

6 MIND-BLOWING

STATISTICS & FACTS ABOUT LOYALTY



#1

80% OF YOUR PROFITS MAY COME FROM JUST 20% OF YOUR CUSTOMERS

Pareto's 80/20 principle shows that if your business puts effort on retaining the top 20% of the customers, the profits generated from the latest will be equal to the amount your brand could have gained from getting 80% more clients.

Long-term customers tend to spend way more than newly acquired ones, a good reason why your business should focus on customer retention, and not only on acquisition.

Forbes Study

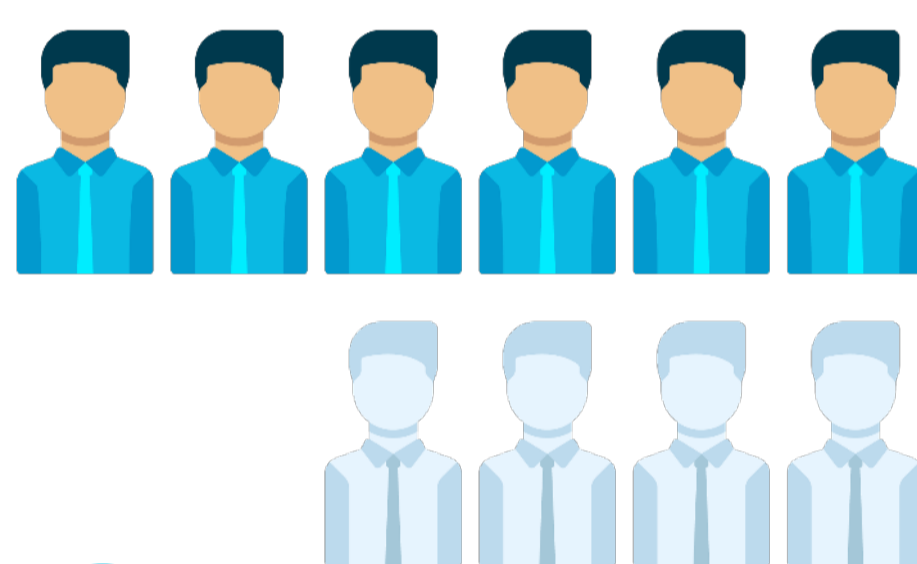
#2

MEMBERS SPEND 30% MORE THAN NONMEMBERS ON AVERAGE

Your club members are more likely to trust your brand and therefore to spend more in it.

Additionally, rewards, points and other loyalty features are big incentives to make them come back to your stores!

Como Study



#3



ABOUT 50% OF CUSTOMERS HAVE LEFT THEIR MOST FAVORED BRAND FOR THEIR COMPETITOR

due to the inability of the business to meet up with their needs.

Customer experience isn't a one-off thing. Customer retention is an endless process – and for each misstep, you can lose some of your loyal customers.

Annex Cloud

#4

MORE THAN 6 OUT OF 10 MILLENIALS PREFER TO DONATE THEIR LOYALTY REWARDS TO A GOOD CAUSE

rather than redeeming them personally.

