

From Subscriptions to Free Tiers:
Rethinking Loyalty for Maximum
Engagement

October

2025

zalando

Why do loyalty programs matter?



Loyalty programs matter – the
benefits are clear for companies and
consumers

+20%

higher spend by members
vs non-members

>50%

more likely to buy from a brand
with loyalty program

x2

positive referrals by loyal
customers

x3

lower churn by loyal customers

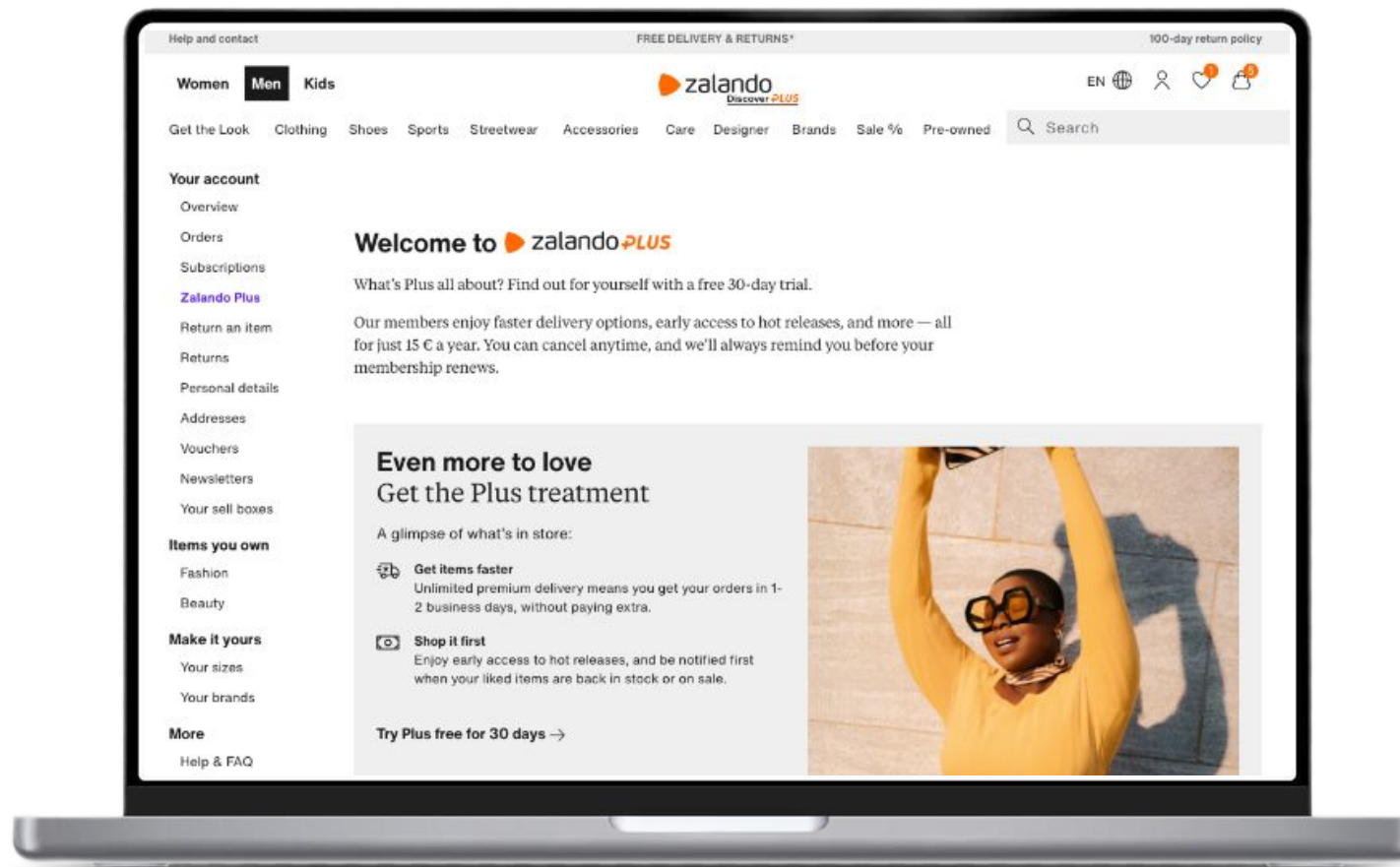


Source: eMarketer, Insider Intelligence, Salesforce Fifth Edition State of Connected Customer, 2022, Forbes, Bain & Company

How it started at Zalando



Subscription-based program launched in 2017



And it worked

+2.5M

members across 8 European
markets

x2

visits by Zalando Plus
members

x3

time spent by Zalando Plus
members



Was it enough?



