

Loyalty Programs - US - July 2019

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"Loyalty program membership continues to grow, even as many programs struggle to keep current members actively participating. With so much competing for their attention, consumers have no patience for programs that are complex, confusing or time-consuming. Flexibility and personalization are emerging as the keys to making loyalty programs relevant and effective."

- Vince DiGirolamo, Director of Retail Research

This report looks at the following areas:

- Participation growing, but saturation a risk
- Ease of use and relevancy key concerns
- Amazon has changed the playing field

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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