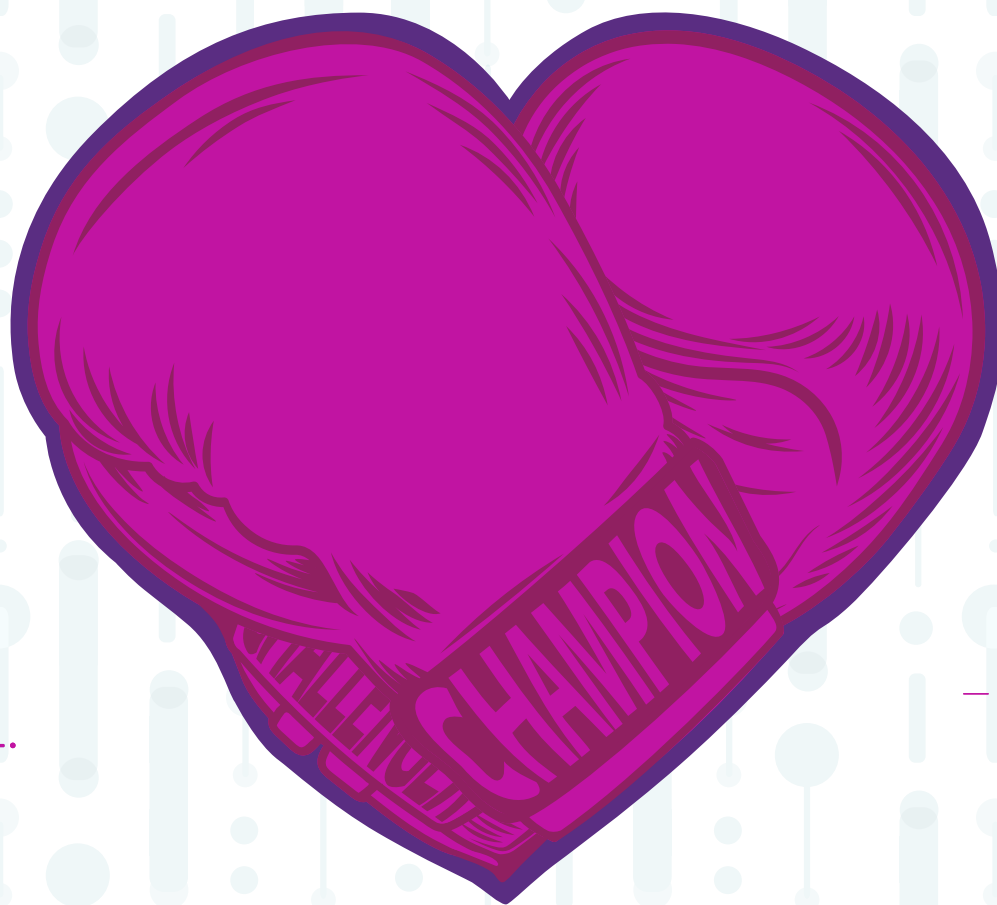


THE BATTLE FOR LOVE & LOYALTY

THE LOYALTY REPORT 2017



EXECUTIVE SUMMARY

PUNCHING ABOVE YOUR WEIGHT

This year, the gloves come off as we pit champions versus challengers in a battle for consumer love and loyalty. Changes in Program Member attitudes and behaviors are reshaping the loyalty landscape and pressuring the status quo.

Loyalty Program design does not need to rely solely on the familiar punch of a dividend. It's about hitting smarter and punching above your weight with a superior customer experience that recognizes your best customers.

With more Programs competing for their attention, hyper-informed consumers expect personalized and shared interactions across a brand's loyalty ecosystem. A Program's success hinges on its humanity and ability to respond to competitive pressures, embrace evolving technologies and create a better Member experience.

To differentiate and knock out your competition, your loyalty Program must adapt, surprise and delight.

Let's step into the ring.

NORTH AMERICA'S LARGEST LOYALTY STUDY

400+

**LOYALTY
PROGRAMS**

10+

**INDUSTRY
SECTORS
INCLUDING**

- Payments
- Retail
- Grocery
- Hotel
- Gas
- Airline
- Entertainment
- Coalition
- CPG
- Etc.

50+

ATTRIBUTES

- Program Mechanics
- Rewards & Redemptions
- Earn Mechanics
- Brand Alignment
- Loyalty Emotional + Behavioral Outcomes
- Human-to-Human Experiences
- And more

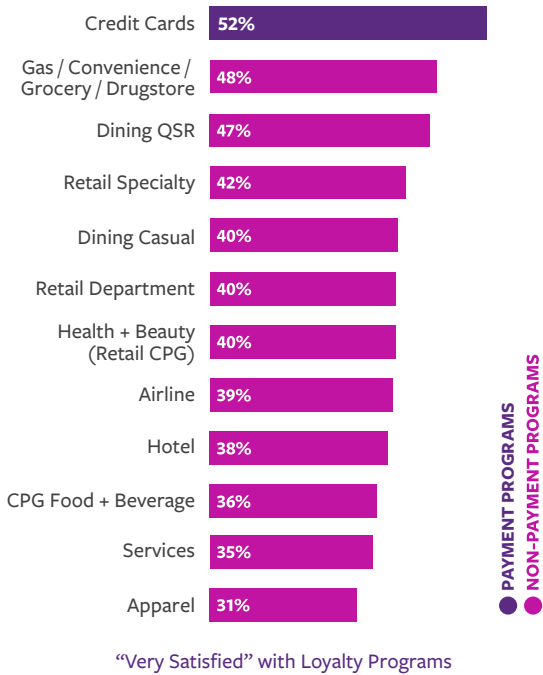
A sample of over

28,000

**NORTH AMERICAN CONSUMERS
participated in this study through an
online survey**

FAST FACTS

MEMBER SATISFACTION BY SECTOR



Enrollment
14.3 / **6.7**
Active

Average total Program enrollment has grown 31% over the last four years to 14.3 Programs per Member

