

# CHEATSHEET



## Loyalty: Up close and personal

Use **personalization** to deliver a superior loyalty experience



### WHY is personalization important?

A personalized shopping experience is key to making customers feel valued and to increase loyalty.



**78% of shoppers** say they want to be individually recognized and rewarded for their loyalty



**65% of customers** say they are motivated to be loyal by personalized offers



**61% of customers** say they will return to a brand if they are shown personalized product recommendations

50% of marketers argue that tailored messages are one of the most effective methods of delivering unique experiences, but 42% still don't send them.

There's clearly a huge opportunity to implement personalized marketing through your loyalty program to increase retention and customer lifetime value.

Customers are no longer satisfied with a “one size fits all” approach. From gifts to product recommendations, your loyalty program provides an opportunity to deliver personalized interactions and customized content that encourages shoppers to choose you over others.



### ACTION POINTS Ways to create a personalized experience

#### Personal behavior



Keep an eye on your customers' spending to trigger email updates. Let them know when they are close to a reward threshold or when they have rewards to redeem.

#### Personal gift



If a customer has purchased from your newest collection, gift them a complementary accessory. For instance, if they bought a pair of leggings or lounge pants and there's a matching bra or top, gift it to them.



## ACTION POINTS

Ways to create a personalized experience

### Personal revelations



Look at your customers' previous purchasing behavior to see what they've bought historically.

When you send out monthly points updates, supply personalized product recommendations that are related to what they've bought previously. This makes it easy for the customer to continue shopping with you.

### Personal offers



Use your loyalty program to analyze your customers' data. Notice what rewards they have redeemed and how they like to engage with your program. Use this information to send them personalized loyalty emails that include rewards related to your customers' interests and engagements with your store.

### Personal thanks



If you detect that a customer buys a lot of products from one particular collection, give them double points for every future purchase they make from this range.

You'll show your appreciation for their support while making it easier for them to continue shopping the category they love.

### Personal points



Another way to create a unique experience for your customers is to send them email reminders with point summaries and the available rewards they can redeem. These emails can include:

- Their points balance
- Rewards available to them
- The tier they're in
- How many more points they need to unlock to get to the next tier or reward

## Takeaways

A loyalty program provides an unparalleled opportunity to deliver personalized interactions and bespoke, customized content. This will encourage customers to spend with your brand over others that lack a personal touch.

Remember to use customers' data to tailor the experience to their specific interests. This could include: providing product recommendations, personal gifts and email updates about their account and points balance.



To learn more about creating personalized interactions through your program, download the "Loyalty: Up close and personal" report.

