

DMA insight: Marketers' view on loyalty and rewards

Delving into loyalty from both the industry and customers' perspective, what works and new opportunities for marketers in the future

Loyalty programmes are not universally offered



Underestimating the power of deals



Marketers believe:

39%
of consumers
will change
brands for
a deal

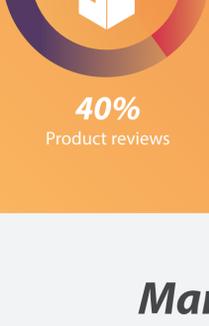


Consumers say:

57%
would switch
brands for a
better offer

Offers are important, but loyalty can be built on more

According to marketers, this is what drives loyalty:



Marketers are under-valuing loyalty tactics

Marketers should look beyond loyalty
points and freebies



Marketers say are effective

13%



Consumers actually value

56%

Location-based rewards

19%



54%

Personalised emails

12%



44%

Members only
magazine/newsletter

15%

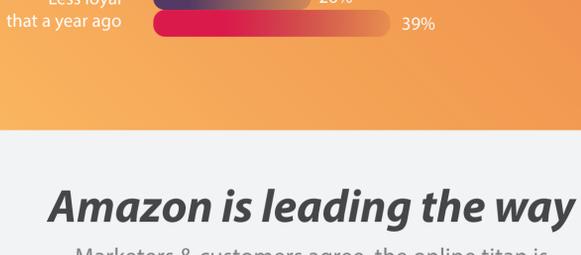


45%

Game-like challenges

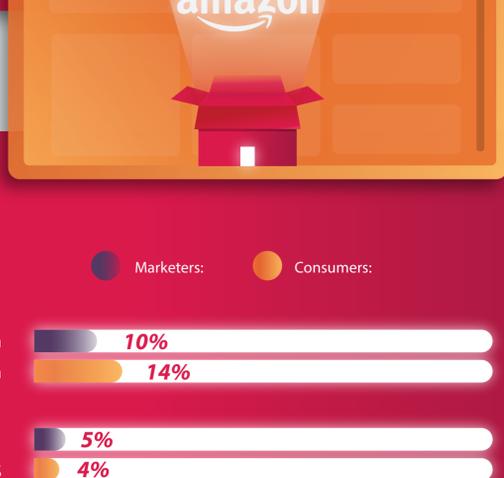
Differing views on loyalty

● Marketers believe: ● Consumers say:



Amazon is leading the way

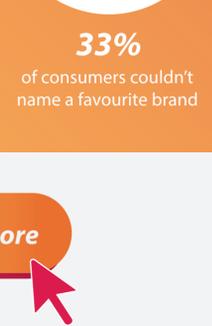
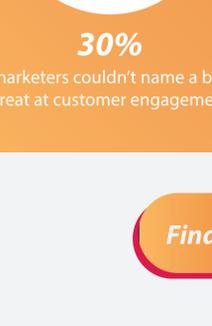
Marketers & customers agree, the online titan is
succeeding in engaging customers



● Marketers: ● Consumers:



However...



[Find out more](#)

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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