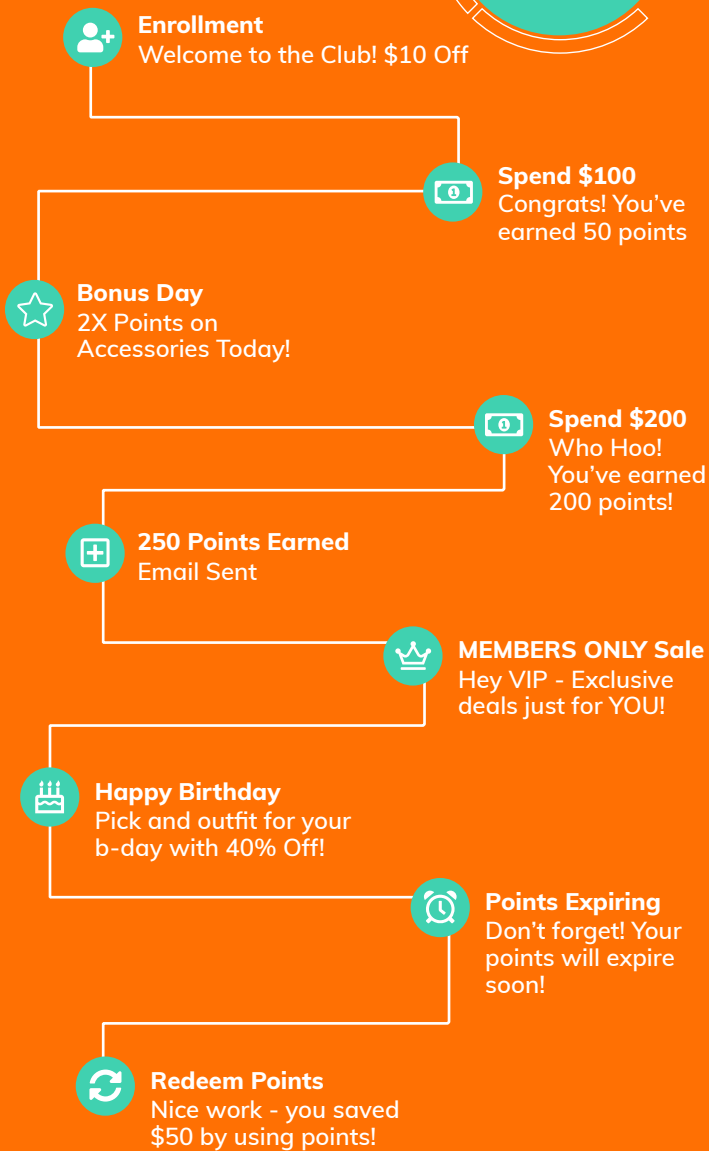


It's not the destination, it's the (customer) journey!

Identifying and engaging customers through your loyalty program can make a huge impact on their experience with your brand. Follow two customers as they take very different paths, starting from their very first interaction.



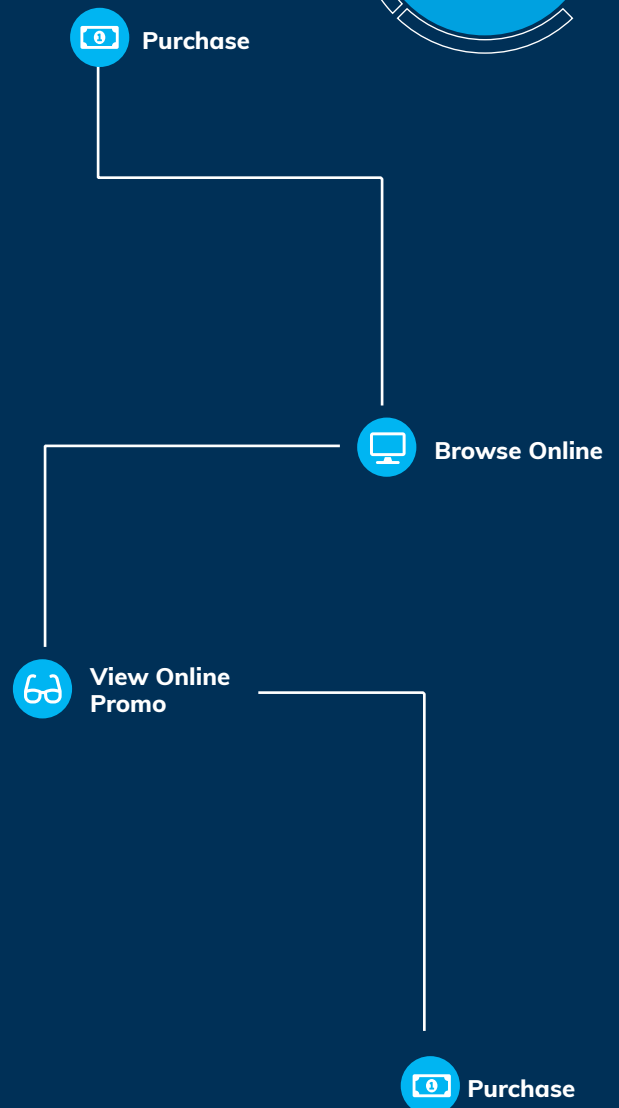
LOYALTY MEMBER



AOV: \$150
FREQUENCY: 12X / YEAR
LIFETIME VALUE: \$2,600



MYSTERY SHOPPER



AOV: ?
FREQUENCY: ?
LIFETIME VALUE: ?

THE IMPACT OF LOYALTY PROGRAMS...

12-18%

more per year than non-loyalty program members.

68%

of customers leave because they feel the company doesn't care about their business.

69%

of consumers choose retailers based on where they can earn loyalty/rewards program points.



Ready to stand out from the crowd?

Email us at sales@clutch.com
www.clutch.com