

What consumers want from loyalty programs

Article

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When it comes to loyalty programs, **61%** of consumers worldwide would use them more if rewards were applied automatically. More than **half** would be tempted if they could use rewards across multiple brands, personalize their rewards, or track their points easily.

Beyond the chart: Amid inflating prices and deflating brand loyalty, programs that unlock deals and discounts are key for brands to retain customers. Around the world, **56%** of

consumers said they're more likely to buy from a brand with a **loyalty program**, but **64%** of loyalty program members don't redeem rewards more than a few times a year. Consumers are looking not just for personalized perks, but for perks that don't make them jump through hoops.

Reasons Why Consumers Worldwide Would Use Loyalty Programs More Often, Feb 2022

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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