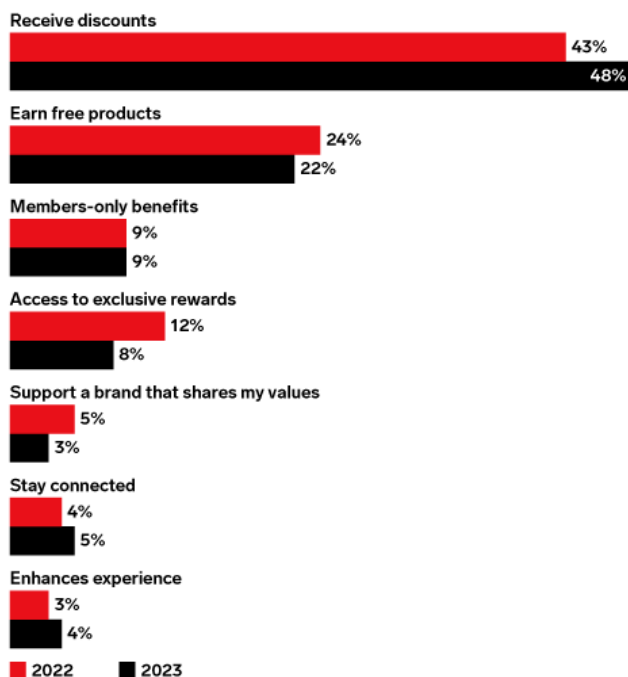


Discounts are the leading reason consumers sign up for loyalty programs

Article

Leading Reasons That US Adults Currently Participate in a Loyalty or Reward Program, 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: Discounts are the leading reason consumers currently participate in a loyalty or reward program, cited by 48% of US adults, according to October 2023 data from Merkle.

Beyond the chart:

- Rising prices have resulted in more consumers relying on **loyalty** programs to provide them with discounts.
- Not all perks are created equal—the percentage of consumers who want free products decreased from 2022 to 2023, as did those who want exclusive rewards.
- Rewards taking too long or being too difficult to earn were the top two features US adults **dislike about loyalty programs**, according to an October 2023 survey from Merkle.
- To keep consumers engaged in loyalty programs, brands must ensure they have the right mix of rewards and perks, as well as a platform that is easy to use.

Use this chart:

- Adjust loyalty program features.

- Illustrate increase in consumers' deal-seeking behavior.

More like this:

- Consumers want points and rewards above all other loyalty perks
- Loyalty programs' top friction points include delays, difficulties earning rewards
- Loyalty programs offer access to first-party data, new ways to connect with Gen Z
- Deep discounting, mcommerce remain keys to holiday season success

Methodology: Data is from the February 2024 Merkle report titled "2024 Loyalty Barometer Report." 1,500 US adults 18-65 were surveyed online during October 2023.