

# Loyalty programs' top friction points include delays, difficulties earning rewards

Article

## Loyalty or Reward Program Features That US Adults Don't Currently Like, Oct 2023

% of respondents



Note: ages 18-65

Source: Merkle, "2024 Loyalty Barometer Report," Feb 14, 2024

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Insider Intelligence | eMarketer

**Key stat:** The No. 1 issue US adults have with loyalty or reward programs is it takes too long to earn rewards, according to an October 2023 survey from Merkle.

### Beyond the chart:

- **Loyalty** programs will become even more vital as advertisers lose third-party cookies and need to collect first-party data.
- Offers like **points, rewards, and exclusive discounts** are most likely to keep consumers coming back, according to Marigold.
- Programs like Sephora's Beauty Insider program and Starbucks' Rewards program do a good job of making sure members feel rewarded by offering birthday gift products and free coffee for members.

### Use this chart:

- Assess loyalty program strategies.
- Consider ways to make customers feel valued.

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