

four types of loyal customers

you **need** to know

Your most valuable customers can be identified by four types according to research from the UK's Direct Marketing Association (DMA).

Meet the four types of loyal customer and read our tips for appealing to each segment in your loyalty marketing.



active loyals

40%

Stay loyal to brands for both routine and special purchases.

Tend to be both older and younger.



TIP: collect basket data and get to know them better

23%

habitual loyals

Stay loyal for routine buys but shop around for special purchases.

More men than women.



TIP: catch their attention with location targeting

situational loyals

9%

Flexible for routine buys but loyal for special purchases.

Proportion rises to 15% of 16-24 year olds.



TIP: encourage more frequent visits with an offer or coupon

27%

active disloyals

Have no brand loyalty.

More women than men and more likely to be aged 45-64.



TIP: they need reasons to be loyal, incentivise and reward them

Our **eagle eye AIR** platform enables you to create closer connections with your customers through real-time, personalised and location-based connections and rewards, no matter what their loyalty habits are.



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