



01

CUSTOMER
RETENTION

02

FOSTER
BRAND
ADVOCACY



INCREASE
ROI

05

WINBACK
CUSTOMERS

06

CUSTOMER
DEVELOPMENT

03

IDENTIFY
UNPROFITABLE
CUSTOMERS

04

BUILD
RELATIONSHIPS

INSIGHTS
Leverage data to
create targeted,
personalized
communication.

07

COMPETIVE
ADVANTAGE

Business Benefits of a Customer Loyalty Program

08

REDUCE
ADVERTISING
COSTS



INCREASE
SALES

09

ACQUIRE
NEW
CUSTOMERS

BUY MORE
Increase cross sell
and upsell ratios by
meeting more of
the customer's
needs.