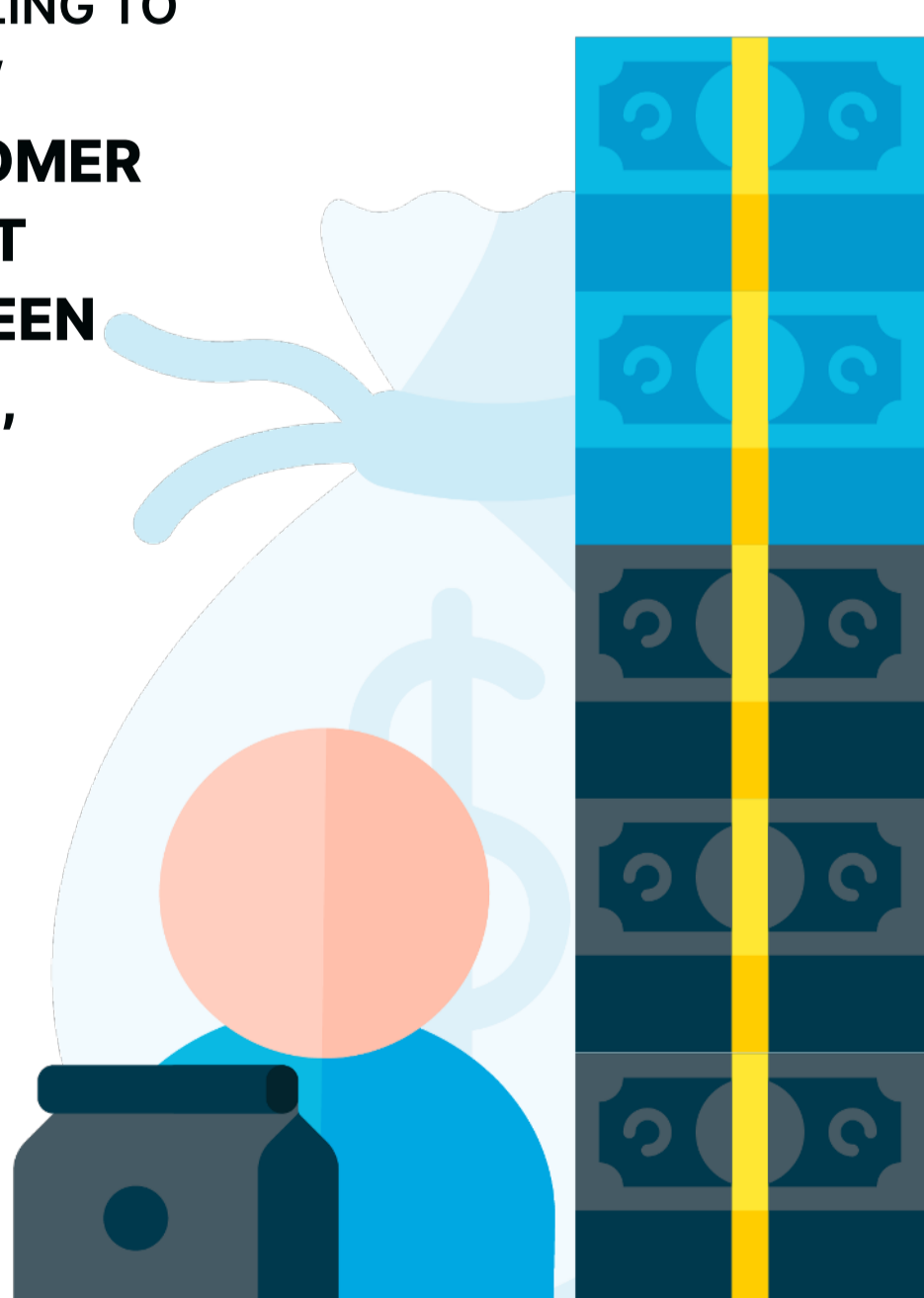
If earning and redeeming points are always a good feeling, Millennials prefer sharing them either with their friends & family, or in most cases, trading them against a donation to associations.

Como enables your customers to share their gifts, points and credit with friends, or to donate them to a good cause – to combine the pleasant and the useful.

KPMG Study

#5

YOUR CHANGE OF SELLING TO A NEW CUSTOMER IS JUST BETWEEN 5-20%,



WHEREAS IT RISES TO 60-70% FOR EXISTING CUSTOMERS

When you have earned a customer's trust, you can more easily resell, upsell and cross-sell your products to them with a much higher success rate than when you're talking to a new client.

Spending time and money in grabbing the hearts of your existing customers is a winning strategy: personalize your messages, reward their loyalty with gifts, pamper them with events-based offers – and see their lifetime value skyrocket!

Como Study

#6

+190%

CUSTOMERS VISITS INCREASE

ON AVERAGE AFTER LAUNCHING PERSONALIZED CAMPAIGNS

Data collection enables you to segment your audience with surgical precision. You can then launch hyper-personalized campaigns, with the right hyper communication and offers depending on each customer's profile and purchase behavior – increasing their interest to come back for more.

Como Study