THE LOYALTY ADVANTAGE

The permission-based relationship of Loyalty offers something that other forms of marketing don't

81% say that Loyalty Programs make them more likely to continue doing business with brands

66% modify spend to maximize Loyalty benefits

73% are more likely to recommend brands with good Loyalty Programs

Members who enjoy participating in their Loyalty Programs are

10x more likely to be very satisfied, yet only 31% feel this way

PROGRAM REPS NOT PULLING THEIR WEIGHT

SHOW THEM SOME LOVE

22%

STRONGLY AGREE

Program representatives consistently make Members feel positive emotions

AN EXTENSION OF YOUR BRAND

21%

STRONGLY AGREE

Program representatives consistently improve Members' understanding of the Program



BEST CUSTOMERS ARE NOT BEING TREATED BEST

ONLY 22%

of Members perceive their experience with the brand as better than that of non-Member customers

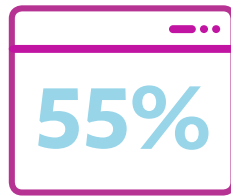
FAST FACTS

THE DIGITAL AND MOBILE EXPERIENCE



57%
AGREE

57% of Americans would like to interact with Loyalty Programs on their mobile devices



55% of new Members enroll online compared with 32% at a brand's location



52%

52% of Program Members don't know if their Program offers a mobile app

ROOM FOR IMPROVEMENT

36%

of Members are very satisfied with their Program's customer support experience
Up from 33% in 2016

GETTING PERSONAL ONLY

25%

of Members are very satisfied with the level of personalization they experience with their Program
Up from 22% in 2016



Trust is key to Loyalty

However, 33% of Members strongly agree that Programs are trustworthy—**Slightly down from 37% in 2015**

REDEMPTION

Working hard for the reward

ONLY **25%**

of Members are very satisfied with the level of effort needed to earn a reward or benefit

THEY JUST DON'T KNOW

57%

of Members don't know their points balance and 38% are unaware of their points value

ARE YOU FORGETTING SOMETHING?

\$100 Billion

An estimated \$100 billion in points are left **unredeemed** by Members

CHAPTER 1



LOYALTY IS A MARKETING HEAVYWEIGHT

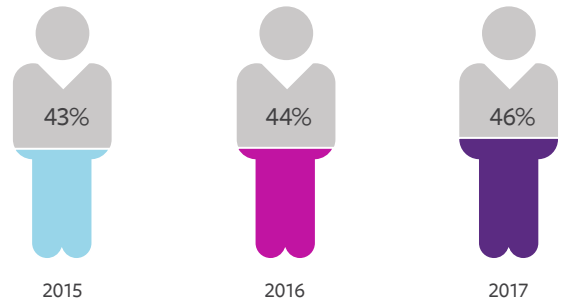
With increasing challenges in the battle for love and loyalty, Programs must keep their gloves raised to maintain their heavyweight status.

SATISFACTION IS UP, BUT THE BELL HASN'T RUNG YET

Historically in this study, overall Member satisfaction has been stable—neither increasing, nor decreasing substantially. Most Program operators would likely agree they have made Program improvements and increased budgets. Yet, any positive impact on Member satisfaction has been diminished likely by continuously increasing consumer expectations and increased Program imitation among competitors.

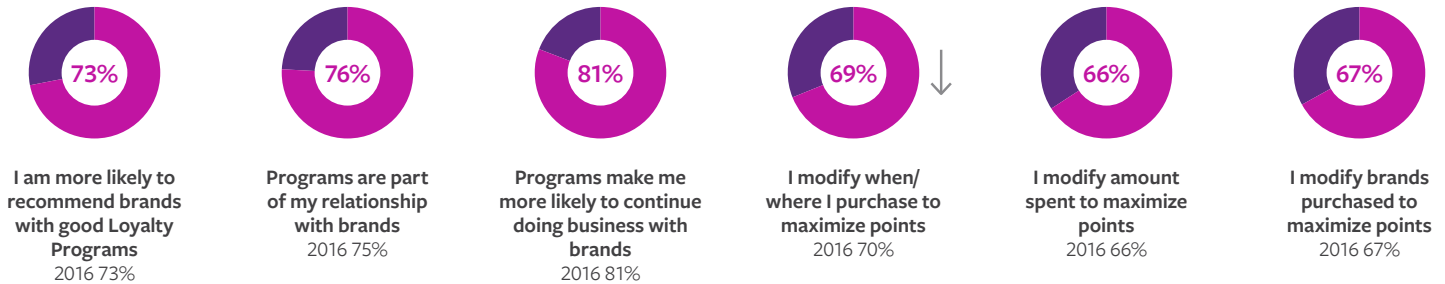
Overall Member satisfaction has increased by 2%, to 46%. This increase is no small feat; however, more needs to be done to transform smiles into tangible results.

Member satisfaction is up, and the impact of Loyalty Programs on Member spend, choice, advocacy and retention is high. Few, if any, other marketing initiatives could claim impact of this magnitude. Yet, the key loyalty outcome metrics below are showing signs of pressure.