In 2024 we presented the new B2C strategy
with three strategic growth pillars





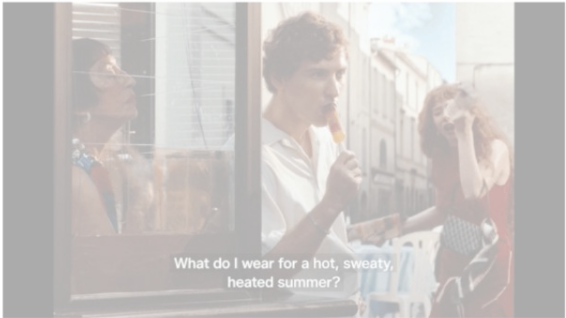
Loyalty, as part of quality pillar,
needed to evolve too



Differentiation
through quality



Lifestyle
expansion



Inspiration &
entertainment

Multi-brand platform

How many loyalty programs
do customers engage with?



17

Average number of loyalty
programs customers
engage with



Customers expect rewards

61%

Zalando customers actively seek rewards for their loyalty

50%

Zalando customers engage with other loyalty programs

50%

European customers want loyalty program

1/3

Customers seek recognition beyond their purchases



Source: ZGS 2028 Fashion Survey, October 2023, >18k respondents across DE, FR, IT, CH, NL, SE, PL

From exclusivity to inclusivity – **free to all**



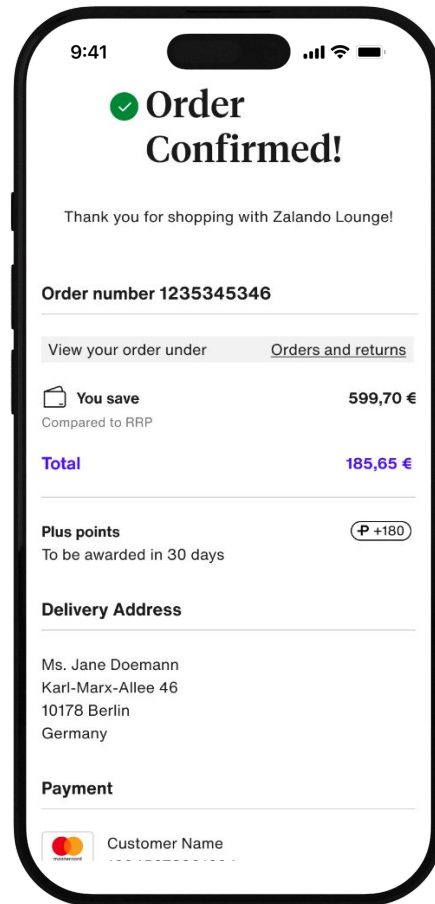
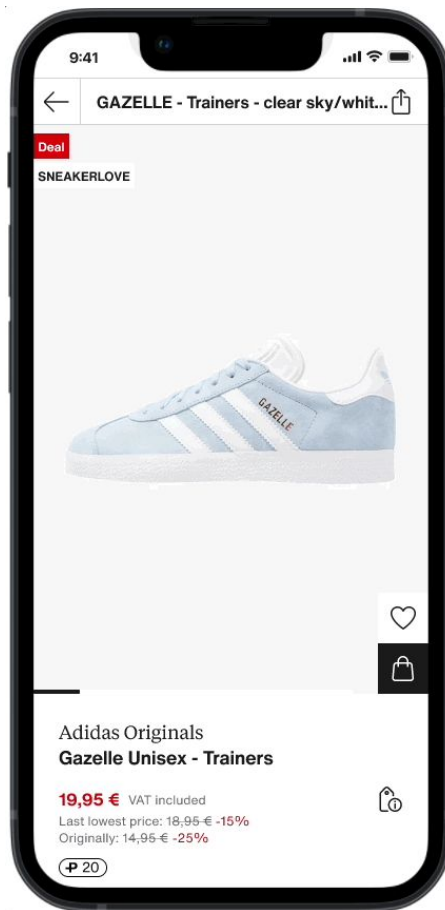
Introducing new Zalando Plus



Earning points: Shopping

Customers can earn points through shopping both on the Zalando platform and on Lounge.

