

# CHEATSHEET

## Loyalty: Up close and personal

How to make **trust** the foundation of your brand



### WHY

is trust important?

Creating and maintaining trust as an ecommerce retailer is crucial to healthy long-term revenue and reputation.

80%

80% of shoppers say that trust is an important part of their purchasing decision

76%

76% of consumers said that for them to be loyal to a brand they need to trust that if they recommended it a friend, they would have a good experience

Today's customers are wise to brands that are inauthentic. With the entire brand-customer relationship established online, it's more important than ever to build trust. This starts by using customer data responsibly and in a way that will enhance the shopping experience.

With only one-third of consumers saying they trust the brands they buy from, there is huge scope to set your store apart and build trust through your actions.



### ACTION POINTS

Ways to create trust

Use your loyalty program to capture data about customers, see where they engage with your program most and pinpoint exactly where to build trust.

To encourage your customers to trust your brand, you need to target them with the right content at the right time. Here are three customer segments to target straight away:

- 1 Loyal customers: with a high lifetime value and high engagement with your brand
- 2 At-risk customers: those close to shopping with your competition
- 3 Churned customers: those who haven't purchased from your brand in a while



## Dive deep into customer segmentation

### ✓ Show love to your loyal customers

Use valuable shoppers' data to deliver personalized experiences that make them feel special

- Send them emails with their points balance and tier
- Reward them for their loyalty with a free gift that they've had in their cart for a while

### ✓ Rescue at-risk customers

- Run a "surprise and delight" campaign that makes at-risk customers feel valued. You could use segmentation to move them into a hidden tier in your loyalty program where they can earn rewards not available to other customers
- Send out personalized points balance reminders, encouraging them to redeem points

### ✓ Remind churned customers what they're missing

Send out a hyper-targeted email campaign to remind churned customers why they trusted you to begin with.

This could be:

- Double points for Christmas or Black Friday
- Free gift for a birthday
- Valuable and exclusive content around your product in a private Facebook group for members only



## Takeaways

**80% of consumers** say that a brand using their data in a helpful way is more likely to secure their loyalty – so it's clear that earning trust pays off. Use data gathered from your loyalty program to engage with your customers, while sending them relevant offers based on their interests and purchasing history.



To learn more about building trust with your loyalty program, download the "Loyalty: Up close and personal" report.