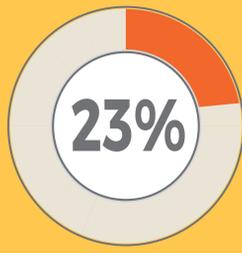


# Retail Loyalty Programs: 2017 Consumer Survey Results

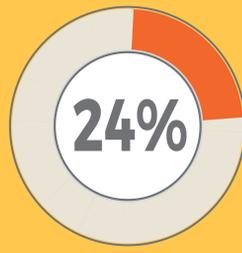
## LOYALTY PROGRAM MEMBERSHIP



## Are consumers actually using the loyalty programs to which they belong?



Haven't used any loyalty program in the past three months



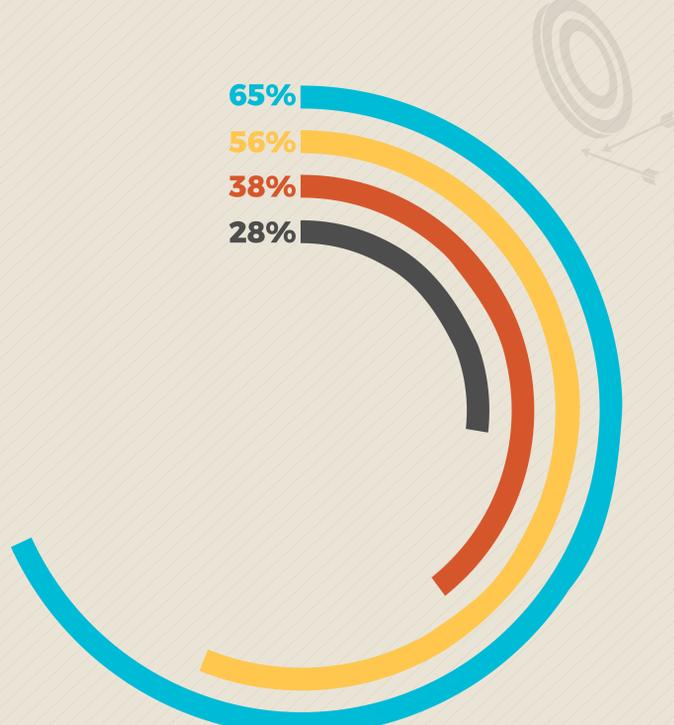
Always use the rewards they earn

## TOP FRUSTRATIONS



## LOST OPPORTUNITIES

- 65%** Shoppers that tried to redeem reward, only to learn that their rewards had expired
- 56%** Shoppers that change or abandon a purchase when they learn that their rewards had expired, or if they forgot their rewards certificate
- 38%** Never knew that they had rewards available
- 28%** Always forget to bring their paper rewards certificates



## What Consumers Want in a Loyalty Program

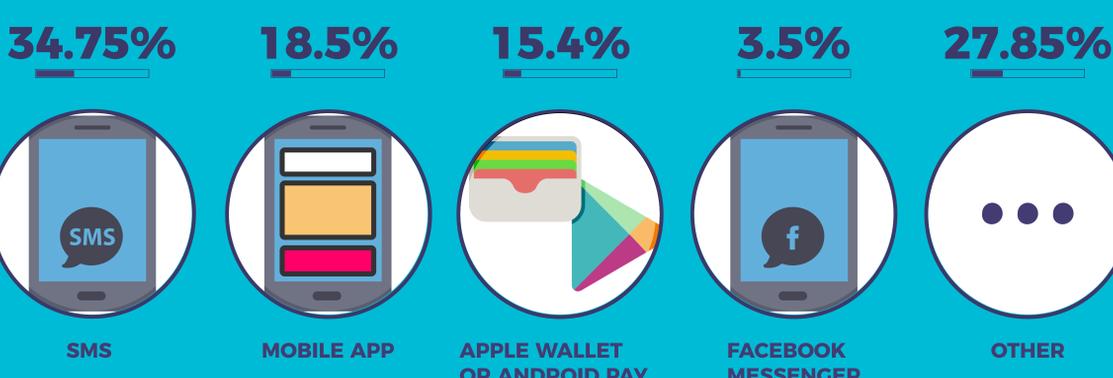
**70%**

Would use a mobile version of their loyalty cards if they didn't have to sign in to a website or download an app

**71%**

More likely to use their loyalty cards if they could access their cards and rewards from their mobile phone

## How do shoppers want to access loyalty programs?



## 3 KEY TAKEAWAYS

- Shoppers want easy access to their card, status, and rewards - they want to get the clunky plastic cards off of their key chains and out of their wallets
- They want to use their mobile phones to make it easier to be active participants in loyalty programs
- And they want to make the most out of their earned rewards



## About the research

The research was conducted by CodeBroker's market research group from January 9, 2017 through January 23, 2017. The research was conducted online on a range of topics related to retail (non-grocery) loyalty programs. The survey results are based on responses from 1,207 consumers across all age groups, income levels, and geographies throughout the U.S.

For more information, please visit: [www.codebroker.com](http://www.codebroker.com).

