Highly Likely to Continue Doing Business With Brand

67%

Say Making Majority Of Category Purchases At Brand

64%

Say Choosing A Brand Over Other Similar Options

62%

Say Going Out Of Your Way To Make Purchases From Brand/Company

59%

Say Making Purchases More Frequently

47%

Say Making More Purchases On Each Visit

43%

Say Being Willing To Pay A Premium To Use Brand

73%

Say Recommending A Brand

72%

Say Thinking About Brand First When Purchasing In Category

69%

Say Missing the Brand If It Were Gone

64%

Say Loving the Brand

60%

Say Reading Brand Communications

47%

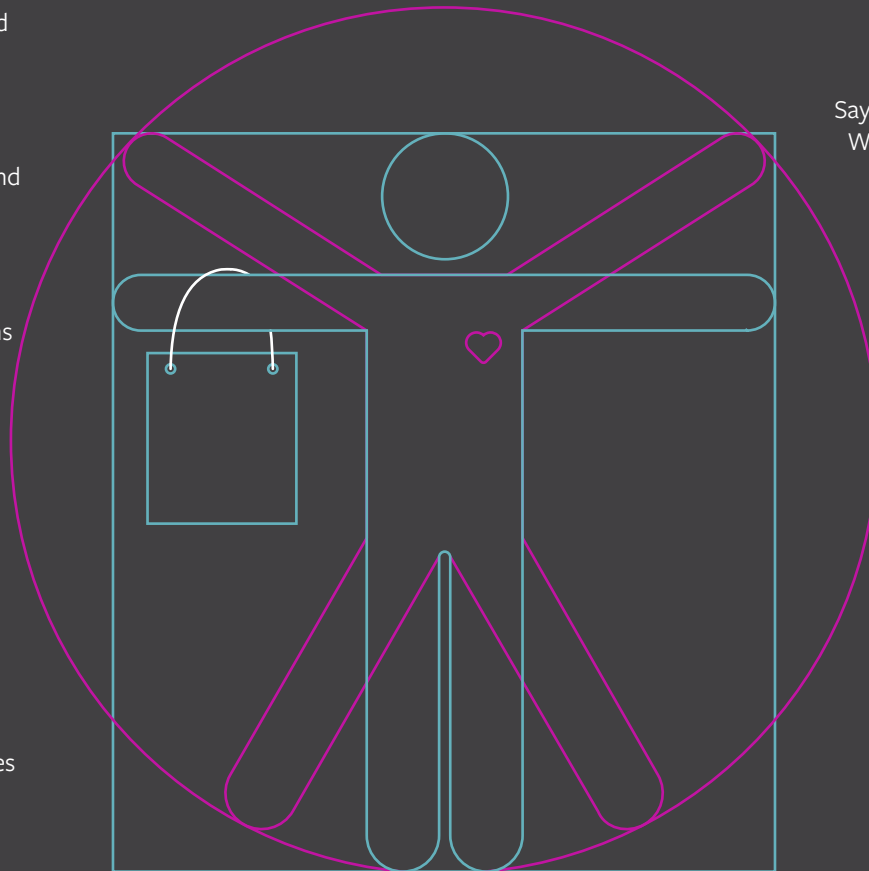
Say Forgiving the Brand For Mistakes

45%

Say Posting Reviews/Comments Brand

42%

Say Following the Brand On Social Media



Bond Brand Loyalty, Formerly Maritz Canada and Maritz Loyalty Marketing, 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.



SOURCE: The 2015 Bond Loyalty Report <http://bit.ly/TLR2015>