Hello and welcome!

While we wait for everyone to join, tell us in the chat:

What is one of your favorite loyalty programs?

A few things before we start:

🔴 This session will be recorded

Chat

> **Bloomreach**   11.28AM
> I'm calling from NYC!

Q&A

> **Bloomreach**   11.28AM
> Does this apply to only promotional emails or to transactional emails as well?
> 👍

Docs

- 📁 **Navigating Gmail and Yahoo's Deliver...**
  Click to open

- 📁 **Gmail and Yahoo's New Email Sender...**
  Click to open

- 📁 **Email Deliverability Tips**
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  Click to open

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Browsers to Buyers to Loyal Customers: Strategies to Boost Loyalty and Repeat Engagement

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Engagement Best Practices:
April 2025

Meet Today's Speakers:

Michal Blasko

Manager, Business
Consultancy
Bloomreach

Matej Cambal

Associate Director,
Business Consultancy
Bloomreach

Sarah-Jane Bevis

Senior Customer
Success Manager
Bloomreach

Sara Arecco

Head of Customer
Success
Antavo Loyalty Cloud

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AGENDA

1. Rethinking Loyalty in the Era of the Customer

2. Expert Panel Discussion

3. Keys to Building Loyalty throughout the Customer Journey

4. Bonus content

5. Key Takeaways

6. Q&A

POLL:

Where does loyalty currently fall in your core strategy?

POLL:

What's your biggest challenge in building customer loyalty today?

Rethinking Loyalty in the Era of the Customer

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Buying decisions are no longer linear

Competitors are a click away, meaning convenience and personalization now dictate behavior. According to our recent report with EMARKETER, **70% of US adults** say personalization is "important" online, with a whopping **89% of adults aged 18-29** also deem it "important."

Consumer confidence matters

While consumer confidence is an external factor that your business cannot control, you still need to respond strategically. **69% of marketers** believe that when customers feel more economically secure, they become more brand loyal.

True loyalty requires a mindset shift

Loyalty is no longer confined to a points program or a tiered membership — it's embedded in every interaction a customer has with your brand. Emotional attachment **drives 43% of business value**, compared to **20% for "product and use."**

6 Challenges Brands Face With Customer Loyalty

In a survey that Bloomreach conducted with EMARKETER, these were the biggest challenges with customer loyalty:

55.2%
Intense competition

47.4%
Consumers' price sensitivity

42.2%
Limited brand differentiation

34.4%
Too many marketing messages

30.5%
Poor customer experience

29.2%
Lack of personalization

How To Bring Loyalty Programs to the Next Level with Bloomreach, Antavo, and Miltton
Watch Webinar

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The Role of the Marketer Is Fundamentally Shifting

Loyalty is no longer managed in isolation — it's a full-funnel strategy that starts from the first customer interaction

- Today's successful brands build loyalty by weaving it into each stage of the customer journey

- Marketers are uniquely positioned to drive loyalty since they oversee this exact journey

- Omnichannel Personalization is critical to loyalty — brands that focus on this tactic contribute to trust, emotional intelligence, and experience

- With rising price sensitivity and the increasing simplicity of brand switching, personalized experiences keep customers engaged and loyal

- Brands that treat loyalty as a growth lever — not just a retention tactic — create a competitive advantage.

Popeyes UK Powers Loyalty Program With Offline Data

HOW THEY USED BLOOMREACH

[Popeyes UK](#) collects in-restaurant data from its kiosks and uses that data to power its online loyalty program.

THE RESULTS

20% The amount of in-restaurant data tied to a customer to power their loyalty program	**3x** Customers who more likely to make a repeat visit after participating in loyalty program	**8%** Lift in revenue since implementing Bloomreach

THE STORY

Building loyalty today means connecting with customers wherever they are – in store, online, or on mobile. True omnichannel loyalty programs bridge these worlds seamlessly using real-time engagement to strengthen relationships. Popeyes UK showed how it's done by launching a mobile-based prize wheel that rewarded every customer.

Vitaminstore Personalizes Its Multi-Tiered Loyalty Program

HOW THEY USED BLOOMREACH

[Vitaminstore](#) revamped its customer retention efforts with a personalized, multi-tiered loyalty program built with Bloomreach Engagement.

