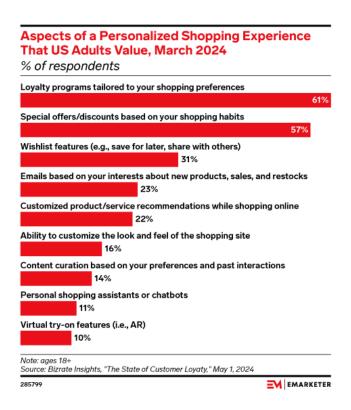
Consumers want personalized loyalty programs

Article





Key stat: 61% of US adults value <u>loyalty programs</u> that are tailored to their shopping preferences, according to a March 2024 Bizrate Insights survey.

Beyond the chart:

- Consumer data is key to creating a more personalized experience for consumers.
- Gen Z consumers are the most comfortable giving brands their personal data for an improved experience, while baby boomers are the least comfortable, according to a September 2023 survey from Vanson Bourne.
- Al tools can help brands analyze and apply consumer insights. Nearly three-quarters (72%) of US digital <u>retailers</u> believe that Al-driven personalization and generative Al will affect their business the most in 2024, per a December 2023 survey from Bolt.

Use this chart:

- Evaluate personalization tactics.
- Identify how to boost consumer engagement.

More like this:



- Discounts are the leading reason consumers sign up for loyalty programs
- Loyalty programs' top friction points include delays, difficulties earning rewards
- Consumers want points and rewards above all other loyalty perks
- Hyper-Personalization Explainer 2024 (EMARKETER subscription required)

