

Consumers want personalized loyalty programs

Article



Aspects of a Personalized Shopping Experience That US Adults Value, March 2024

% of respondents



Note: ages 18+

Source: Bizrate Insights, "The State of Customer Loyalty," May 1, 2024

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Key stat: 61% of US adults value [loyalty programs](#) 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.
- AI tools can help brands analyze and apply consumer insights. Nearly three-quarters (72%) of US digital [retailers](#) believe that AI-driven personalization and generative AI 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*)