
Loyalty Programs in the Age of Value

Why Waiting Isn't an
Option Anymore

antavo
AI LOYALTY CLOUD



Here for today's discussion

Zsuzsa Kecsmar

Chief Strategy Officer and
Co-founder

Antavo AI Loyalty Cloud



Powering the market's leading AI-powered loyalty platform



SKIMS



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LA CAGE

Peek&Cloppenburg

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benefit
SAN FRANCISCO

Paul Smith

flying tiger
copenhagen

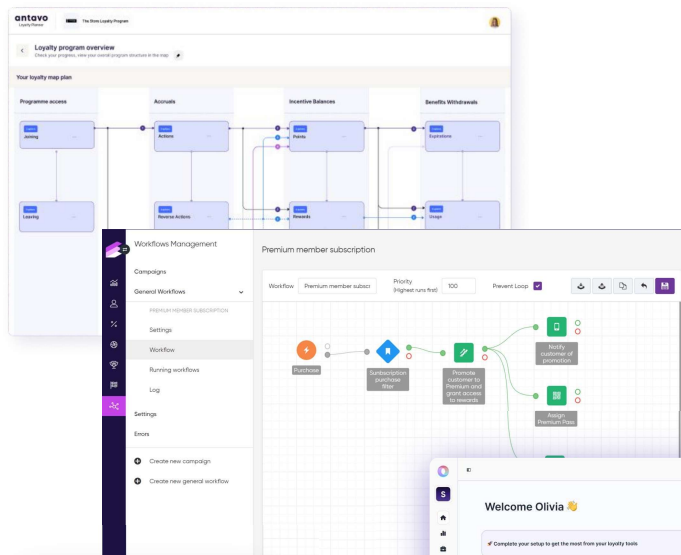


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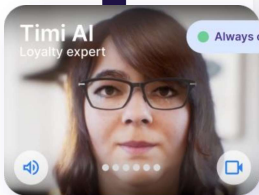
The Antavo Loyalty OS for full loyalty program lifecycle

End-to-end AI technology suite

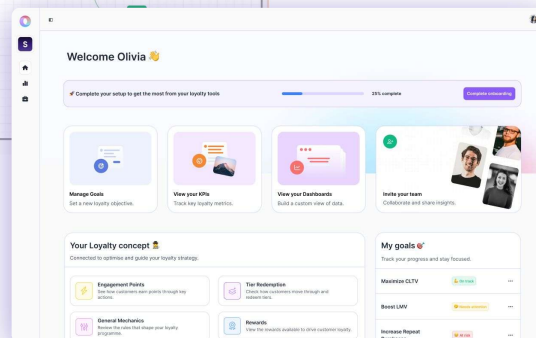
Planner
for Loyalty
Program
Design



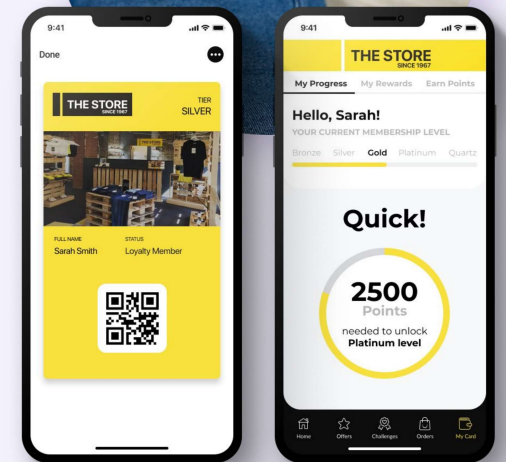
Engine for
Loyalty Program
Management



Optimizer for
Loyalty Program
Analysis and
Attribution



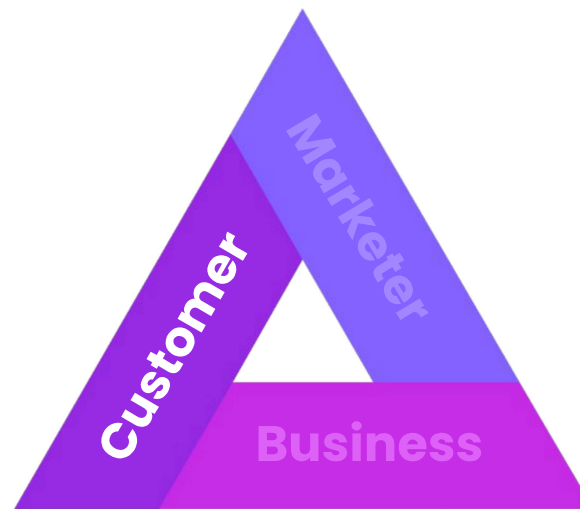
Seamless customer experience



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Providing Value For Customers



