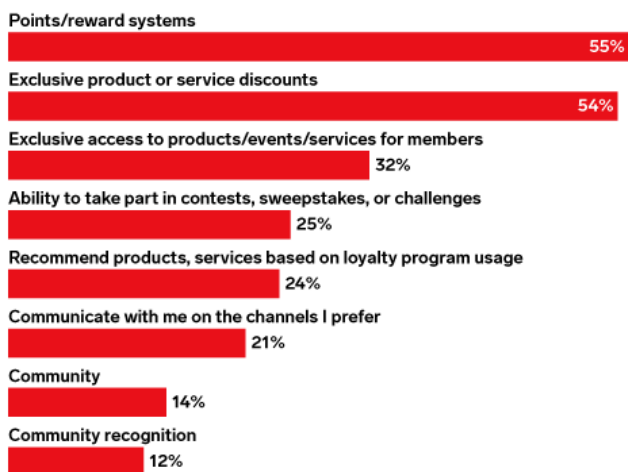


Consumers want points and rewards above all other loyalty perks

Article

Rewards and Loyalty Offers That Top Brands Should Offer to Keep Consumers Coming Back According to Adults Worldwide, Nov 2023

% of respondents



Source: Marigold, "2024 Global Consumer Trends Index" in conjunction with Econsultancy, Jan 16, 2024

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Insider Intelligence | eMarketer

Key stat: Over half (55%) of adults worldwide say that offering points or reward systems are the top way to keep them coming back, according to a November 2023 survey from Marigold in conjunction with Econsultancy.

Beyond the chart:

- Three-quarters of consumers are still concerned about rising prices, according to Deloitte's 2024 US Retail Industry Outlook cited by Chain Store Age.
- Because of this, half of retail executives expect consumers to value price over loyalty in 2024.
- Retailers may consider bolstering their loyalty programs by giving customers more opportunities to score points or offering them more personalized discounts. Retailers can also give customers access to exclusive product or service discounts, which came in at No. 2 in the Marigold survey for most wanted loyalty perks at 54%.

Use this chart:

- Illustrate what perks encourage customer loyalty.
- Evaluate loyalty program features.

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- DoorDash, Taco Bell share 4 ways to build and retain brand loyalty
- Sephora's loyalty SVP shares tips on creating a best-in-class loyalty program
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Methodology: Data is from the January 2024 Marigold report titled "2024 Global Consumer Trends Index" in conjunction with Econsultancy. 10,394 adults ages 18+ in Australia, the Benelux region, Denmark, France, Germany, Japan, New Zealand, Spain, Sweden, the UK and the US were surveyed during September-November 2023.