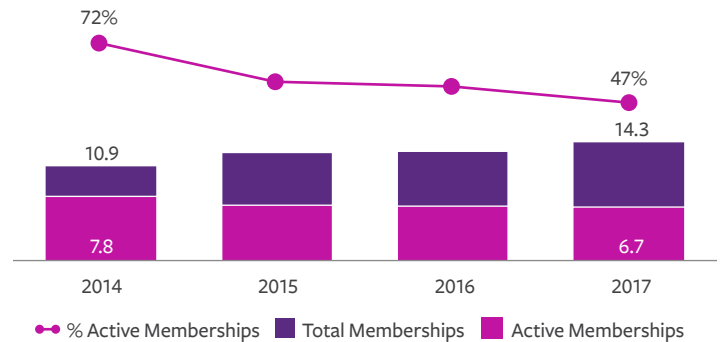
“Very Satisfied” with Loyalty Programs

Loyalty Key Performance Indicators



MEMBERSHIPS ARE UP, WHILE MEMBER ENGAGEMENT IS AT CAPACITY

Since our 2014 study, the average number of Program memberships per American consumer has increased steadily from under 11 Programs to over 14. Meanwhile, the number of Programs in which Members are active, meaning they have earned or burned Program benefits or rewards, is virtually unchanged at just under 6.7 (47%). This suggests that Americans are willing to enroll in additional Programs, yet their capacity to engage has reached a threshold.



CHAPTER 2

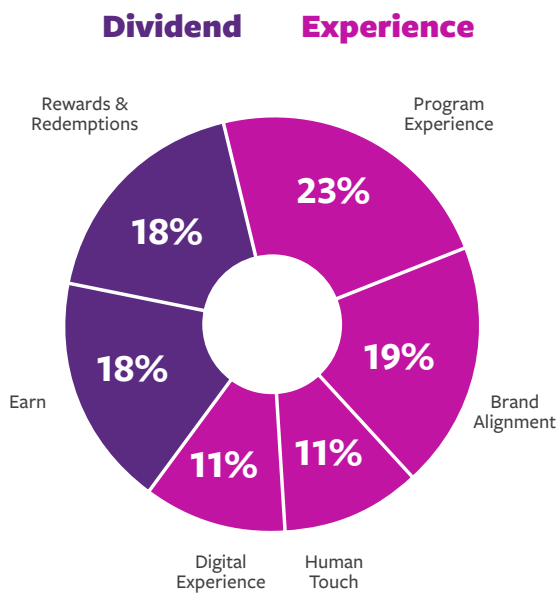


EXPERIENCE PACKS THE STRONGEST PUNCH

We evaluated over 50 potential key drivers of Program satisfaction. Among them, “meeting needs” packed the greatest punch. So, how do you ensure that your Members are enjoying their loyalty experience and course-correct if they start to lose the love?

EXPERIENCE REIGNS

Of all the ways in which Members interact with and evaluate Loyalty Programs, the experience matters the most. Experience drivers are more important than monetary drivers in achieving Program satisfaction. Not surprisingly, earn and burn elements are important; however, it's the experience that makes the greatest difference in overall satisfaction. The experience—comprising the digital experience, human touch, and the way in which a Program aligns with the brand—also offers the greatest opportunity to differentiate from competitors.



SATISFACTION BY SECTOR

Average Member satisfaction varies by sector. For instance, the highest average Member satisfaction rates are among Bank Branded Cashback/Rebate (59%), Bank Branded Points Co-Brand Payment and Gas/Convenience/Grocery and Drugstore Retail (48%). Conversely, the lowest average Members satisfaction rates are among Hotel(38%), CPG Food + Beverage (36%), Services (35%) and Apparel Retail (31%).

LEAVE YOUR COMPETITION BEHIND

Members evaluate their Programs on a variety of attributes, benefits, and experiences. But which are the most influential drivers of satisfaction? We conducted in-depth regression-based analysis to understand the most important factors driving Members to be very satisfied with their Program. Results show a meaningful mix of dividend, reward, and experience elements are the most important drivers of Member satisfaction. The top 10 drivers are as follows:

TOP 10

1. Program meets needs
2. Enjoy participating in Program
3. Program makes brand experience better
4. Ease of redemption
5. Program consistent with brand expectations
6. Program rewards/benefits appealing
7. Level of effort needed to earn redemption
8. Time to earn desired rewards/benefits
9. Amount accumulated per \$1 spent
10. Ways rewards/benefits can be earned

Assess your key Program touch points and the human-to-human interactions as areas of opportunity to create an experience that trumps your challengers and engenders your customers to your brand.

KEY TAKEAWAYS

1 Focus on the drivers that matter most

2 Top drivers differ by sector, by segment, and even by objective

3 Differentiate on experience, not on rewards

CHAPTER 3



THE ANTICIPATION IS JUST AS SWEET AS THE REWARD

Members eligible to redeem are just as satisfied as Members who have just made a redemption—suggesting the anticipation of a reward upon redemption eligibility is just as sweet as the reward itself.

Yet, many Members show a lack of awareness of points balance and the absence of a redemption goal. Alarming, 57% of Members do not know their points balance and satisfaction within this cohort is similar to that of Members who knowingly have a minimal points balance.

