

Top loyalty statistics

you need to know



LOYALTYLION

Loyal customers and your business



Loyalty program members who
redeem points spend 2.5 times
more than non-members



And, 1.5 times more than a member
who doesn't use a reward

When a customer joins a loyalty program, the chance of them purchasing a second time is 68% more than a customer who doesn't sign up



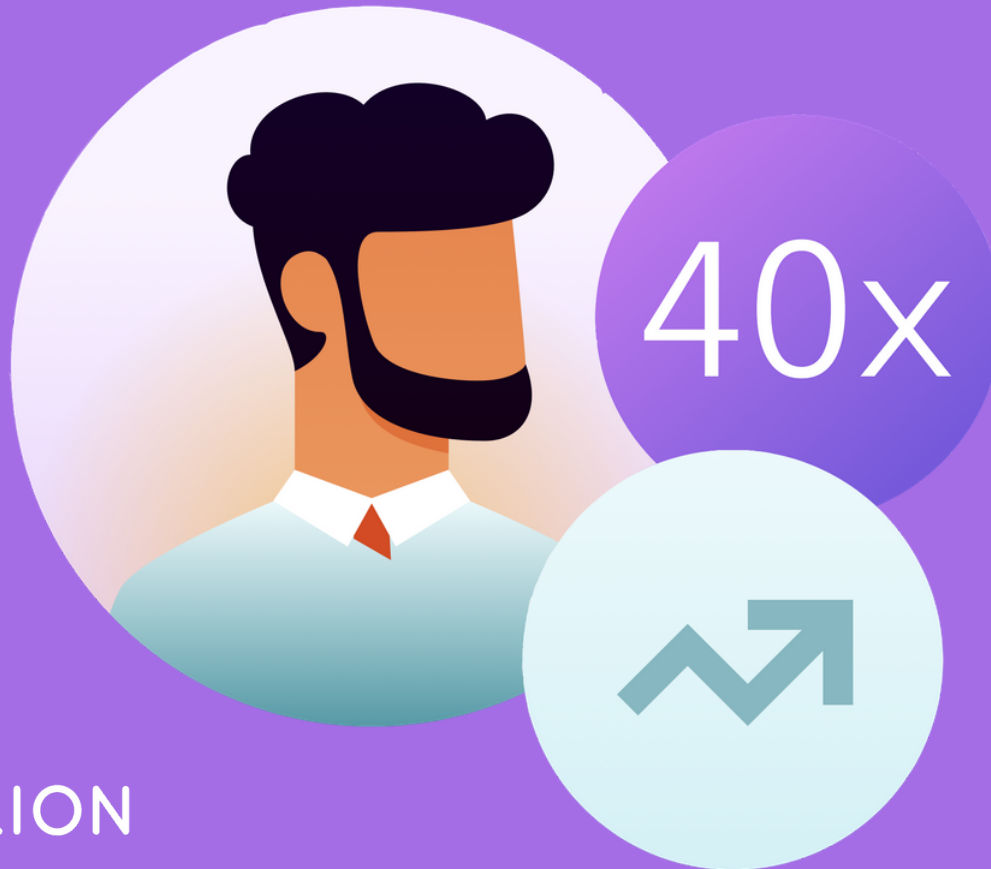
Loyalty and average order value



The average basket size of a customer who uses a loyalty reward with their purchase is 39% higher than one who doesn't



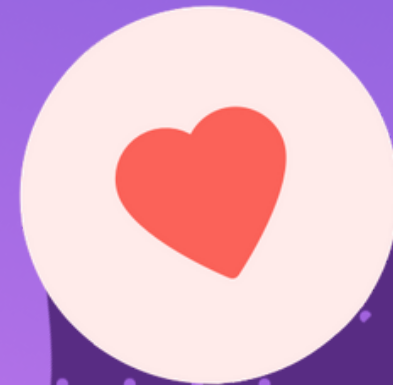
A first-time buyer who joins a loyalty program spends 40% more than a customer who doesn't



Customers increase their basket by 36% if they can earn a reward immediately rather than after a purchase



Loyalty and referrals



People are four times more likely to buy when referred by a friend



Loyalty emails





Post-purchase emails
can increase revenue
by as much as 30%

89% of
merchants state
that re-engaging
customers with
emails is highly
effective



Loyalty emails
have click-through
rates as high as
35%