Do not edit
How to change the design



Have you ever come across Antavo's Global Customer Loyalty Reports?



Presenting with animations, GIFs or speaker notes? Enable our [Chrome extension](#)

slido

Global Customer Loyalty Report

6,500+

DOWNLOADS
Since launch

1,400+

WEBINAR REGISTRATIONS
At the launch webinar

75,000+

REACH
In 2025 so far



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claire's



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HOTELS & RESORTS

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NATURAL WELLNESS



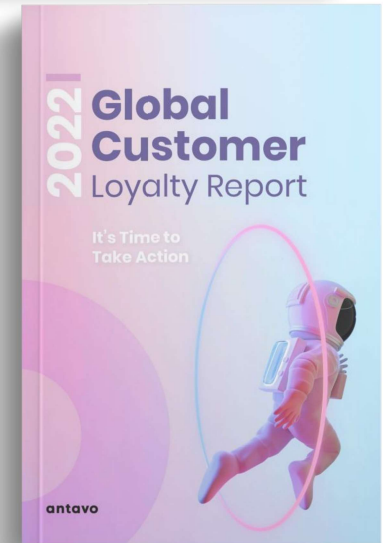
omy LABS

Peek&Gloppenburg



DJERF AVENUE

PIZZA 4P'S



Don't underestimate transactional value

the #1 incentive is still financial

(Coming for the meat...)

