



Challenges and Games Drive Consumers to Purchase More From Brands

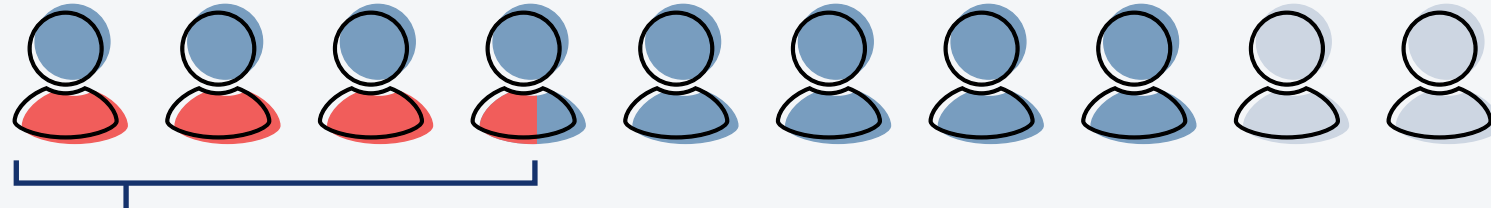


Current Loyalty Falls Flat

The majority of loyalty programs today are not transparent or engaging, leaving customers feeling undervalued and brands missing out on loyalty revenue.

80%

have to research their loyalty programs to know what they need to do in order to get their next reward.



44%

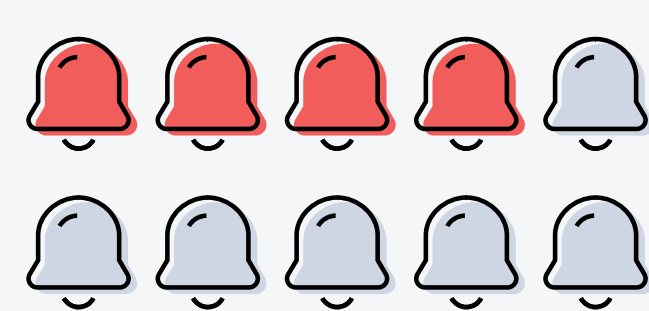
Almost half of those customers are not willing to spend time figuring out the next steps they need to take to complete a loyalty program goal or milestone, there's a huge missed opportunity!

Consumers Crave a Connection

But customers aren't checking out because they don't care, quite the opposite. Consumers are disengaging because they don't feel a connection to the brand and it's unclear what they need to do with the program.

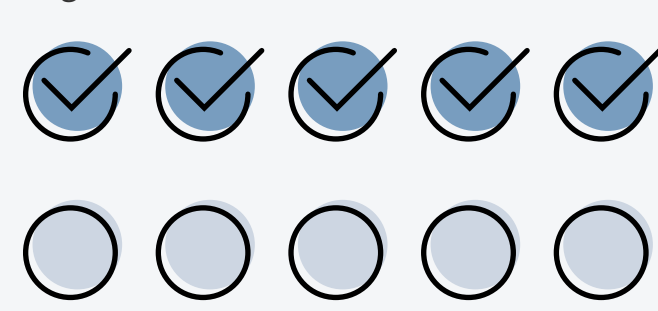
40%

disregard notifications from their loyalty program



48%

wish their loyalty programs better outlined the actions needed to get to the next tier level

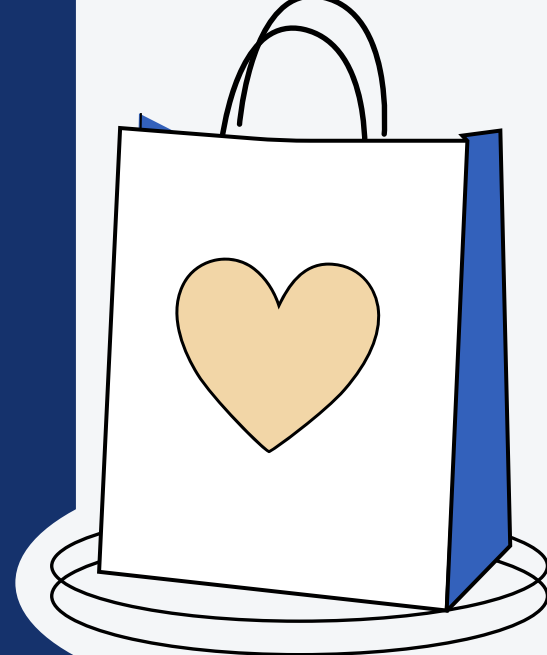


Make it Fun

Customers today are demanding more from brands to win their attention and wallet. We live in a digital age and the customer base of your loyalty programs aren't accepting one size fits all programs.

73%

Three quarters of people said they feel more inclined to shop at brands that make their loyalty experience fun and rewarding



Millennials

80%

Gen Z

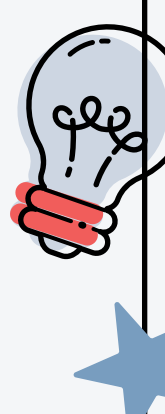
78%

Millennials and Gen Z are the top age groups that frequently make purchases to advance their status in loyalty programs

The world of loyalty has changed

In order to meet customers expectations, brands must create relevant, engaging, and personalized experiences within their loyalty programs.

How can brands do that? With gamification.



AGES 18-44

would rather enroll in a loyalty game to win a prize than continue on a regular program and say the games and sweepstakes more fun than consistently accumulating the same rewards or points for purchases

Games Drive a Connection

Gamification allows brands to build an emotional connection that is relevant to customers.

63.3%

say the prizes or items they've earned winning a challenge or game from a brand are more rewarding than coupons they get randomly



Gamification Drives Revenue

Gamification allows brands to lay out a path for each of their customers, creating better engagement and leading to an increase in revenue and customer lifetime value.



63%

of people frequently make purchases to advance their loyalty status

66%

of those people say that's the only reason they make those purchases



66%

of people said they are more likely to tailor their shopping and spend an amount to reach certain goals within a loyalty program if it's clearly laid out for them

Creating personalized loyalty games enables brands to better engage with customers and induce emotions like excitement, intrigue, and happiness to influence specific actions that drive incremental sales, and increased brand loyalty.

Learn about Formation's Personalized Loyalty Games & Challenges →