



Incentive Solutions

LOYALTY MARKETING

Loyalty marketing is the use of rewards, perks, and incentives to inspire brand loyalty and increase customer retention.



Companies with strong loyalty marketing programs grow their revenue

2.5x

faster than their competition.

Customers who participate in loyalty marketing programs are

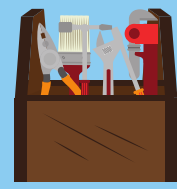
77%

more likely to keep shopping with that brand.



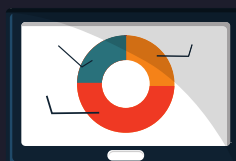
EFFECTIVE REWARDS FOR LOYALTY

INCENTIVE SOLUTIONS SURVEYED PARTICIPANTS ABOUT THEIR TOP REWARD INTERESTS. THESE REWARD CATEGORIES WERE MOST POPULAR. TRAVEL, SPORTS, MUSIC, TECH, & TOOLS



LOYALTY MARKETING USE CASES

BUSINESSES USE LOYALTY MARKETING TO ACHIEVE A VARIETY OF GOALS: ATTRACT NEW BUSINESS (65%), BUILD EMOTIONAL CONNECTIONS (57%), GAIN DATA (50%), INCREASE CUSTOMER SPEND (31%).



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