Consumer motivation to join a loyalty program

Discounts and rewards are the #1 incentive

69.8%

Earning rewards, discounts, or cash back

36.3%

Personalized offers

36.1%

Free shipping / returns

25.6%

Exclusive members-only products

23.9%

Early access to sales

22.7%

Partner rewards

But loyalty needs more than just good deals

**4 out of 10 customers want
more ways to earn points**
(... staying for the gravy)



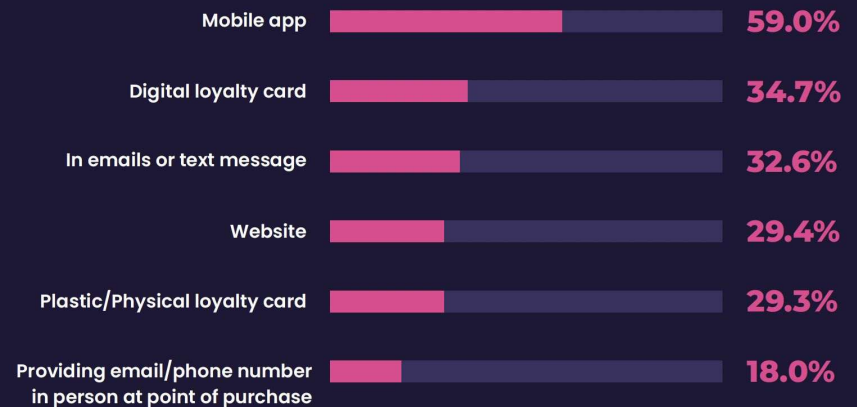
People are looking for convenience

Gen Z, Millennials and Gen X all prefer mobile interactions

But older generations still stick to plastic cards

How consumers prefer to interact with loyalty programs

Mobile apps are the most popular way to interact



Based on data from 10,000 consumers globally

antavo.com | Global Customer Loyalty Report 2025

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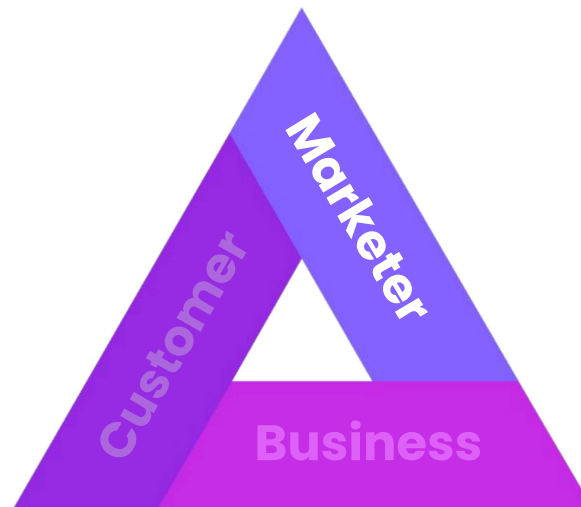
Are customers more loyal?
Loyalty apps vs digital cards?
ROI & budgeting trends

3000+ marketers 10.000+ consumers

Industry, country & demographic data



Providing Value For Marketers





Which takes more time in your work as a loyalty program owner/Manager?

**Over 60% of
marketers say...**

**...that reporting takes more
time than acting on
insights**

**This puts marketers under a lot of
pressure**



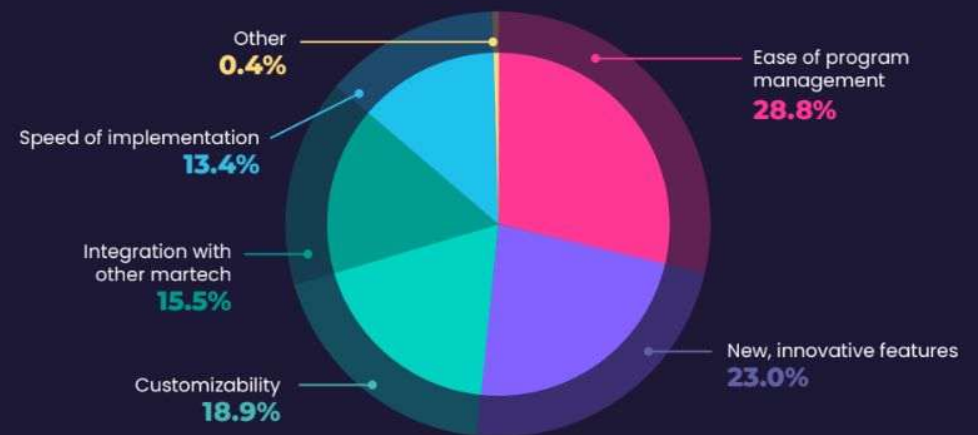
The #1 value is ease of management

So the loyalty program is
not static

And changes shall not need people
“from IT”

