

Send a little love my way:

Consumer preferences around receiving loyalty offers via mobile channels

A majority of consumers are happy to receive loyalty initiatives via mobile channels from brands they use – although there are still big opportunities for marketers to improve the relevancy and segmentation of messaging to accommodate individual customers' communication preferences.

From Me to You

The majority of consumers are happy to receive loyalty offers on their mobiles:

34%

don't receive loyalty offers on their mobile – but would like to

24%

receive loyalty offers on their mobile



42%

don't receive loyalty offers on their mobile – and don't want to

Send Me Some Lovin'

Loyalty offers exclusively delivered via mobile are gaining widespread acceptance, with two-thirds of consumers happy to do away with physical loyalty cards:

29%

would be more likely to participate

37%

say it would make no difference to them

34%

would be less likely to participate

I've Gotta Get a Message to You

All mobile channels have a role to play for consumers, making it vital for brands to carefully canvass customers' individual preferences.

People who want to be contacted by:

64%
Email

49%
SMS

24%
App

11%
Social media

9%
Push notification

7%
call

Will You Still Love Me Tomorrow?

Whilst consumers are open to receiving loyalty initiatives relatively regularly, the results again emphasise how important it is to allow customers to set their own individual preferences:

Number of loyalty communications that consumers are happy to receive per month:

24%

Once every 3 days

45%

Once a week

10%

Once a fortnight

21%

Once a month

Conclusion

Untapped potential

The first point to note is that 76% of respondents haven't received loyalty offers via their mobile – even though 34% of these would be happy to. This means that out of every 100 consumers are naturally able to talk to customers about very specific topics and can target highly relevant loyalty messaging to customers at moments when they are most receptive and engaged.

Segment for success

The findings suggest that all mobile channels can play an important role in delivering loyalty initiatives to customers – however the array of options makes it vital for brands to canvass each customer's individual preferences and segment their loyalty offers to match. Consumers want to feel that branded mobile communications are received on their own terms and are open to receiving loyalty offers as long as they are relevant, personal and engaging: high quality, well-segmented loyalty offers will be well-received.

Apps to grow?

As a relatively new and highly targetable channel, it is reasonable to assume that app-based loyalty offers will only increase in both frequency and consumer acceptance. Marketers using apps are naturally able to talk to customers about very specific topics and can target highly relevant loyalty messaging to customers at moments when they are most receptive and engaged.

Integration can aid acceptance

The findings imply a healthy opportunity for mobile and physical channels to be used in conjunction to increase the reach and convenience of customer loyalty initiatives. It can be more economical and flexible for brands to deliver loyalty initiatives via mobile channels and a majority of consumers are happy to receive offers this way; but it would be prudent to have a complementary mobile-and-physical approach to help the significant minority acclimatise to mobile channels and avoid alienating less digitally savvy customers. Again, as always, relevancy and customer choice are king.

Methodology

The survey was conducted amongst 1,000 UK consumers. 39.5% of the respondents were male whilst 60.5% were female. 30% were 18-34 years-olds, 43% were 35-54 year-olds and 27% were over 54 years old.

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A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers 'AskToluna'. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panellist-engagement, responsiveness, profiling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

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The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

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