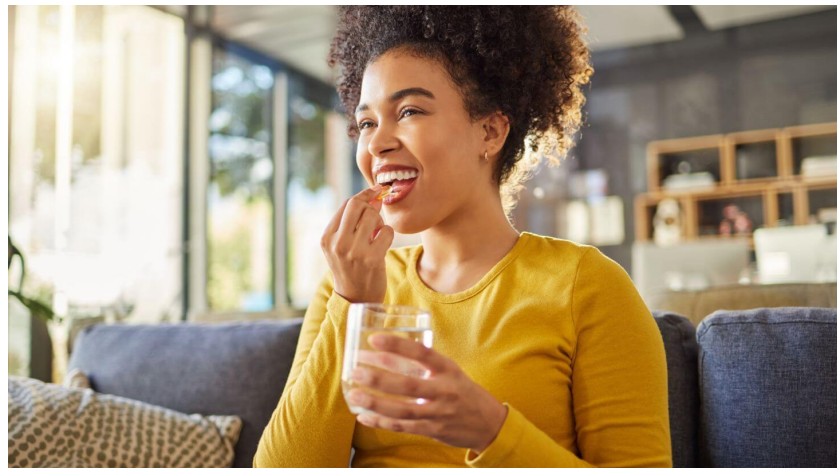**THE RESULTS**

33%	**73%**	**6%**
Increase in the average order value of VitaminClub members versus non-members	More branded product revenue from VitaminClub members versus non-members	Boost in growth for branded product revenue attributed to personalized loyalty vouchers

THE STORY

Vitaminstore evolved its loyalty program beyond basic points by creating VitaminClub, an AI-powered VIP experience. Customers are segmented into three tiers based on spending and shopping habits, unlocking personalized deals, rewards, and recommendations.

Isadore Uses AI To Promote Brand Values For Increased Loyalty

HOW THEY USED BLOOMREACH

Isadore improved its email marketing, enhanced its on-site experience, and reduced its ecommerce returns.

THE RESULTS

50%
Increase in revenue from email marketing when comparing H2 2022 to H2 2021

140%
Higher conversion rate within 90 days for visitors served recommended products

THE STORY

Isadore reimagined loyalty by aligning with customer values like sustainability. The cycling brand used AI to spot when shoppers added multiple sizes to their cart, triggering real-time sizing guidance and live support to help reduce returns, promote more sustainable shopping, and win over brand affinity.

Panel Discussion:

How Brands Can Boost Loyalty & Drive Engagement Throughout the Customer Journey

Sarah-Jane Bevis

Senior Customer Success Manager
Bloomreach

Sara Arecco

Head of Customer Success
Antavo Loyalty Cloud

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Yeo Valley ORGANIC

C&A

RIP CURL

benefit SAN FRANCISCO

LUISAVIAROMA

flying tiger copenhagen

KFC

antavo
AI LOYALTY CLOUD

SARA ARECCO
Head of Customer Success
Antavo Loyalty Cloud

Sara is an award-winning Customer Success leader with 6+ years of experience in Loyalty and Retention at Antavo Loyalty Cloud.

As Head of Customer Success, she leads a high-performing team, **driving growth, boosting engagement and transforming insight for businesses**.

Passionate about customer experience and innovation, Sara is known for for turning customers into loyal advocates.

Customers and Team Members in
3
Continents

50+
Enterprise Customers

50m+
Stored Loyalty Members

Have you seen or been a part of any loyalty programs that made you think, "Wow, I wish more brands did that!"?

When it comes to proving ROI, what metrics or signals should brands actually focus on?

If you could give one piece of advice to a brand that's trying to rethink loyalty, what would it be?

Where do you see AI making the biggest impact on loyalty and retention efforts?

What's one of the biggest shifts you've seen in how brands approach loyalty today
(vs in the past)?

