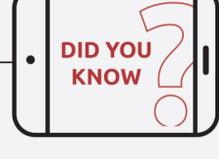




CUSTOMER Loyalty

Retailers, e-tailers & brands continue to increase their investment in loyalty programs, but many of them may not be spending the money in a way that will improve customer engagement and repurchase loyalty.



The average consumer belongs to more than **14 different loyalty programs**

but is only active in **less than 50% of them.**¹



More than 80% of consumers said loyalty programs make them **more likely to continue doing business with brands**

while 66% of them said they **modify spending to maximize loyalty benefits**

and nearly 75% said they would **recommend brands with good loyalty programs.**

Research shows that "customers that are actively engaged with brands and their loyalty programs



make **90% more frequent purchases,**



spend **60% more in each transaction,**



and are **five times more likely to choose the brand in the future.**"²

THE PROBLEM



Treating Every Customer The Same Way



When offers and messages lack unique relevance to a consumer, this is a major contributing factor to disloyalty.

Only 25%

OF LOYALTY MEMBERS SAID THEY ARE HAPPY WITH THE LEVEL OF PERSONALIZATION EXPERIENCE.

Only 22%

OF LOYALTY MEMBERS PERCEIVE THEIR EXPERIENCE WITH THE BRAND AS BETTER THAN THAT OF NON-MEMBER CUSTOMERS.³

CONSUMER BONDS WITH BRANDS ARE SLIPPING, with 58% of loyalty members not using the programs they are signed up for.⁴



Not Keeping Up With Evolving Consumer Expectations

Customers expect your organization's customer experience to equal that of market leading engagement models delivered by digital first businesses, e.g., Zappos, Amazon.

Delivering A Fragmented Customer Experience

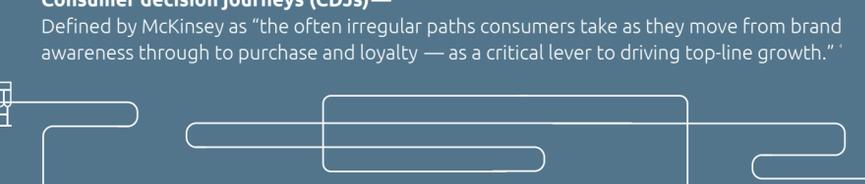
A typical B2C marketing organization has upward of 20 different customer engagements systems, with siloed functions, data, rules, and workflow.

Siloed systems of customer engagement create a fragmented understanding of the customer, along with inconsistent customer experiences, leading to disloyalty.

For Customers, Loyalty Is An Effort!

Customer get bombarded with lots of promotional offers every day to try products from competing brands and retailers, with all segments at potential risk to attrite or shop elsewhere.

Consumer decision journeys (CDJs) — Defined by McKinsey as "the often irregular paths consumers take as they move from brand awareness through to purchase and loyalty — as a critical lever to driving top-line growth."⁵



THE ANSWER



Use all available customer data

Move past a one-size-fits-all loyalty model that treats every customer the same way, to instead use all available customer data to target highest-value customers.

Integrate loyalty into the full customer engagement experience

Understand every customer as a segment of one (intent, preferences, purchase history, seasonality, etc) to ensure that you can hyper-personalize messages with content, offers, and actions that are in context to where the customer is in their buying journey across all touchpoints.

HOW REDPOINT GLOBAL CAN HELP

RedPoint provides a customer engagement hub that:

<p>Connects All Your Data</p> <p>RedPoint unifies all sources and types of consumer data and resolves customer identities across different marketing engagement systems, providing retailers & e-commerce organizations with a complete and accurate view of their customers (preferences, purchases, behaviors & more)</p>	<p>Determine Next Best Actions</p> <p>Using in-line analytics and machine learning, RedPoint can automatically micro-segment, predict, and optimize the "next best actions, offers, or messages" to deliver higher revenue</p>	<p>Intelligently Orchestrate Your Engagements</p> <p>RedPoint orchestrates interactions in real time across all channels (digital, mobile, email, web, ad tech, marketing automation systems, IoT devices, direct mail, and in-store POS) and customer touchpoints (marketing, sales, e-commerce, operations, service & call centers)</p>
<p>Our Open Approach</p> <p>Unlike walled gardens, RedPoint easily integrates with all data sources, marketing automation systems, and best-of-breed engagement technologies best leverage existing and future technologies.</p>		

RedPoint optimizes customer engagement by delivering consistent, contextually relevant brand experiences across all customer touchpoints that enable Retailers and E-commerce organizations to hyper-personalize their customer engagements to increase customer acquisition, conversion, and lifetime value.

About RedPoint Global Inc.

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub delivers a unified view of each customer, in-line analytics to determine next best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust the RedPoint Customer Engagement Hub to power their customer engagement strategy and actuate profitable revenue growth. For more information, visit www.redpoint.net.

Sources:
¹Bond Loyalty Study 2017, <https://retail.emarketer.com/article/marketers-love-loyalty-programs-few-do-them-right/592882e7ebd40097ccd5fe67ecid=NL1014>,
²Rosetta Consulting Customer Engagement Study (2014),
³McKinsey and Company Research, <https://www.mckinsey.com/mckinsey-says-focus-loyalty-programs-may-holding-back-sales/>,
⁴McKinsey and Company Research, <http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>