



PUBLISHED IN
PARTNERSHIP WITH



2024



The Bond Loyalty Report™

Data Drop

Optimize for Impact.

Want to see how your program
stacks up against the competition?

Reach out to us and we'll give you all the
Program Helix performance deets!



Optimizing **Loyalty** for Impact.

This year's edition of The Bond Loyalty Report can help brands and programs focus on what matters most to members. In this data set, we explore how fluctuations in program activity across sectors indicate a disconnect between the delivery of loyalty programs and customer expectations, reinforcing our prediction that wallets are fragmenting as the number of brands that a customer transacts with increases. This year's results indicate that consumers are actively seeking experience value, but programs may not be delivering the value that they once did.

The world's longest-standing, largest, and **most usable** loyalty data set on the planet.

Benchmark your specific program performance vs. a custom comp set, nationally or globally. Leverage more than a dozen years of predictive loyalty data, proven models, third-party wallet data, and gen-AI prescriptions on customer engagement, experience, and loyalty.

The 2024 USA Data Set collected feedback between December 29, 2023 and March 12, 2024.

Sample of
20k+
Consumers

In
20+
Sectors

Over
12
years of Loyalty Data

Augmented each year by
+30,000
boosted responses

Examining
360+
Programs

Across
100+
Attributes

Across
5
Continents

Over
35M
Data points

Fast Facts.

Loyalty to Program.

RANKED BY SECTOR

Member experiences from across sectors drive expectations for all programs to keep pace with.

Loyalty Programs

- + Health and Fitness
- Associations
- Cruise Line
- Media
- Health and Beauty
- Financial Services
- Specialty Retail
- Quick-Serve Restaurants
- Airline
- Discount
- Online Travel Agency
- Warehouse
- Hotel
- Pets
- Automotive
- Retail Fuel and Convenience
- Apparel
- Pharmacy
- Movie
- Grocery
- Telecom
- Delivery
- Department
- Home Retail

Credit Cards

- + Bank Branded Points
- Co-Brand Overall
- Bank Branded Cashback
- Private Label Credit Card

Memberships & Activity are at their highest in 10 years

Loyalty Program members claim to be more active than in previous years, while Credit Card Program members hold steady.

AVERAGE # OF MEMBERSHIPS

19 Total Memberships per Person
(+1 YOY)

9.3 of these are active
(+0.3 YOY)

The influence of Loyalty Programs is higher than ever!

Loyalty programs continue to contribute positively to brand advocacy, retention, and spend, with Americans feeling more connected to your brand as a result.

SAY
79%
(+3% YOY)
"I am more likely to recommend brands with good loyalty programs."

STAY
85%
(+4% YOY)
"Programs make me more likely to continue doing business with brands."

SPEND
73%
(+4% YOY)
"I modify amount spent to maximize program benefits."

Active programs breakdown

Loyalty program members are looking to maximize benefits across all categories of spend, save for Travel, where we see performance holding flat; disruption in this category is creating a jump-ball scenario, with membership up for grabs.

AVERAGE # OF ACTIVE MEMBERSHIPS BY SECTOR:

1.88 Payment
(+0.09 YOY)

1.27 Mid-Frequency Retail
(+0.09 YOY)

1.76 High-Frequency Retail
(+0.09 YOY)

1.06 Travel
(-0.01 YOY)

1.13 Dining and QSR
(+0.07 YOY)

...and many other categories

The most usable loyalty data set on the planet has **more to offer you.**

Benchmark your specific program performance vs. a custom comp set, nationally or globally. Leverage more than a dozen years of predictive loyalty data on customer engagement, experience, and loyalty through the:



BASE REPORT

Enable strategic prioritization with a competitive performance comparison on your **Program Performance** vs. a custom **Competitive Set** that offers directional insights.



SAMPLE BOOST

Optimize your plans for performance improvement based on a semi-customized **Survey Redeployment** and **Analysis**. Think: statistically significant attitudinal insights.



BEHAVIORAL APPEND

Blaze a path forward toward meaningful brand growth with our customized Analysis and Report of **Attitudinal + Behavioral Data** that provides actionable **Treatment Plans** for immediate impact.

Turn loyalty tensions into tethers with **The 2024 Preview Report.**

Download the insights here.

info.bondbrandloyalty.com/fbf/preview



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About Bond.

We build bonds. Bonds build growth.

Bond generates growth for clients by creating enduring relationships between people and brands based on intelligent connections and engaging experiences. Guided by insights from advanced research and practical commercial application through the Bond Behavioral Institute and enabled by technology through its proprietary cloud Synapze platform, Bond serves clients globally with customer experience and loyalty solutions—enabling brands, customers, employees, partners, and the communities they serve to experience the benefits of growth. Headquartered in Toronto, Bond has more than 800 people and eight offices across North America and Europe.

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