


STAT: EXPECTATIONS OF LOYALTY PROGRAMMES ARE CHANGING

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US Millennial (71%) and Generation Z (65%) consumers are the most likely to be influenced by loyalty programmes.

Source: Bond Brand Loyalty

New research suggests the success of loyalty programmes relies on experience rather than rewards. Rewards only account for a quarter of loyalty member satisfaction, according to Bond Brand Loyalty's 9th Annual Loyalty Report. Younger consumers in the US are not only the most likely to be influenced by loyalty programmes, but more than half are interested in paying a fee to receive enhanced benefits.

'Many brands are still focused on the myopic points versus the moments that matter most along the entire member journey,' says Sean Claessen, executive vice-president of strategy at Bond Brand Loyalty. 'Essentially, for younger consumers, it's all about the experience.' Read our [Loyalty Market](#) to learn more about how brands are redefining customer retention.