



*The Problem
with how we
sell
Loyalty*

Ben Freeman

"Tell me what you know about this customer, and how you might make them feel more valued as a shopper."

8/10

"How could you influence their next trip, to make the total contents of their basket more profitable?"

5/10

"How much is that influence actually worth to our CFO?"

3/10



EMOTION



FORMULA



Mum >

Oh gosh, something with
data and rewards, making
people spend more with data.
Financial engineering?

and you're very good at it
X

Duality of Language

Drawn from analysis of brand-side loyalty communications across LinkedIn, interview & trade media, 2024-25

"We're designing relationships, not schemes"

"Loyalty isn't a programme, it's a promise kept"

"Customers don't want discounts, they want to be remembered"

"Connection is the new currency"

"Loyalty is no longer transactional, but emotional"

The best 'points' are emotional ones

"Loyalty data is only valuable when it drives behaviour"

"Points are a lever for margin, not magic"

"Retention is the most efficient growth channel"

"Measure emotional loyalty, but monetise it too"

"Incrementality, not enrollment, is the success metric"

"Loyalty needs to earn its place on the P&L"



Language of Emotion Dominates

Sample of 100+ brand-side loyalty communications analysed for presence of language denoting emotion and formula, 2024-25

*"Loyalty isn't a programme, it's a promise
kept"* *"We're designing relationships, not schemes"*

The best 'points' are emotional ones

"Customers don't want discounts, they want to be remembered"

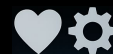
"Connection is the new currency"

"Loyalty is no longer transactional, but emotional"

60%

30%

10%



*Reframe
the
Product*

*Go deeper
than
'Retention'*

*Remove
the Loyalty
Filter*

Thank You