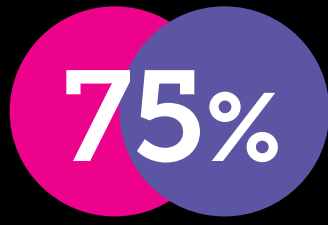


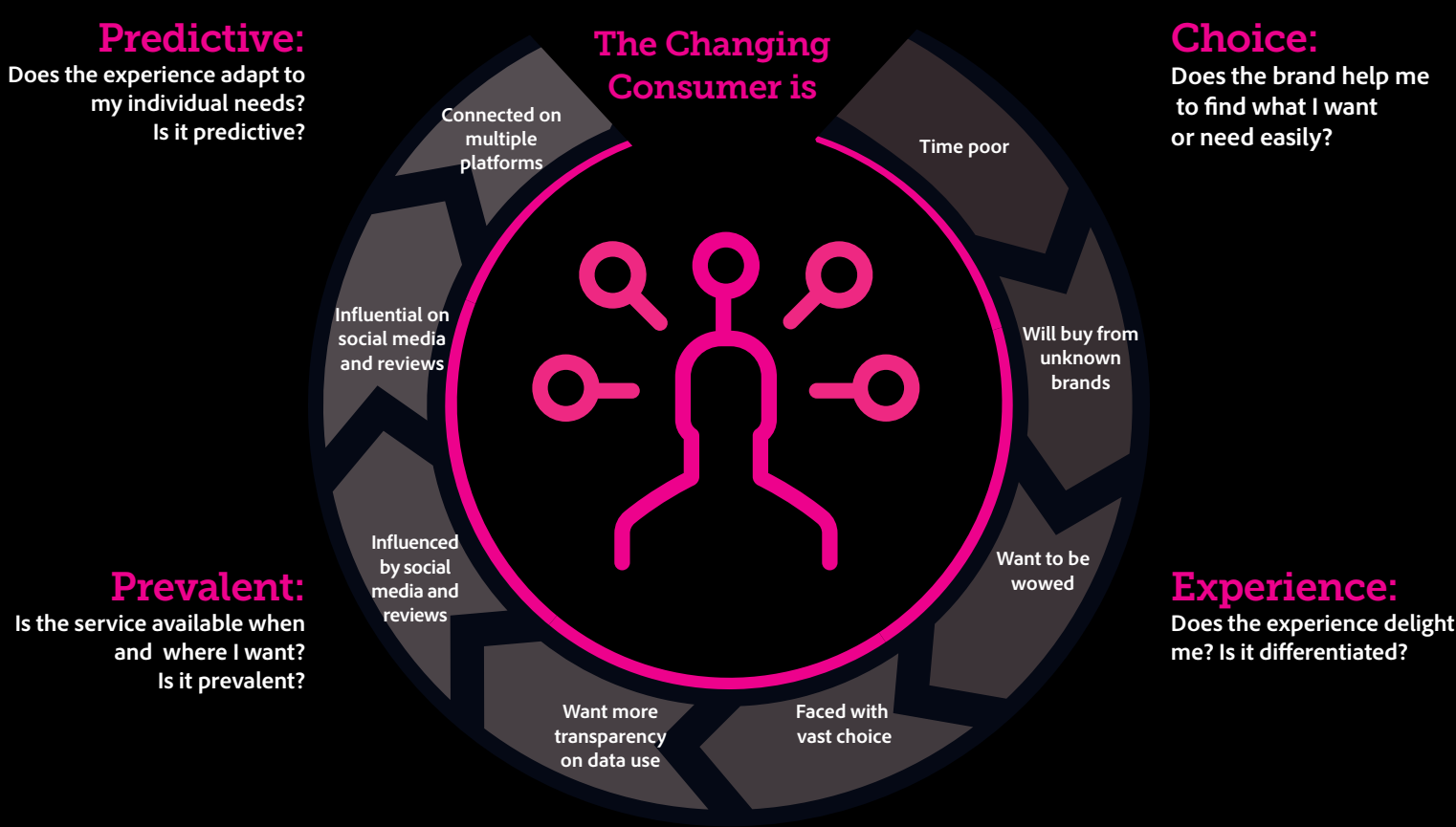
LOYALTY IN THE EXPERIENCE ERA

Loyalty is changing - how can marketers adapt?



of marketing leaders admit they are struggling to keep up with a rapidly changing consumer

A new framework for loyalty



How to use the new dimensions of loyalty to create great experiences that keep customers coming back



Adapt to a Changing Consumer



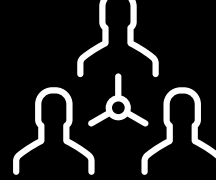
61%

of consumers report loyalty to brands that tailor experiences to their preferences and needs



65%

of marketing leaders say their firm adapts marketing to target individual customer needs

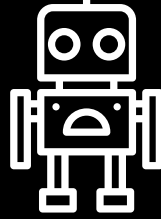


69%

of marketing leaders say that AI can redefine customer relationships



Apply a data-driven approach



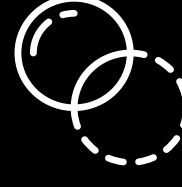
only **32%**

of brands are currently using AI to enhance customer experience



44%

of marketing leaders say they know how customers feel about the way they use their data

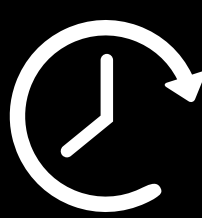


76%

of consumers want more transparency on how their data is being used

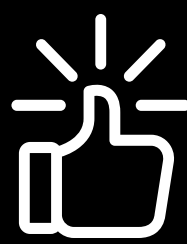


Simplify discovery and purchase



59%

of consumers say that speed is the most important aspect when making purchases



71%

of marketers say they make web purchasing convenient and easy

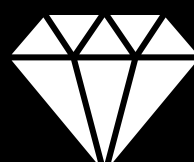


only **58%**

make all their services available on mobile devices



Create meaningful experiences



82%

of marketing leaders say strength of brand is a critical factor in the sales process



51%

of customers would buy from an unknown brand

Create greater customer loyalty and outperform rivals by **14%** by incorporating these dimensions into your marketing experiences

Be an experience maker

To read the full report, visit: www.hyperlink.com