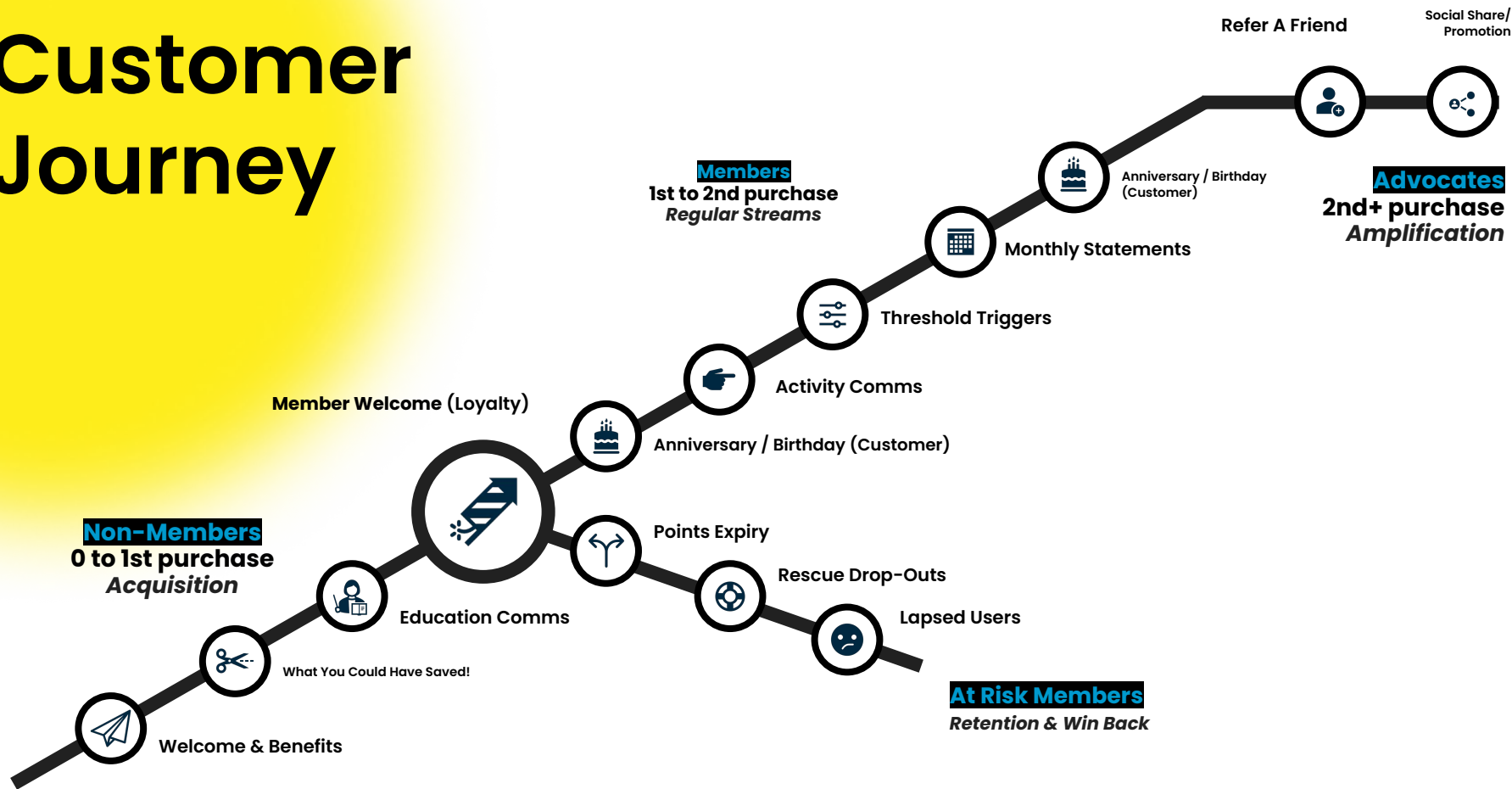# Building Loyalty in all Stages of the Customer Journey

Strategies and Use Cases

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Customer Journey

Non-Members
0 to 1st purchase
Acquisition

Welcome & Benefits

What You Could Have Saved!

Education Comms

Members
1st to 2nd purchase
Regular Streams

Member Welcome (Loyalty)

Anniversary / Birthday (Customer)

Activity Comms

Threshold Triggers

Monthly Statements

Anniversary / Birthday (Customer)

Refer A Friend

Social Share/ Promotion

Advocates
2nd+ purchase
Amplification

Points Expiry

Rescue Drop-Outs

Lapsed Users

At Risk Members
Retention & Win Back

Customer Loyalty Is Earned in Key Moments

1 **First impression matters**

The initial interaction sets the tone for the customer's perception of the brand. A positive first impression can lead to stronger brand affinity and trust.

2 **Relationship building**

A well-structured Welcome Journey helps establish a relationship between the brand and the customer. By sharing the brand's story, values, and benefits, customers feel more connected and valued.

3 **Encourages repeated purchases**

Personalize your emails, include clear call-to-action and increase the chances of customer returning to your site to make a purchase. Start asking for zero-party data to further personalize your campaigns.

