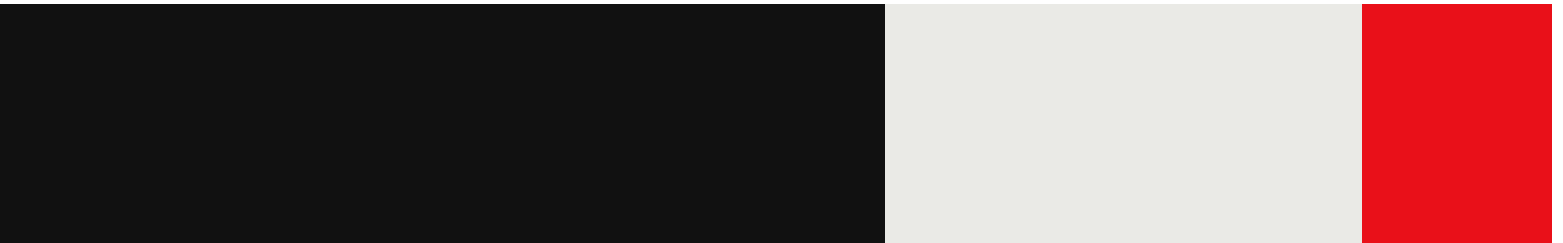


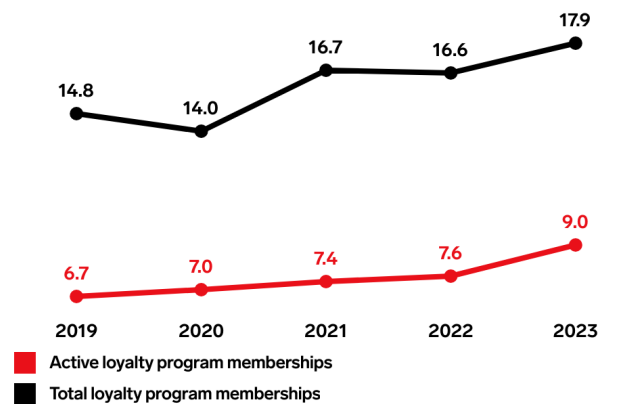
Loyalty program membership and engagement reached new highs in 2023

Article



US Consumers Reached New Highs in Loyalty Program Membership and Engagement in 2023

average number of active vs. total loyalty program memberships among US consumers, 2019-2023



Source: Bond, "The Loyalty Report" in partnership with Visa, June 22, 2023

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Key stat: US consumers belonged to a total of 17.9 loyalty program memberships in 2023, up from 14.8 in 2019, according to a June 2023 report from Bond. Only about half of those memberships are currently active.

Beyond the chart:

- [Loyalty](#) programs are playing a bigger role in retail as brands seek to boost customer retention rates and increase purchase frequency, according to our [US Retail Loyalty Programs 2024](#) report.
- They're also valuable sources of consumer data, which will be critical for marketers once Google phases out third-party cookies next year.
- Retailers can use personalization and gamification to provide consumers with a more tailored, engaging loyalty program experience.

Use this chart:

- Demonstrate consumers' willingness to sign up for loyalty programs.
- Craft strategies to boost consumers' use of membership programs.

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
- How seamless payments, social commerce, and loyalty apps are driving mcommerce growth