Top values in a loyalty technology solution

Ease of management and customization are top values



Based on data from 2600 professionals globally

antavo.com | Global Customer Loyalty Report 2025



This business analyst is available 24/7 thanks to her AI avatar | REUTERS

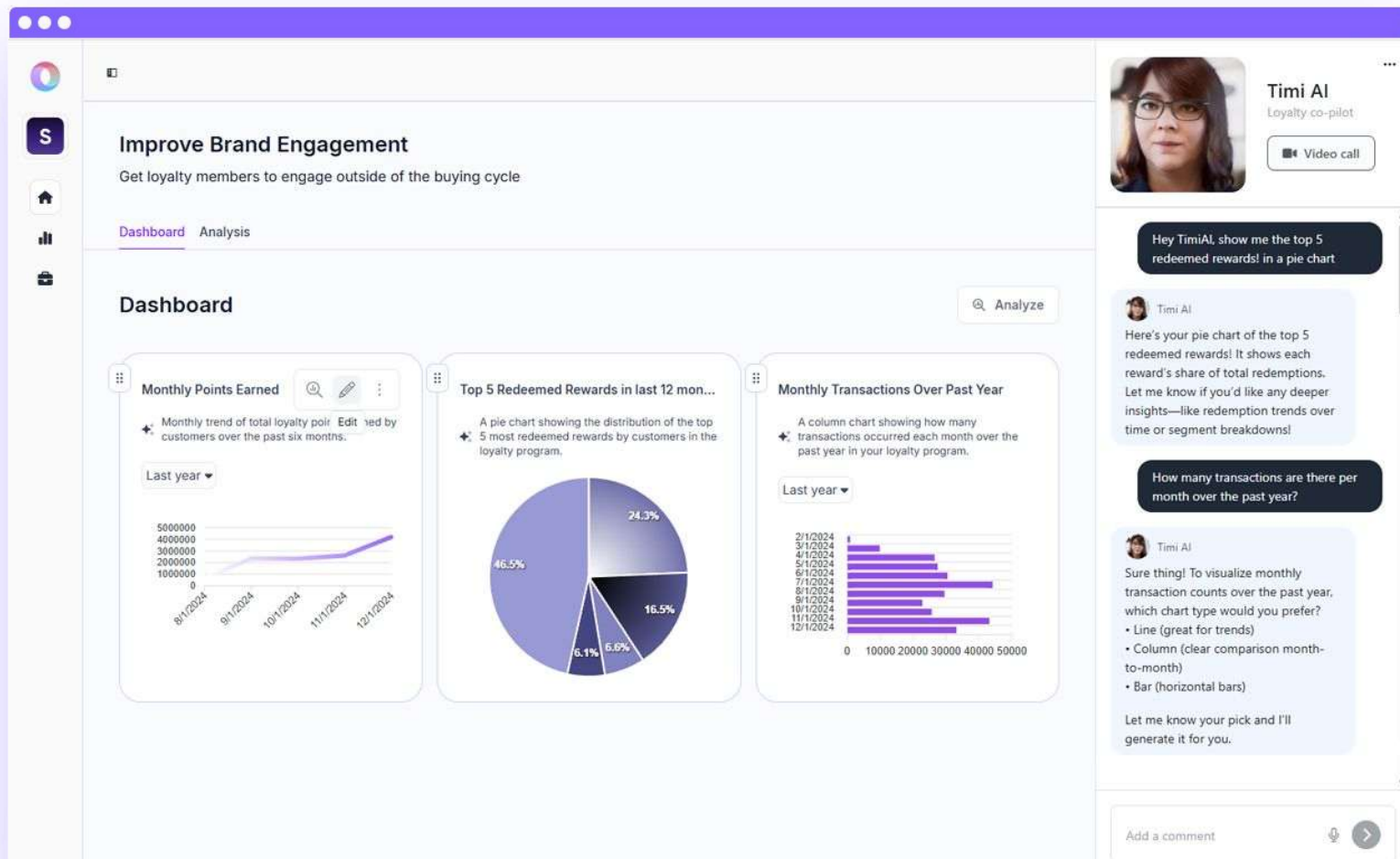


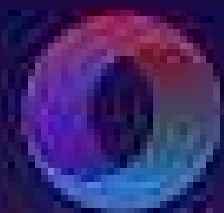
Reuters

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The AI co-pilot for loyalty program management