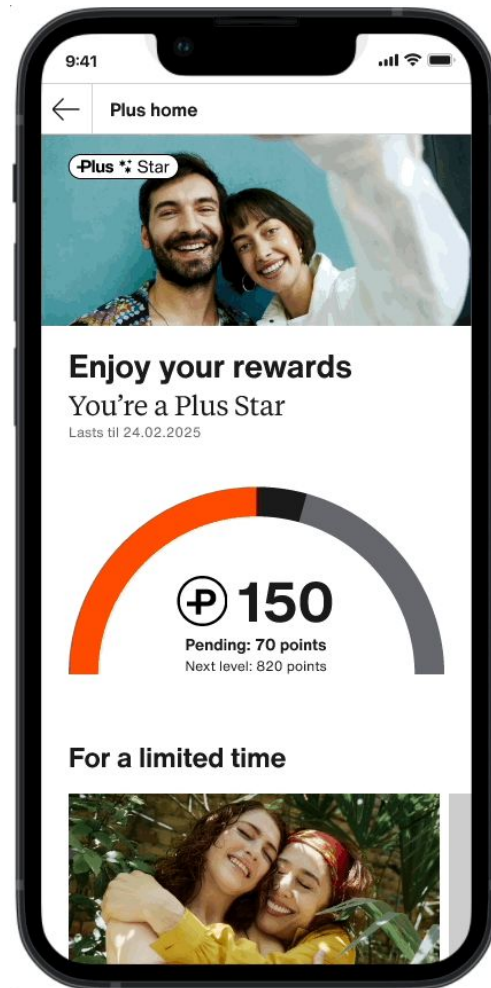
We make sure that we celebrate our customers with each transaction and points earning moment in the journey.



Earning points:

Missions

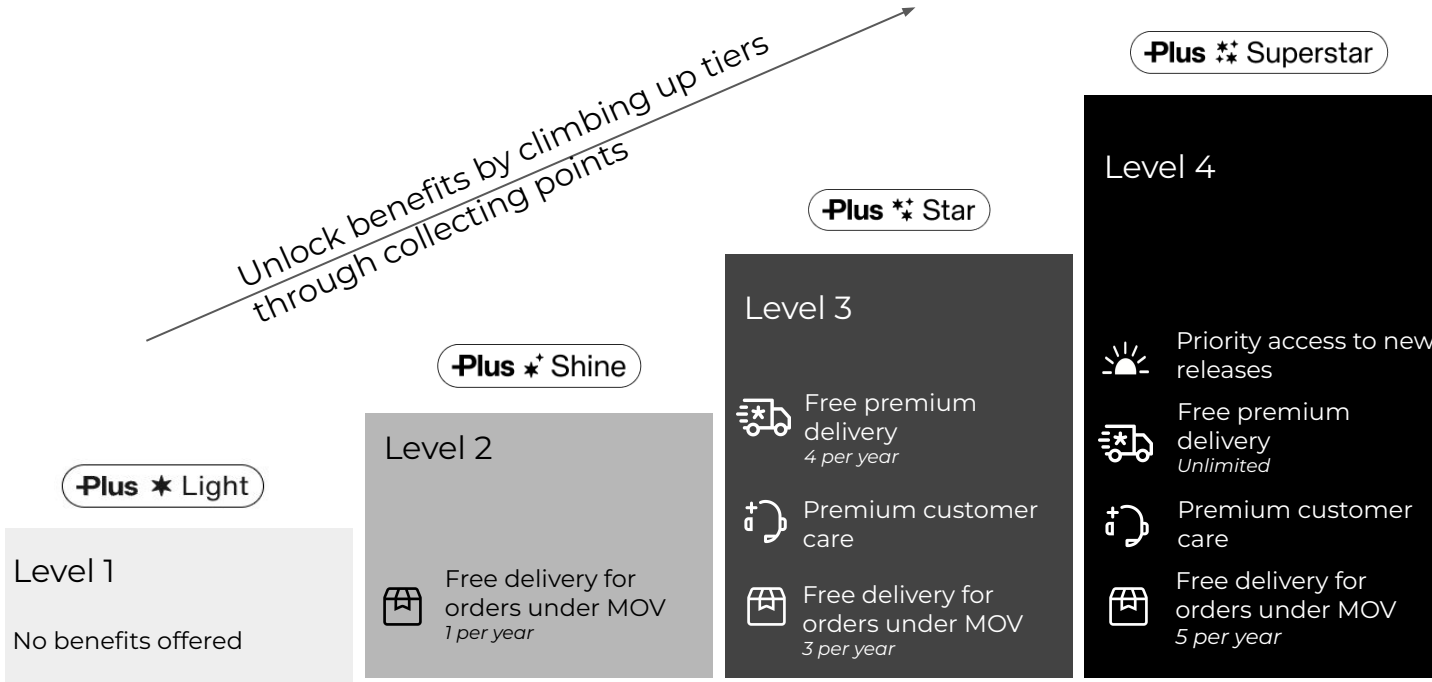
The missions experience offer rewards for other ways than orders and transactions such as completing body measurement, adding birthday or subscribing to newsletter.





