Top loyalty statistics you need to know
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%