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Independent Research Firm Cites Bond Brand Loyalty (Formerly Maritz Loyalty Marketing) as a Leader in the Loyalty Program Service Provider Category

Bond Brand Loyalty receives highest score for strategy,
and praise from clients as a strategic partner and thought leader.

Toronto, ON (October 31, 2013) – [Bond Brand Loyalty](http://bondbrandloyalty.com) (Formerly Maritz Loyalty Marketing) today announced that The Forrester Wave™: Loyalty Program Service Providers, Q4 2013 Report by Forrester Research, Inc., ranked Bond as a leader in this market. Findings were recently published as part of a comprehensive assessment of customer loyalty program service providers. In this evaluation, Bond Brand Loyalty was identified as one of the top providers and ranked highest in the strategy criteria. Bond Brand Loyalty was also the third highest ranked provider in the market presence criteria.

[Bond Brand Loyalty](http://bondbrandloyalty.com) was cited for its solid professional services — “particularly its creative, partnership and campaign management services.” Forrester also liked Bond Brand Loyalty’s “psychological approach to loyalty strategy,” noting the company’s approach “grounds program design in basic drivers of human behavior.”

The report noted that clients praise Bond Brand Loyalty “as a strategic partner and thought leader,” and commented that “marketers craving strategic input and hands-on support will appreciate [Bond Brand Loyalty]’s thorough approach.”

“We are pleased to be recognized as a leader in loyalty program service providers, especially based on an evaluation of our business by Forrester and through the perspectives of our loyalty customers,” said Bob Macdonald, President and CEO of [Bond Brand Loyalty](http://bondbrandloyalty.com). “Our goal is to make the world a more loyal place, and that begins by building deeper relationships between brands and the people who matter to their businesses. With our latest version of [SYNAPZE™](http://synapze.com), our proprietary digital and mobile loyalty platform, and the understanding of human behavior we’ve gained through our collaboration with The Maritz Institute, we are able to design initiatives that engage each customer throughout all stages of their lifecycle with a brand.”

Forrester Research, Inc. evaluated eight consumer loyalty service providers against sixty-one criteria designed to assess their current offering, strategy and market presence. Forrester used a combination of vendor surveys, executive briefings, product demos and customer feedback to make its assessment, conducting reference calls with three of each vendor’s current customers. At least ten of their current customers completed an online survey.

The eight consumer loyalty service providers evaluated were chosen after Forrester completed preliminary research to identify vendors who had comprehensive loyalty service offerings,

demonstrated market momentum and had strong customer interest from Forrester clients. All were companies with an installed base of at least 15 loyalty program customers, at least \$25M in loyalty service revenue and customers across three or more industries.

To learn more, please visit www.bondbrandloyalty.com.

ABOUT BOND BRAND LOYALTY (FORMERLY MARITZ LOYALTY MARKETING)

[Bond Brand Loyalty](http://www.bondbrandloyalty.com), formerly Maritz Loyalty Marketing, has been practicing brand loyalty for over 100 years for the world's most influential and valuable brands. We make the world a more loyal place – a world more rewarding for customers, richer and more resilient for brands, and extremely profitable for the businesses those brands represent. We build measurable, authentic and long-lasting relationships between our clients' brands and their customers through a combination of services, including loyalty strategy, customer experience, market research, insights and analytics, live events, experiential marketing, and proprietary loyalty technology platforms. Bond Brand Loyalty is a Maritz Company. For more information, please visit www.bondbrandloyalty.com.

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