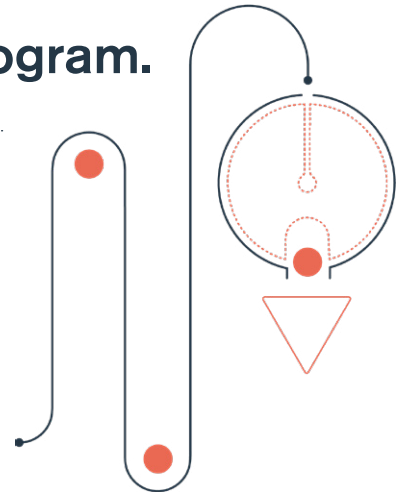


HOW TO

choose an engaging **retail loyalty program**.

Customers are your lifeblood, retaining their business is crucial. For retailers and consumers alike, a **retail loyalty program** is an effective way to foster a relationship between your business and your customer by offering frequent shoppers exclusive products, promotions, or pricing on their goods and services.

But which kind of loyalty program is best for your business?



“Increasing your customer retention rate by 5% can increase your profitability by 25% to 95%.” ~HBR

Points Program | Useful for clients who make short term purchases often. Over time, shoppers accumulate points which they can redeem for rewards, coupons, or other goods and services.

Punch Program | Another great option for the high-frequency spender! With every purchase, receive a “punch” on their reward card. Once a set number is collected, they are awarded with a product or service of equal or lesser value.

Paid Program | For the shoppers who want to feel exclusive, this is a winner! By paying an annual fee, customers are granted access to special discounts, rewards, events, and other member-only perks.

Spend Program | Easy, fast, effective. Shoppers are rewarded with a loyalty credit for the amount they spend at your business. It keeps clients engaged and has been proven to increase transaction rates.

Tiered Program | Tiered loyalty programs are an effective way to make your customers feel valued and have a proven high retention rate as it encourages them to spend, climb the status ladder, and thus earn more rewards. A valued client is your ultimate brand advocate!

