



LoyaltyX talk

A story of mobile loyalty

Jake Sargent, Group Marketing Director, Apadmi
14th October 2025

APADMI

Keeping fit

How does your phone
help you to stay in
shape?

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Eating in

What apps do you
use to order
takeaway?

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Last minute shops

Where do you pop for
a pint of **milk**?

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Shopping for **kicks**

Where's your go-to
for buying new
trainers?

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Eating out

Who helps you to find
new pubs and
restaurants?

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