New leads are most engaged within **48 hours** of subscribing.

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Seamless and Consistent Experience Builds Trust

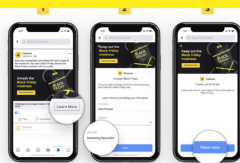Available in the Use Case Centre:
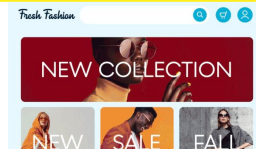Deployed within minutes and a few clicks

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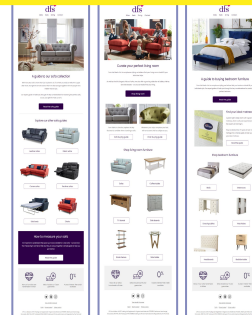## Data capture

Facebook leads

Data capture Banners

Fresh Fashion

NEW COLLECTION

NEW   SALE   FALL

Social ads & Lookalike audiences

AUDIENCES
Social Media Ad Audiences

Google   facebook

John S.   Thomas E.   Tanya M.   Sophia K.

Olivia T.   Samantha   Emily J.   Nina B.

Omnichannel & personalised

Welcome journey

WELCOME TO
MY **MZW** rewards

We are so glad you've joined the club.
You are now on your way to earning
points on every purchase and have the
chance to receive exclusive benefits.

SHOP NOW

HISTORY   EARN CREDITS   MY REWARDS

Buy Coffee!!   Refer a Friend   Birthday Bonus!

Welcome Bonus   Follow on Instagram   Share on Facebook

Website

EXTRA ZĽAVA
ŠATY A KRÁTASY

EXTRA ZĽAVA
ŠATY A KRÁTASY

DISCOVER YOUR
STYLE TYPE

TAKE THE QUIZ

+ Approx. 110 use cases and automations in the UCC
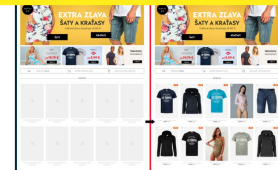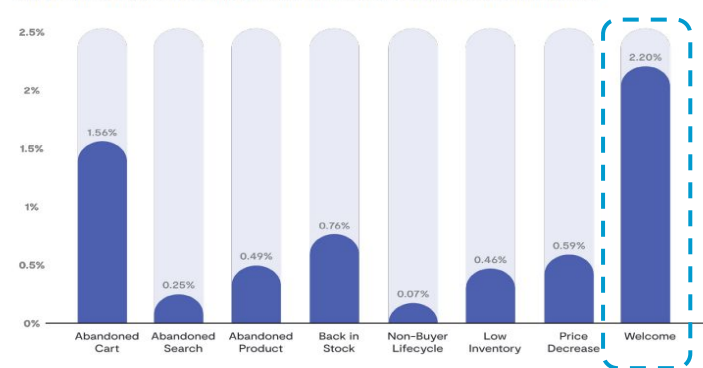
The First Impression Matters

Types of Welcome Messages

- **Hello**: These are simple welcome messages that introduce your company to the recipient
- **Get-started:** Provide recipients with information and resources to help them get started with a product or service
- **Offer:** Incentivize the recipient to take a specific action on the website (purchase)
- **Confirmation**: Sent to confirm the subscriber details, they can also be sent for double opt-in consent
- **Welcome-back:** Welcome-back emails are sent after a subscriber rejoins (or starts engaging) after a period of inactivity. They show that you value their return and often contain a special incentive.

74% of consumers expect a welcome message after the subscription

Welcome program is highest converting with **2.2% CR**

CONVERSION RATE FOR FIRST PURCHASE AND CONVERSION CAMPAIGNS

Campaign	Conversion Rate
Abandoned Cart	1.56%
Abandoned Search	0.25%
Abandoned Product	0.49%
Back in Stock	0.76%
Non-Buyer Lifecycle	0.07%
Low Inventory	0.46%
Price Decrease	0.59%
Welcome	2.20%

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Post - purchase Experience

The post-purchase experience is vital to building loyalty. Consumers hold high expectations of brands past the point of purchase, which is why things like reliable delivery, helpful customer service, and targeted discounts are so important.