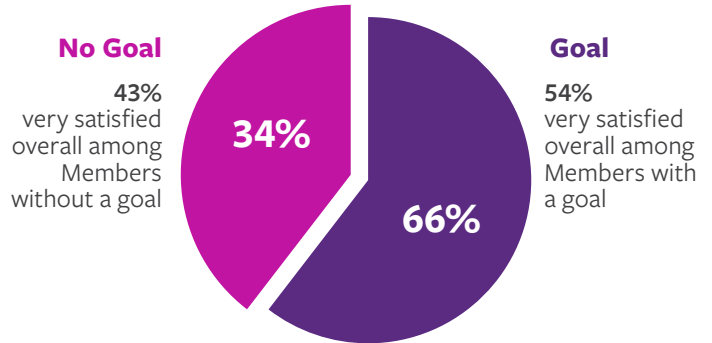
\$100 BILLION REASONS TO CARE



The cumulative points liability for all U.S. Programs is estimated to be valued at roughly \$100 billion. This value represents both risk and opportunity for loyalty operators—redeeming for even a small portion of these points would likely create many great Member experiences; however, the sheer value of this unredeemed currency highlights the importance for loyalty operators to offer cost-effective redemption options. The fact that Americans have collected and not redeemed such a high level of points suggests Program strategies could be doing a much more effective job of engaging Members and driving redemption behavior.

KEEP THEIR EYE ON THE PRIZE

34% of Members do not have a redemption goal. In other words, they do not have an intended use for their accumulating points. Members without a goal are less satisfied, suggesting that simply encouraging Members to set a redemption objective can drive up Member satisfaction.



Program operators invest significantly, and likely disproportionately, in rewards. As drivers of Member engagement, rewards deserve much of your focus and attention; however, be sure not to overlook and undervalue the phase preceding redemption eligibility. Operators must make it easy for Members to decipher their status, and help Members find a purpose for accumulating points. Plus, the closer the Members get to their goal, the greater the satisfaction.

SATISFACTION GUARANTEED?



1/5 of Members have not redeemed

Redeemers are 2x more likely to be highly satisfied with the Program than non-redeemers, yet still 1/5 of Members have not redeemed, putting them at a higher risk of attrition. Perhaps surprisingly, satisfaction is vulnerable immediately following redemption. In fact, receiving the reward can literally be a let-down and as such, Program Operators must intervene to mitigate attrition risk by maintaining engagement.

KEY TAKEAWAYS

- 1 Focus on the redemption experience, not the reward
- 2 Encourage reward goal setting
- 3 Foster better awareness of accumulation status, and communicate progress
- 4 Take action to mitigate post-redemption attrition risk

CHAPTER 4



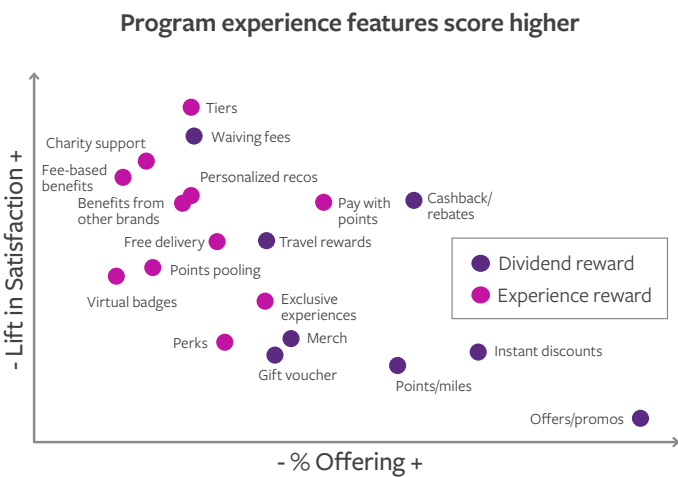
COMPETE AGAINST RICHER DIVIDENDS WITH A BETTER EXPERIENCE

Punch above your weight with a better Program experience than your competitors'. By focusing on a superior experience, your Program will delight your Members and compete with champion brands and Programs that offer richer dividends.

COMMON PROGRAM ELEMENTS ARE OFTEN THE LEAST EFFECTIVE

From over 28,000 survey responders, we assembled an inventory of Program value proposition elements for over 400 Programs. This collected data includes a Program- and market-level perspective, revealing the things that are most, and least, commonly offered to Members by Programs today.

Not surprisingly, many of the most common Program features are the things that have the least impact on satisfaction, given that mimicry erodes impact. Monetary features (e.g., cashback, promotions, discounts) are widely available, yet yield a below-average impact. The Program experience features (e.g., personalization, tiers) are less common and score higher on satisfaction impact among Members.



GO TOE-TO-TOE WITH ANALYTICS-DRIVEN DECISIONS

Advanced analytics and decision sciences guide numerous business Programs and decisions—increasingly, this goes for loyalty as well. Program operators are, and should be, looking to analytics to answer questions such as “**How can we compete with Programs offering a richer dividend?**” or “**How can a challenger brand compete with a market leader?**” Bond has designed and applied advanced preference analytics to data collected from over 14,000 respondents to create “Loyalty Moneyball,” a tool that gives us the ability to understand the potential market impact of making various changes to the Program construct or the Program experience.

THROWING A WINNING PUNCH IS NOT ABOUT DOLLARS SPENT

Our analytics show that Loyalty Program operators can buy-down expensive dividends with a better Program experience. To compete as a challenger and increase overall Program appeal, add special perks and personalized offers, and ensure representatives of your brand make Members feel special.

Case in point: An air travel payment card Program that allows Members to pay with points, offers special perks and whose representatives make Members feel special can expect an impact on Program appeal equal to that achieved by a Program without such experiential benefits, but rather a 1% additional dividend on spend.

Competing against a richer dividend

PROGRAM A
2.5% dividend credit card



PROGRAM B
1.5% dividend credit card

PLUS

- Instant redemption across merchants
- Members feel special/recognized
- Special perks

KEY TAKEAWAYS

- 1 Determine the right mix of dividend and experience
- 2 Challenge brand champions with the a better mix of Program features
- 3 Compete against Programs offering richer dividends through less expensive Member benefits
- 4 Identify white space using analytics

CHAPTER 5



THE LOYALTY ECOSYSTEM— LOYALTY BEYOND THE PROGRAM

Only 22% of Members perceive their experience with the brand to be better than that of the brand's non-Member customers. In other words, the majority of Members—who typically are among a brand's best customers—feel that they are treated just like all the rest.