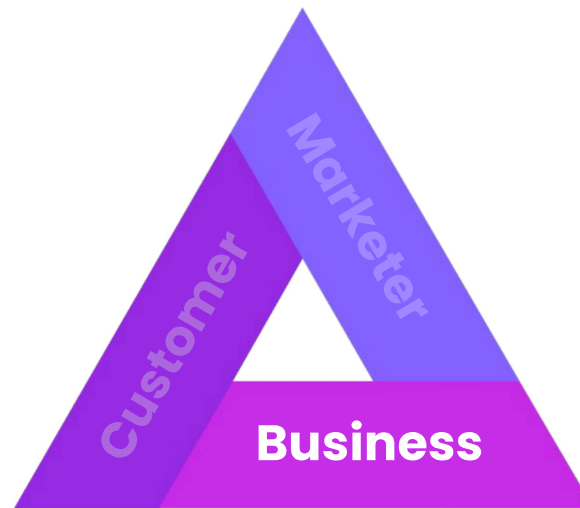




Optimizer



Providing Value For Businesses



Delivering value creates value

Successful loyalty
programs can generate
5.2X ROI

Pivot now, so you can start
generating value as soon as possible



Agentic AI is here

**7 out of 10 companies are
willing to give agentic AI a go**
So the time to pivot to AI-driven loyalty
is now





A richer life doesn't
cost a fortune



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Cool down

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£3.50

£3.50

£3.90

£3.90

How Antavo & Flying Tiger Copenhagen work together



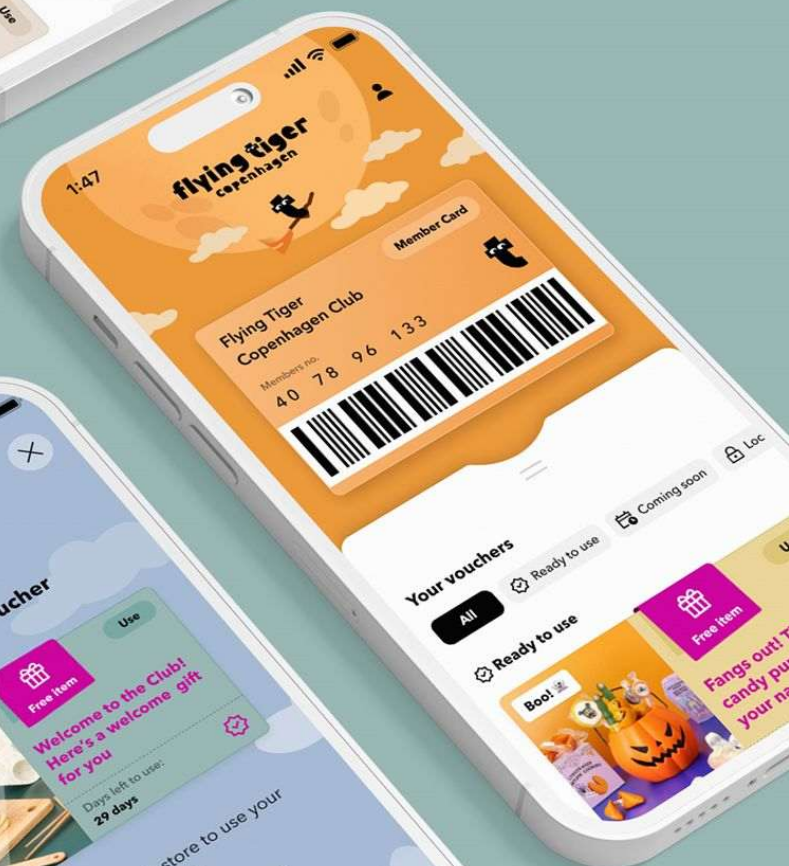
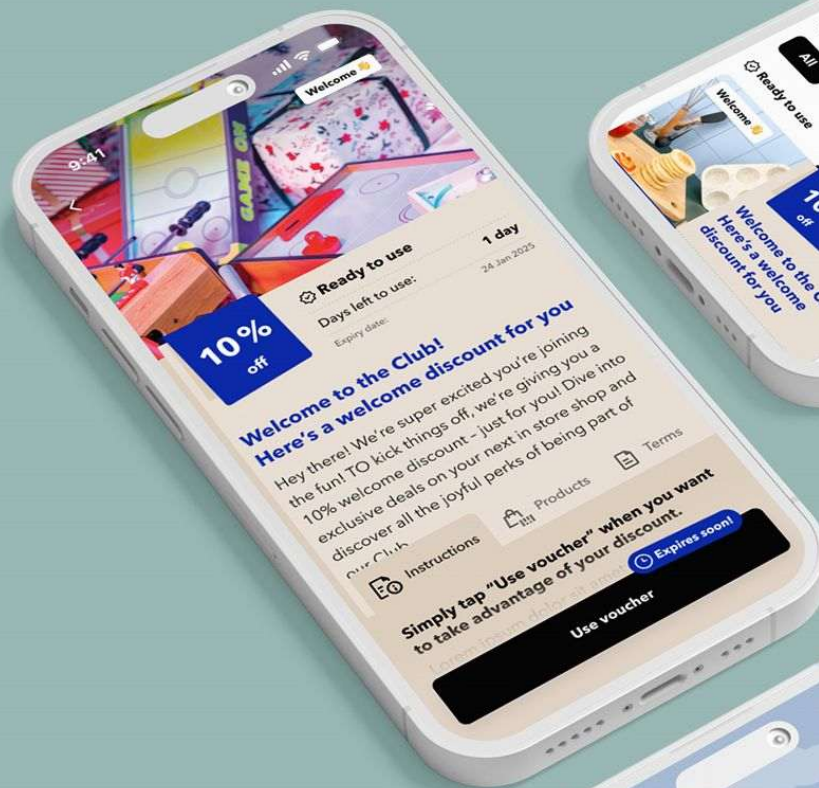
Zsuzsa Kecsmar

