

What Truly Motivates Customer Loyalty?

AUDIO | **NOVEMBER 26, 2018**

Ezra Palmer and eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer analyst Lauren Fisher is joined in the studio by digital strategist Chris Lundquist for a conversation about consumers' view of loyalty and what the major motivators are for building that loyalty.

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#), or [Stitcher](#).