We found that 76% of Members agree that the Program is part of their relationship with the brand. It is our belief that the role of the Program is to engender loyalty to the brand, not just to the Program. A successful Program is one that makes the overall brand experience better.

ENGINEER A BETTER PROGRAM EXPERIENCE

To ensure that your best customers feel recognized, your Program must function as an interconnected and interacting component of your overall brand loyalty ecosystem. Working in tandem with formal and informal loyalty initiatives, your Program should strive to align with all areas of your business in pursuit of positive brand loyalty outcomes.

Among Members who strongly agree that there is consistency of the Program experience across the brand, a 5.7x lift in satisfaction is achieved. Unfortunately, only 27% of Members strongly agree with this statement. This presents a tremendous opportunity for your Loyalty Program to punch above its weight with better email, online, social media, and in-person interactions.

YOUR PEOPLE

6x

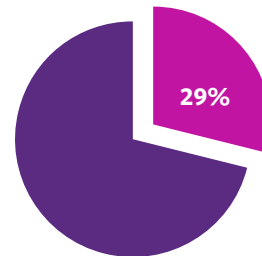
Your people should be your best advocates. They play a pivotal role in your brand's loyalty ecosystem, representing both your brand and Program. When representatives improve Members' understanding of the Program, including how it works and the benefits, we see a 12-fold increase in Member retention. More compelling, among Members who agree the Program's representatives make them feel positive emotions, there is a 13-fold higher likelihood of Member retention. These are critical competitive advantages to have when you step into the ring to battle for loyalty.

LEVERAGE WHAT YOU ALREADY HAVE

Program Operators often ask, "How can we do more with what we already have?" or "What gaps exist that warrant the addition of something new?" However, few ask, "How can what we have work better together?" and likely even fewer ask, "What other assets exist across the organization (that can be integrated into the ecosystem)?" Assets exist within your business—often hidden in plain sight—that can integrate with your loyalty ecosystem and yield incremental benefits for your business.

IT'S NOT OVER UNTIL THE BELL RINGS

So, do you think that your Program is improving Members' loyalty to your brand? It is—sort of. Our study also reveals a strong lift in satisfaction among Members who agree that the Program makes their experience with the brand better; however, only 29% of Members feel this way. This should tell you that the fight hasn't been won yet. Programs should focus on demonstrating to Members how the Program enhances their relationship with the brand. This differentiator could mean the difference between throwing the winning uppercut and throwing in the towel.



Only 29% of Members agree that Programs makes their experience with the brand better

KEY TAKEAWAYS

- 1 Do not operate your Program as a loyalty silo—instead, integrate your Program and your brand's discrete initiatives into a cohesive loyalty ecosystem
- 2 Identify and optimize new loyalty assets in your organization, that are currently hiding in plain sight
- 3 Use your people to enable a better Member experience...and devote your Program to enabling a better brand experience

THE BEST IN LOVE & LOYALTY

AIRLINE

- 1 **Southwest** | 2 **jetBlue** | 3 **BRITISH AIRWAYS**
- SOUTHWEST AIRLINES RAPID REWARDS | JETBLUE TRUEBLUE | BRITISH AIRWAYS EXECUTIVE CLUB

HOTEL

- 1 **Hilton** | 2 **CHOICE HOTELS** | 3 **LA QUINTA INNS & SUITES**
- HILTON HHONORS | CHOICE HOTELS CHOICE PRIVILEGES | LA QUINTA RETURNS

RETAIL – GROCERY

- 1 **Kroger** | 2 **Harris Teeter** | 3 **Smith's**
- KROGER FUEL PROGRAM | HARRIS TEETER E-VIC | SMITH'S FUEL PROGRAM

RETAIL – DRUGSTORE

- 1 **Walgreens** | 2 **CVS/pharmacy** | 3 **RITE AID**
- WALGREENS BALANCE REWARDS | CVS EXTRACARE | RITE AID WELLNESS+ WITH PLENTI

THE BEST IN LOVE & LOYALTY

RETAIL – HEALTH & BEAUTY

- | | | | | | |
|---|---------------------|---|---|---|------------------------|
| 1 | SALLY BEAUTY | 2 | 
<small>every body matters™</small> | 3 | SEPHORA |
| | SALLY BEAUTY | | VITAMIN SHOPPE
HEALTHY AWARDS | | SEPHORA BEAUTY INSIDER |

RETAIL – DEPARTMENT STORE

- | | | | | | |
|---|------------------------|---|------------------------|---|------------------|
| 1 | KOHL'S | 2 | <i>Neiman Marcus</i> | 3 | JCPenney |
| | KOHL'S YES2YOU REWARDS | | NEIMAN MARCUS INCIRCLE | | JCPENNEY REWARDS |

RETAIL – APPAREL

- | | | | | | |
|---|------------------|---|---|---|---|
| 1 | carter's® | 2 |  | 3 |  |
| | CARTER'S REWARDS | | THE CHILDREN'S PLACE
MY PLACE REWARDS | | PAYLESS REWARDS |

RETAIL – OTHER

- | | | | | | |
|---|--------------|---|--|---|--|
| 1 | amazon.com | 2 | Walmart  | 3 | COSTCO
WHOLESALE |
| | AMAZON PRIME | | WALMART SAVINGS CATCHER | | COSTCO EXECUTIVE
GOLD STAR MEMBERSHIP |

