

LOYALTY UNPACKED

by the NORTH AMERICAN LOYALTY ASSOCIATION



Walgreens

Walgreens

THE BRAND

Walgreens is one of America's largest retail pharmacy chains, serving neighborhoods since 1901 under the purpose of more joyful lives through better health. Taken private by Sycamore Partners in August 2025, it now operates roughly 8,600 US drugstores, with the pharmacy at the core and convenience retail built around it.



**LQYALTY
UNPACKED**

by the NORTH AMERICAN LOYALTY ASSOCIATION



THE PROGRAM

myWalgreens is a free, flat program, launched in November 2020 as the successor to Balance Rewards:

- No tiers, no points, no paid version: a name, ZIP code and phone number is the entire sign-up
- Earn unlimited 1% Walgreens Cash rewards storewide, including out-of-pocket pharmacy spend, and 5% on Walgreens-branded products
- Member-only sale prices in store, online and in the app
- Personalized only-for-you deals, clipped offers and bonus Walgreens Cash for health-goal activities
- Redeem at checkout in dollar increments, capped at \$50 per transaction
- Walgreens Cash expires on a rolling 12-month basis; six months without a redemption forfeits the entire balance



**LOYALTY
UNPACKED**

by the NORTH AMERICAN LOYALTY ASSOCIATION

Walgreens

THE NUMBER

134

million
members



LOYALTY
UNPACKED

by the NORTH AMERICAN LOYALTY ASSOCIATION



THE IMPACT



One in three American consumers is in the member file.

Membership grew from 110 million to more than 134 million while the company closed over 1,000 stores and went private.

LOYALTY
UNPACKED

by the NORTH AMERICAN LOYALTY ASSOCIATION



THE BIG IDEA



Coverage over generosity.

myWalgreens is engineered to enroll everyone and reward lightly.

A phone number at checkout is the whole barrier to entry, and a flat 1% is the whole base cost. Member-only sale prices do the persuading, so nearly every transaction gets attached to a person without the program ever having to be rich.

**LOYALTY
UNPACKED**

by the NORTH AMERICAN LOYALTY ASSOCIATION



THE NALA™ INSIGHT

The program is the part that does not **shrink**

The familiar read of myWalgreens is a data story: the member file underpins Walgreens Advertising Group and, by the company's own count, covers roughly a third of American consumers. That story is real, but in 2026 the more telling fact is what happened around the program. The owner changed, the company split into five, and more than a thousand stores went dark. Membership kept growing through all of it.

That points to a different job. **When a retailer closes stores, the risk is that customers leave with them.** A live membership at this scale is the bridge: the prescription transfers, the app redirects, the offers re-personalize to the next nearest store or to delivery. myWalgreens works less like a growth engine and more like a shock absorber, the mechanism that lets the footprint shrink without the customer base shrinking with it.

**LQYALTY
UNPACKED**

by the NORTH AMERICAN LOYALTY ASSOCIATION



OUR CHALLENGE

A **1% base earn** is among the thinnest in US retail. Member pricing does the heavy lifting, so is this loyalty, or a price wall with a login?

The rules are more complicated than the program's simple promise: forfeiture after six months without a redemption, rolling 12-month expiry, a \$50 per-transaction cap, and no spending on pharmacy items. How much accrued value **quietly disappears**?

134 million is an enrollment count, not an engagement count. How different would the picture look if only **active members** were counted?



THE BIG QUESTION

“When you close a location, does the relationship move with the member, or was the location the relationship all along?”

**LOYALTY
UNPACKED**

by the NORTH AMERICAN LOYALTY ASSOCIATION

JOIN US

NALA™ is a community for people doing the real work of loyalty, CRM and customer engagement inside brands and retailers.

We create space for real brand stories like this, open debate, practical exchange and celebrate success.



Meet us at **The BIG Handshake Loyalty™**
event in Chicago on November 10
[Get your tickets here](#)

the-nala.com - tbhchicago.com

NALA

NORTH AMERICAN LOYALTY ASSOCIATION