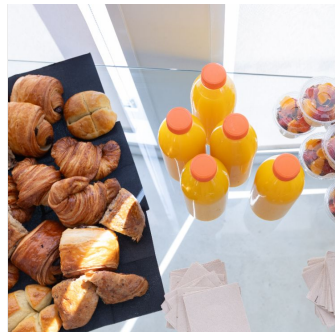
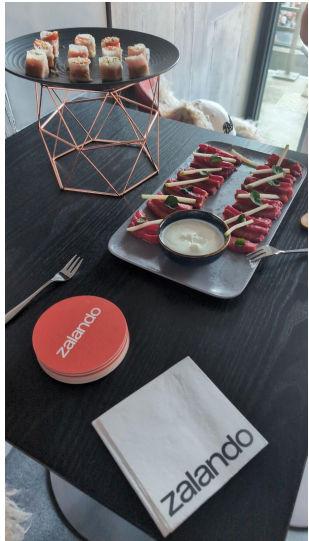
Having a tier based programm

in which customers are awarded points
and rewarded through benefits



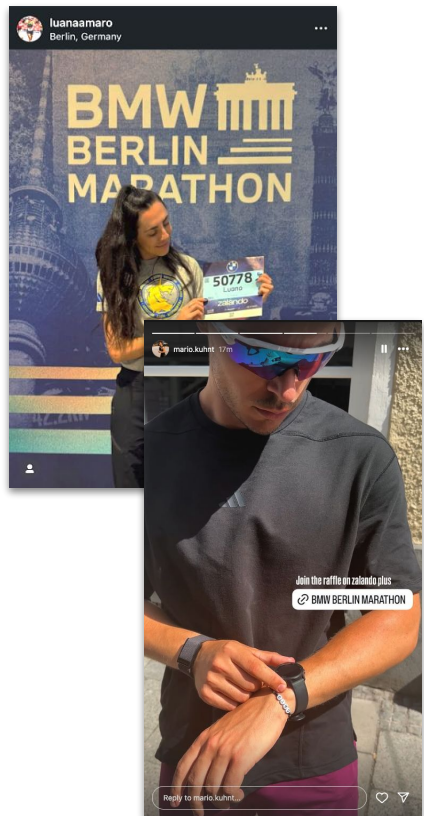
Driving loyalty through experience

France



Driving loyalty through experience

Berlin Marathon



zalando Plus

Men | Women | Kids

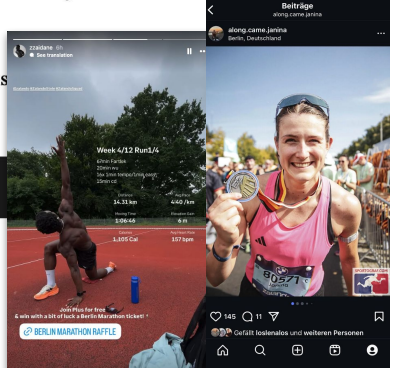
This time exclusive for all Plus members

Don't miss your chance to win a ticket to the BMW BERLIN-MARATHON. It's a taste of full Plus benefits for ALL Plus members, no matter your status.

I'm ready →

The BMW BERLIN-MARATHON tickets are hard to get but we've secure 20 tickets, and they're for you.

As a Plus member, you can now enter the draw to win yours. Join thousand of runners in one of the world's most iconic races. **And get a taste of full exclusivity of Plus membership regardless of Plus status.**



Driving loyalty through experience

Adidas Adizero Adios Pro Evo 2 Raffle

zalando **Plus**

[Men](#) | [Women](#) | [Kids](#)

Chase your next finish line.

As a Plus Superstar, you get the chance to win a pair of the new Adizero Adios Pro Evo 2 running shoes. Enter the draw now and it can be yours.

Enter the draw →



This one's for the runners. The early-morning starters, the park loop regulars, the marathon enthusiasts, the ones who know that the right shoes can change the game, and the ones that have been waiting for the Adizero Adios Pro Evo 2! 🌟

As a Plus Superstar, you get a shot at winning the new Adios Pro Evo 2, fresh from the launch line. Just enter the draw and keep an eye out for winner news.

Enter now

Best wishes,
Your Zalando Team

Find Inspiration



Shop Easily



①

Win the Adios Pro Evo 2

Join Plus for free for a chance to win.

Plus gets you in the draw for one of the most hyped running shoes of the year – the Evo 2.

Join for free & enter →





Key insights

17

countries

13M+

members

26%

adoption rate

x2

orders by Zalando Members



Tha

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