THE BEST IN LOVE & LOYALTY

QSR DINING

- | | | | | | |
|---|---|---|---|---|---|
| 1 |  | 2 |  | 3 |  |
| | PANERA MYPANERA | | DUNKIN' DONUTS DD PERKS | | CHICK-FIL-A THE A-LIST |

CPG FOOD & BEVERAGE

- | | | | | | |
|---|---|---|--|---|---|
| 1 |  | 2 |  | 3 |  |
| | CLUB KEURIG | | GENERAL MILLS BOX TOPS FOR EDUCATION | | SIMILAC STRONGMOMS |

CASUAL DINING

- | | | | | | |
|---|---|---|--|---|---|
| 1 |  | 2 |  | 3 |  |
| | PAPA JOHN'S PAPA REWARDS | | RED ROBIN ROYALTY | | DOMINO'S PIZZA PIZZA PROFILE |

GAS & CONVENIENCE

- | | | | | | |
|---|---|---|--|---|---|
| 1 |  | 2 |  | 3 |  |
| | KROGER FUEL PROGRAM | | SHEETZ MY SHEETZ CARD | | SPEEDWAY SPEEDY REWARDS |

THE BEST IN LOVE & LOYALTY



TELCO

1			2			3	
	T-MOBILE ADVANTAGE			SPRINT REWARDS ME			VERIZON MY REWARDS+



COALITION

1			2			3	
	SHOPKICK			SHOP YOUR WAY REWARDS			PLENTI

COMING SOON PAYMENT CARD PROGRAMS

- Merchant Co-branded
- Bank Branded Points
- Bank Branded Cashback/Rebate

PROGRAM LISTING

DEEP DIVE REPORTS AVAILABLE ON OVER 300 U.S. PROGRAMS ACROSS 50+ ATTRIBUTES

AAA MEMBER REWARDS VISA SIGNATURE CARD · AAA MEMBERSHIP · AARP · AARP CREDIT CARD FROM CHASE · ACE HARDWARE ACE REWARDS · ADVANCE AUTO SPEEDPERKS · AEO CREDIT CARD · AIRBNB · ALASKA AIRLINES MILEAGE PLAN · ALASKA AIRLINES VISA SIGNATURE CARD · AMAZON PRIME · AMAZON.COM REWARDS VISA · AMC STUBS · AMERICAN AIRLINES AADVANTAGE · AMERICAN EAGLE OUTFITTERS AEO REWARDS · AMERICAN EAGLE OUTFITTERS VISA · AMERICAN EXPRESS BLUE CASH EVERYDAY CARD · AMERICAN EXPRESS BLUE SKY CREDIT CARD · AMERICAN EXPRESS EVERYDAY CREDIT CARD · AMERICAN EXPRESS PREMIER REWARDS GOLD CARD · AMERICAN EXPRESS THE PLATINUM CARD · AT&T ACCESS CARD FROM CITI · AUTOZONE REWARDS · AVEDA PURE PRIVILEGE · AVIS PREFERRED · BANANA REPUBLIC VISA · BANK OF AMERICA BANKAMERICARD CASH REWARDS VISA · BANK OF AMERICA BANKAMERICARD TRAVEL REWARDS VISA · BARCLAY BEST WESTERN REWARDS MASTERCARD · BARCLAYCARD REWARDS MASTERCARD · BARCLAYCARD VISA WITH APPLE REWARDS · BARNES & NOBLE MEMBERSHIP · BASS PRO SHOPS OUTDOOR REWARDS · BASS PRO SHOPS OUTDOOR REWARDS MASTERCARD · BATH & BODY WORKS FIRST LOOK · BED, BATH & BEYOND BEYOND+ · BEST WESTERN REWARDS · BEST WESTERN REWARDS SECURED MASTERCARD · BI-LO FUELPERKS! · BIG LOTS BUZZ CLUB REWARDS · BIRCHBOX POINTS · BJ'S PERKS MASTERCARD · BLOOMINGDALE'S LOYALIST PROGRAM · BMW VISA · BP CREDIT CARD · BP DRIVER REWARDS · BRITISH AIRWAYS EXECUTIVE CLUB · BRITISH AIRWAYS VISA SIGNATURE CARD · CABELA'S CLUB REWARDS · CABELA'S CLUB VISA BLACK · CABELA'S CLUB VISA CLASSIC · CABELA'S CLUB VISA SILVER · CAESARS ENTERTAINMENT FORMER REWARDS · CALIFORNIA PIZZA KITCHEN PIZZA