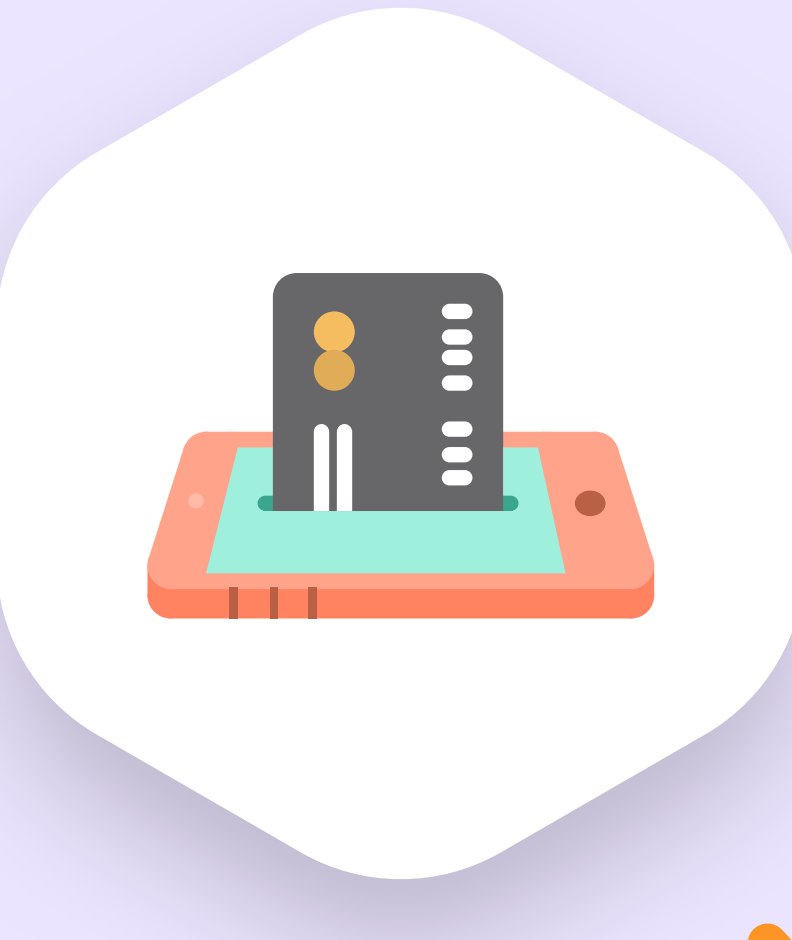




Why is the digital loyalty program an asset for businesses ?

How does it work ?

-  **1.** Buy and pay online
-  **2.** Scan the QR code to earn loyalty points
-  **3.** Collect loyalty points to win rewards

Some figures

53 %

of consumers say the loyalty program increases the frequency with which they buy from the brand

59 %

of internet users believe earning rewards is one of the most valued aspects of the shopping experience

73 %

of consumers are more likely to recommend brands with good loyalty programs

70 %

of consumers manage their rewards programs with a mobile app

Sources : eMarketer, Rare, Bond, Wirecard 2020-2021

Benefits of a digital loyalty program

1.

To save your customers' data

2.

It is directly accessible on the customers' phones

3.

It is easy to implement and customize

4.

To increase profits

5.

To build customer loyalty