Co-founder, Chief Strategy Officer at
Antavo AI Loyalty Cloud

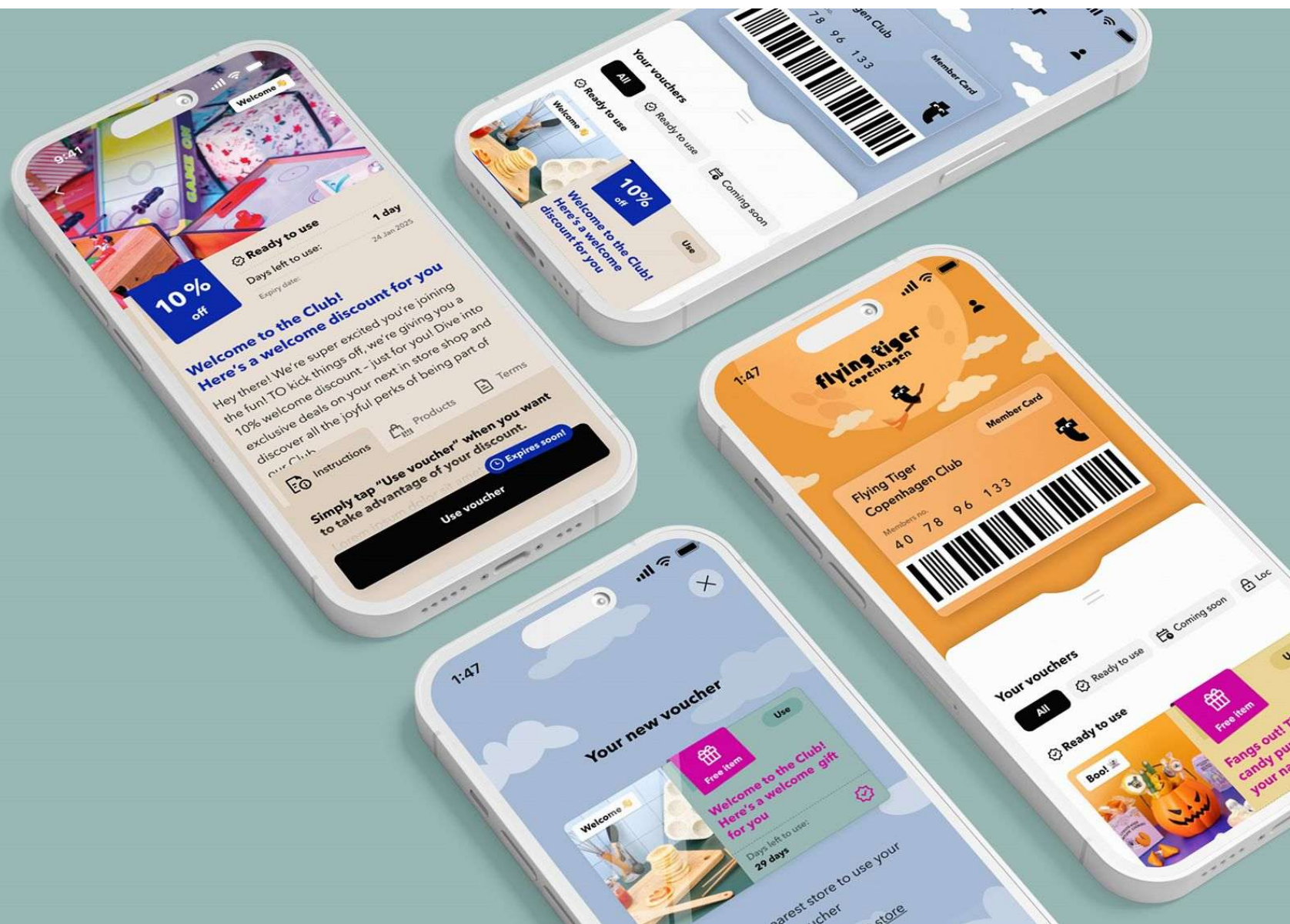


David Thompson

Product Owner
at Flying Tiger Copenhagen



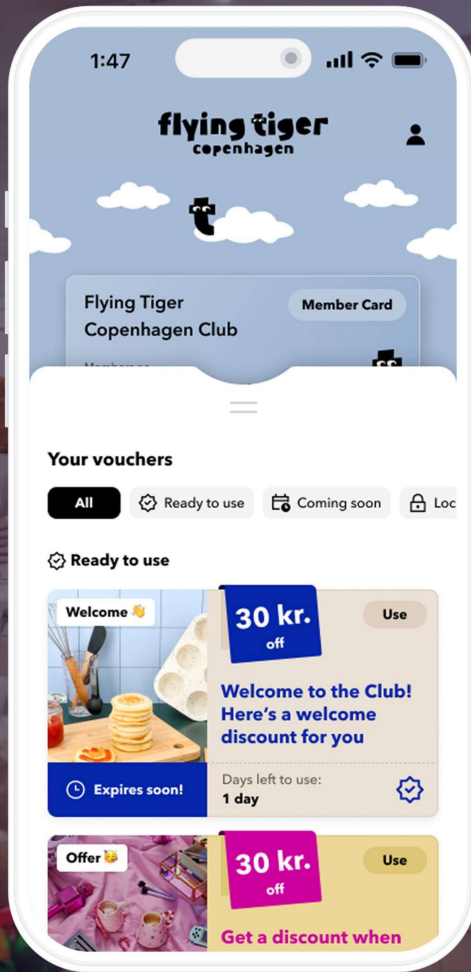




Flying

Flying Tiger Copenhagen Club

- **App-based** loyalty program in store (also self checkout)
- **Launched in 6 weeks**
- **Reached 500,000 members across 6 markets in 6 months**



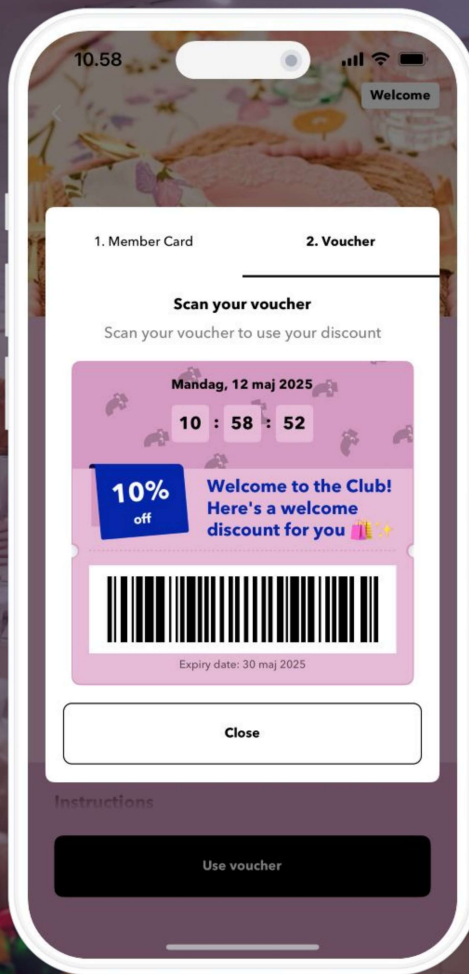
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THE GARDEN

Approaching **1 million** members...

- **8 markets** in **15 months**
- Members have **60%** higher basket size and
- Members visit **50%** more often



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THE GARDEN

**Ready to take action?
Book a 2-hour
workshop with us!**



Zsuzsa Kecsmar

Co-founder,
Chief Strategy Officer

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