DOUGH REWARDS · CAPITAL ONE QUICKSILVER VISA · CAPITAL ONE QUICKSILVERONE MASTERCARD · CAPITAL ONE VENTURE REWARDS CREDIT CARD · CAPITAL ONE VENTUREONE REWARDS CREDIT CARD · CARL'S JR. / HARDEE'S SUPERSTAR REWARDS · CARMIKE CINEMAS CARMIKE REWARDS · CARNIVAL WORLD MASTERCARD · CARTER'S REWARDS · CHASE FREEDOM CREDIT CARD · CHASE FREEDOM UNLIMITED CREDIT CARD · CHASE SAPPHIRE PREFERRED CREDIT CARD · CHASE SAPPHIRE RESERVE CREDIT CARD · CHEVRON TECHRON ADVANTAGE VISA CARD · CHICK-FIL-A THE A-LIST · CHOICE HOTELS CHOICE PRIVILEGES · CHOICE PRIVILEGES VISA SIGNATURE CARD · CHRYSLER/DODGE/JEEP MASTERCARD · CINEMARK CONNECTIONS · CITI AADVANTAGE MASTERCARD · CITI DOUBLE CASH CARD · CITI HILTON HHONORS VISA SIGNATURE CARD · CITI THANKYOU CARD · CLINIQUE SMART REWARDS · CLUB KEURIG · COCA-COLA MY COKE REWARDS · COSTCO ANYWHERE VISA · COSTCO EXECUTIVE GOLD STAR MEMBERSHIP · CVS EXTRACARE · DAIRY QUEEN MYDQ · DELTA AIRLINES SKYMILES · DELTA RESERVE CREDIT CARD FROM AMERICAN EXPRESS · DENNY'S LOYALTY PROGRAM · DICK'S SPORTING GOODS MASTERCARD · DICK'S SPORTING GOODS SCORECARD · DILLARD'S CARD · DISCOVER IT CARD · DISNEY PREMIER VISA CARD · DISNEY REWARDS VISA CARD · DOLLAR SHAVE CLUB · DOMINO'S PIZZA PIZZA PROFILE · DUANE READE (BY WALGREENS) BALANCE REWARDS · DUNKIN' DONUTS DD PERKS · EBATES · EBATES VISA CARD · EBAY MASTERCARD · ENTERPRISE CARSHARE · ESTEE LAUDER ESTEE E-LIST · EXPEDIA+ CARD/VOYAGER CARD FROM CITI · EXPRESS NEXT · EXXON RETURN AND EARN · FIDELITY REWARDS VISA SIGNATURE CARD · FIRESTONE REWARDS · FITBIT · FOOD LION MVP PROGRAM · FOOT LOCKER VIP PROGRAM · FORD OWNERS ADVANTAGE PROGRAM · FOREVER 21 VISA CREDIT CARD · FRED MEYER REWARDS · FRED MEYER REWARDS VISA · GAMESTOP POWERUP REWARDS · GAMESTOP POWERUP REWARDS CREDIT CARD · GAP VISA · GAPCARD · GENERAL MILLS BOX TOPS FOR EDUCATION · GENERAL MILLS EVERYDAYSAVER · GENERAL MOTORS PREFERRED OWNER PROGRAM · GIANT EAGLE FUELPERKS! · GIANT EAGLE FUELPERKS! CREDIT CARD · GILT · GM EXTENDED FAMILY MASTERCARD · GNC GOLD CARD · GREEN BAY PACKERS FAN CLUB · GYMBOREE REWARDS · H-E-B POINTS CLUB REWARDS · HALLMARK CROWN REWARDS · HARLEY-DAVIDSON VISA SIGNATURE CARD/HARLEY-DAVIDSON HIGH PERFORMANCE CARD · HARRIS TEETER E-VIC · HARRY'S SHAVE PLAN · HERTZ GOLD PLUS REWARDS · HILTON HHONORS · HILTON HHONORS CARD FROM AMERICAN EXPRESS · HSBC ADVANCE MASTERCARD · HUGGIES REWARDS · HY-VEE MY HY-VEE · HYUNDAI REWARDS · IHG REWARDS CLUB · IHG REWARDS CLUB SELECT CREDIT CARD · IHOP PANCAKE REVOLUTION · IKEA FAMILY · IRVING REWARDS · J.CREW CREDIT CARD · JCPENNEY REWARDS · JETBLUE CARD · JETBLUE TRUEBLUE · JIFFY LUBE REWARDS · JOHNSON & JOHNSON HEALTHY ESSENTIALS ·

