



The Expert Guide To Mobile Loyalty Sign-Up & Engagement



Loyalty Marketing Challenges

Three common themes consistently rise to the top when CodeBroker speaks with loyalty marketing professionals:

Engagement

How do we get our loyalty program members more engaged?

Millennials

What can we do to attract and retain millennials?

Contact Strategy

How can we employ the right contact strategy for each member?

Many loyalty marketers have turned to mobile to begin to address these challenges. Consider these stats from recent CodeBroker research that surveyed 1,300 US consumers on a wide range of loyalty program topics.



65%

Engage with less than half the loyalty programs to which they belong.



41%

Engage with less than one-quarter of the loyalty programs to which they belong.



18%

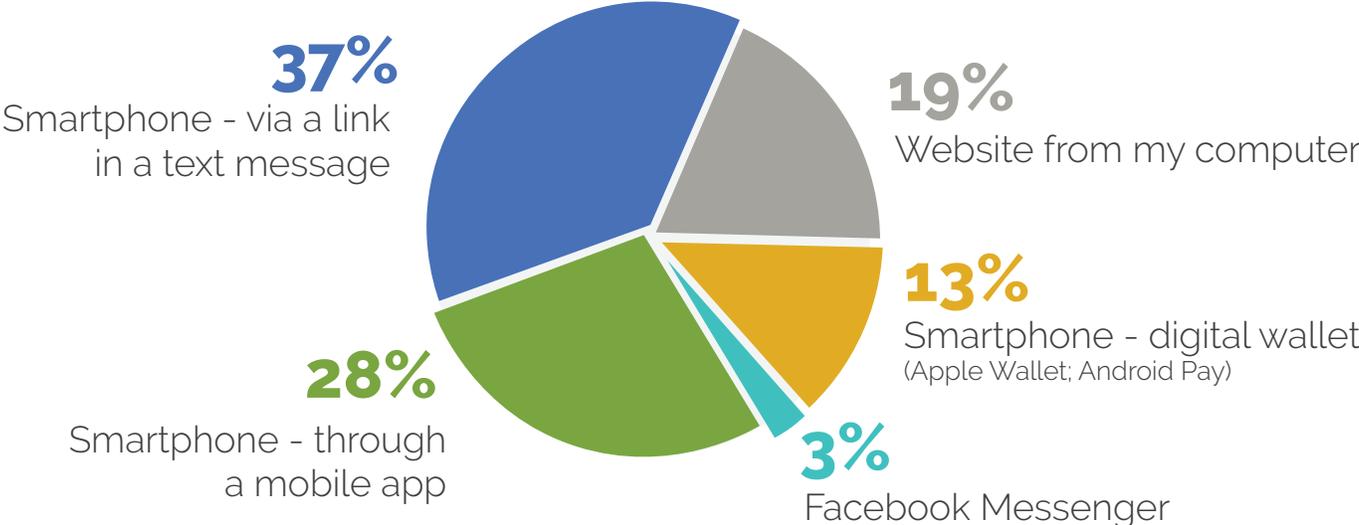
Engage with all the loyalty programs to which they belong.

Source: 2018 CodeBroker Research based on survey responses from 1,287 consumers across all age groups, income levels, and geographies throughout the U.S.

Mobile is a Platform with Several Channels

It's no surprise that consumers prefer to participate in loyalty programs via their smartphones – but mobile is a platform with several distinct communication channels.

A channel that works for one consumer may not work for another. Every consumer has a preferred way in which he or she wishes to interact with loyalty programs. Here is what the research tells us:



Loyalty Marketers Must Employ an Omnichannel Approach to Mobile

Some brands have employed their loyalty program via a mobile app in the belief that they have a mobile loyalty program. However, a mobile app represents only one channel.

Loyalty marketers need the ability to invite each consumer to enroll in the loyalty program, and to access the program benefits, via that consumer's preferred channel – whether it's a mobile app, text message, mobile wallet or other.

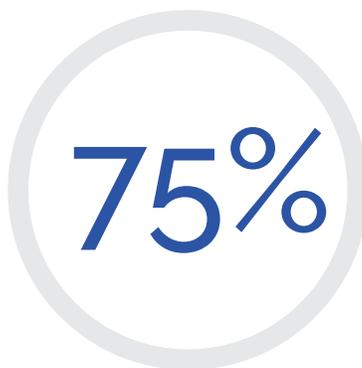
And this is where an omnichannel approach to mobile comes in.



An Omnichannel Approach To Mobile Loyalty Acquisition and Engagement

An omnichannel approach to mobile loyalty acquisition and engagement employs the complete range of mobile channels – text message, mobile app, social, digital wallet, email – to give consumers a way to join the program in the manner that works for them. And, once they join, marketers can keep each member engaged over time by making it easy to access, and participate in, the program via that individual consumer’s preferred channel(s).

An omnichannel approach also addresses the entire loyalty program workflow:



of consumers said they would use a mobile version of their loyalty program if they didn't have to sign in to a website or download an app.

By interacting with consumers over their preferred channel, marketers can more effectively:

- Increase member enrollment – especially with millennials
- Drive higher levels of member engagement
- Deliver cohesive communications across channels
- Employ a more effective contact strategy

Eight Characteristics of an Omnichannel Mobile Loyalty Engagement Strategy

Following are some key characteristics to consider when developing your omnichannel loyalty program engagement strategy.

1. Give consumers an easy way to sign up via their preferred channel.
2. Automatically link existing members to their loyalty program records.
3. Offer members access to all loyalty program features – rewards card, points balance, certificates, rewards redemption and program details via their preferred channels.
4. Do not require members to log in to access the program.
5. Easily connect with existing loyalty, CRM and analytics systems.
6. Dynamically update rewards and point balances to give members the most current information.
7. Communicate with members via their preferred channels.
8. Employ real-time mobile analytics to monitor engagement based on member interactions.

The CodeBroker Mobile Loyalty Experience Engine is the first solution that gives marketers a true omnichannel approach to mobile loyalty member acquisition and engagement. Features include:

- SmartJoin Member Acquisition to acquire new mobile loyalty members at scale.
- Omnichannel member access to all loyalty program features.
- Omnichannel messaging, for personalized member engagement.
- Real-time analytics, to monitor loyalty engagement across all digital delivery channels.
- Plug and play integration with existing loyalty, CRM and analytics systems.

✓ Rapidly acquire new members at scale.

✓ Drive deeper levels of member engagement.

✓ Motivate millennials to join and to engage.

✓ Capture deeper levels of customer data.

Transform your loyalty
program with an
omnichannel mobile
experience.

Contact CodeBroker to learn more about the
Mobile Loyalty Experience Engine:

info@codebroker.com

800.928.7315

<https://codebroker.com/mobile-loyalty-programs/>



About CodeBroker

CodeBroker powers sophisticated retail mobile experiences for the most recognizable brands in more than 24,000 locations across the North America. Retailers use CodeBroker's omnichannel mobile marketing platform to deliver personalized content via one-time-use mobile coupons, a Mobile Loyalty Experience Engine, and text message marketing. CodeBroker's Mobile Loyalty Experience Engine enables loyalty marketers to add robust mobile capabilities to their loyalty programs, for a true mobile loyalty strategy.

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