PROGRAM LISTING

KELLOGG'S FAMILY REWARDS · KFC COLONEL'S CLUB · KOHL'S YES2YOU REWARDS · KOREAN AIR SKYBLUE SKYPASS VISA CARD · KRAFT FIRST TASTE · KROGER 1-2-3 REWARDS VISA CARD · KROGER FUEL PROGRAM · L.L. BEAN VISA SIGNATURE VISA CARD/L.L. BEAN VISA CARD · LA QUINTA RETURNS · LA QUINTA RETURNS VISA CARD · LEXUS PURSUITS VISA SIGNATURE CARD/LEXUS PURSUITS VISA CARD · LOWE'S CONSUMER CREDIT CARD · LOWE'S MYLOWE'S · LYFT · M.A.C SELECT · M&T VISA WITH REWARDS CREDIT CARD · MACY'S AMERICAN EXPRESS CARD · MACY'S CREDIT CARD · MACY'S STAR REWARDS · MARRIOTT REWARDS · MARRIOTT REWARDS PREMIER CREDIT CARD · MARVEL MASTERCARD · MARY KAY COSMETICS LTD. MYMK · MCDONALD'S MY MCD'S · MEIJER MASTERCARD · MEIJER MPERKS · MELIA REWARDS · MGM M LIFE REWARDS · MICHAEL'S REWARDS · MY BELK REWARDS CARD · MY BEST BUY · MY BEST BUY VISA CARD · MY BJ'S PERKS · MY CHILI'S REWARDS · MY NINTENDO REWARDS · NATIONAL EMERALD CLUB · NEIMAN MARCUS AMERICAN EXPRESS · NEIMAN MARCUS INCIRCLE · NEW BALANCE MYNB · NIKE + · NISSAN ONE TO ONE REWARDS PROGRAM · NORDSTROM REWARDS · NORDSTROM REWARDS RETAIL CREDIT CARD · NORDSTROM REWARDS VISA SIGNATURE · NORWEGIAN CRUISE LINE WORLD MASTERCARD · OFFICE DEPOT/OFFICE MAX REWARDS · OLD NAVY CARD · OLD NAVY VISA · OLIVE GARDEN ECLUB · OUTBACK STEAKHOUSE DINE REWARDS · PAMPERS REWARDS · PANERA MYPANERA · PAPA JOHN'S PAPA REWARDS · PAYLESS REWARDS · PAYPAL EXTRAS MASTERCARD · PEP BOYS REWARDS · PEPSI REWARDS PLUS · PETCO PALS REWARDS · PETSMAST PETPERKS · PILOT FLYING J MYREWARDS · PIZZA HUT HUT LOVERS · PLATINUM DELTA SKYMILES CREDIT CARD · PLAYSTATION VISA · PLENTI · PLENTI CREDIT CARD FROM AMEX · PNC BANK PNC CASHBUILDER VISA · PNC POINTS VISA CREDIT CARD · PRICE CHOPPER ADVANTEDGE · PRINCESS CRUISES REWARDS VISA CARD · PUBLIX BABY CLUB / PUBLIX PAWS · QDOBA REWARDS · RED LOBSTER CATCH CLUB · RED ROBIN ROYALTY · RED SOX NATION · REGAL THEATRES REGAL CROWN CLUB · REGIONS LIFE VISA · REI MASTERCARD · REI MEMBERSHIP · REWARDS FOR GOOD (AARP) · RITE AID WELLNESS+ WITH PLENTI · ROYAL CARIBBEAN VISA SIGNATURE CARD · SAFEWAY CLUB · SAKS FIFTH AVENUE MASTERCARD · SAKS FIFTH AVENUE SAKSFIRST REWARDS · SALLY BEAUTY · SAM'S CLUB MASTERCARD · SAM'S CLUB MEMBERSHIP · SCHEELS VISA · SEARS CARD · SEARS SHOP YOUR WAY REWARDS MASTERCARD · SEPHORA BEAUTY INSIDER · SHEETZ MY SHEETZ CARD · SHEETZ VISA CARD · SHELL FUEL REWARDS PROGRAM · SHELL PLATINUM SELECT MASTERCARD · SHOP YOUR WAY REWARDS · SHOPKICK · SIMILAC STRONGMOMS · SMITH'S FUEL PROGRAM · SONIC MY SONIC · SONY CARD VISA · SONY REWARDS (PLAYSTATION) · SOUTHWEST AIRLINES RAPID REWARDS · SOUTHWEST AIRLINES RAPID REWARDS VISA CREDIT CARD · SOUTHWEST RAPID REWARDS PREMIER CREDIT CARD · SPEEDWAY SPEEDY REWARDS · SPRINT REWARDS ME · STAPLES REWARDS · STARBUCKS REWARDS · STARWOOD PREFERRED GUEST · STARWOOD PREFERRED GUEST CREDIT CARD FROM AMERICAN EXPRESS · STEELERS NATION UNITE · STOP & SHOP CARD · SUBWAY CARD REWARDS · SUNTRUST CASH REWARDS CREDIT CARD · T-MOBILE ADVANTAGE · TARGET CARTWHEEL · TARGET REDCARD—CREDIT · TARGET REDCARD—DEBIT VERSION · TARGET REDPERKS · TD EASY REWARDS VISA · TGI FRIDAYS REWARDS · THE BANANA REPUBLIC CARD · THE BODY SHOP LOVE YOUR BODY MEMBER · THE CHILDREN'S PLACE MY PLACE REWARDS · THE HOME DEPOT PRO XTRA · THE HYATT CREDIT CARD · TICKETMASTER · TJX REWARDS ACCESS CARD · TJX REWARDS CREDIT CARD · TJX REWARDS PLATINUM MASTERCARD · TOYOTA REWARDS VISA · TOYS "R" US REWARDS "R" US · U.S. BANK CASH+ VISA SIGNATURE CREDIT CARD · U.S. BANK FLEXPERKS SELECT REWARDS VISA · U.S. BANK PERKS+ VISA CARD · UBER · ULTA ULTAMATE REWARDS · UNDER ARMOUR MAPMYFITNESS · UNITED AIRLINES MILEAGEPLUS · UNITED MILEAGEPLUS CLUB CARD · UNITED MILEAGEPLUS EXPLORER CARD · USAA · USAA CASH REWARDS VISA SIGNATURE CARD · USAA PREFERRED CASH REWARDS VISA SIGNATURE CARD · USAA REWARDS VISA SIGNATURE CARD · VERIZON MY REWARDS+ · VICTORIA'S SECRET ANGEL STORE CARD · VIRGIN AMERICA ELEVATE FREQUENT FLYER · VITAMIN SHOPPE HEALTHY AWARDS · VONS CLUB CARD · WALGREENS BALANCE REWARDS · WALMART MASTERCARD · WALMART SAVINGS CATCHER · WEGMANS SHOPPERS CLUB · WELLS FARGO CASH BACK VISA · WELLS FARGO REWARDS VISA CARD · WELLS FARGO VISA SIGNATURE CARD · WENDY'S MY WENDY'S · WILLIAMS SONOMA VISA SIGNATURE CARD/WILLIAMS SONOMA VISA · WINN-DIXIE FUELPERKS! · WORLD OF HYATT · WYNDHAM REWARDS · WYNDHAM REWARDS VISA SIGNATURE CARD · XBOX LIVE REWARDS



TO LEARN MORE

Thank you for entering the ring in the battle for love and loyalty! We hope that you enjoyed the Executive Summary of The Loyalty Report 2017.

To learn more about the detailed report findings or to purchase a customized version of the full report, please contact us, and we will be happy to arrange a call.

ABOUT BOND BRAND LOYALTY

Bond Brand Loyalty is a management-owned agency that specializes in building brand loyalty for the world's most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences and proprietary loyalty technology platforms.

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