Communications touchpoints

- **Post purchase combined with NPS** and satisfaction surveys

- **Post purchase guide**: how to take care of your product

- **Loyalty points education**: exclusive benefits, access and monthly balance

Available in the Use Case Centre: Deployed within minutes and a few clicks

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Consumer motivation to join a loyalty program

Discounts and rewards are the #1 incentive

69.8%
Earning rewards, discounts, or cash back

36.3%
Personalized offers

36.1%
Free shipping / returns

25.6%
Exclusive members-only products

23.9%
Early access to sales

22.7%
Partner rewards

18.6%
Progress through tiers for higher rewards

8.7%
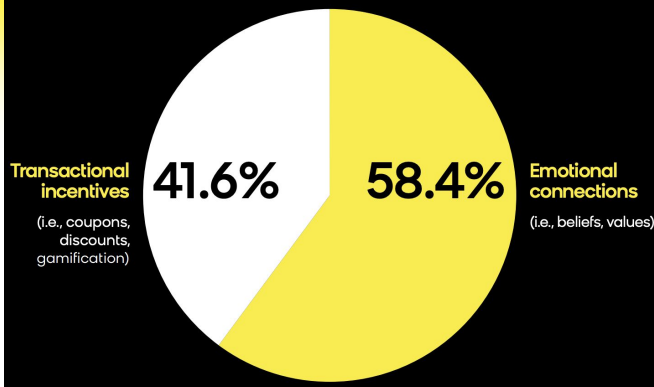Getting invites to members-only events

2.5%
Other factors

Based on data from 10.000 consumers globally

antavo.com | Global Customer Loyalty Report 2025

Powered by **Loomi**

Trust and Emotional Connection Drives Loyalty

Communications touchpoints

- Time limited **vouchers** and exclusive **discounts** or **free shipping** to drive 2nd purchase

- **First purchase anniversary** programme: celebrate the relationship

- **Product bundling:** promotional messages to promote bundles which may be of interest to particular customer segments

- **Loyalty programme** education and value explanation

WHEN YOUR CART IS OVER $300 GET A **FREE** ECS TUNING BRANDED

Let's celebrate!

Can you believe it's been a whole year since you started shopping with us? Time flies, eh? As you're one of our favourite customers, here's a little treat: **£10 OFF** your next purchase. Enter code: **Iamawesome**

SHOP NOW

Get Yourself Some New Tees
Buy 2 Save 10%, Buy 3 Save 20%, Buy 4+ Save 30%
Use Code: TEESDEAL

Available in the Use Case Centre: Deployed within minutes and a few clicks

Keys to Building Emotional Connection

Focus on storytelling and community
Create emotional content that offers a compelling story, captures attention, is original, personal, authentic and relatable.

Double down on personalization
Among marketers, 75.3% use personalized marketing in loyalty programs, and 85.7% consider it at least somewhat effective for customer retention. To improve your personalization, keep asking for data that helps you communicate exactly what your customers need.

Deliver seamless omnichannel experiences
If a consumer has trust that they can return to the site on their phone, laptop, or within the app, and have a seamless experience that is tailored to their preferences and needs, that alone is driving loyalty for the long term.

How consumers prefer to interact with loyalty programs
Mobile apps are the most popular way to interact

Mobile app	59.0%
Digital loyalty card	34.7%
In emails or text message	32.6%
Website	29.4%
Plastic/Physical loyalty card	29.3%
Providing email/phone number in person at point of purchase	18.0%

Based on data from 10.000 consumers globally

antavo.com | Global Customer Loyalty Report 2025

Omnichannel & Consequential AI Across All Touchpoints

3x more likely to make a repeat purchase

Customers that interacted with Popeyes UK's AI-powered loyalty program were 3x more likely to make a repeat purchase with 30 days.

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Communications touchpoints

- **Price drop** - one of the best converting reengagement + retention campaigns

- **Back in stock** - similar to above, customers value the personalisation and precise targeting

- **Returns optimisation** - save costs and improve the customer shopping and returns experience

- **Birthday and anniversary campaigns** - bring customers attention back

- **Loyalty programme updates** - points expirations, next tier upgrades, update to loyalty programme

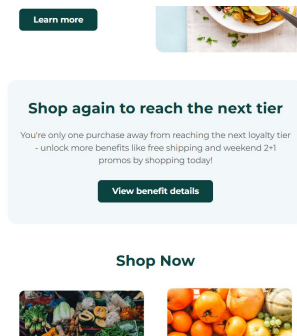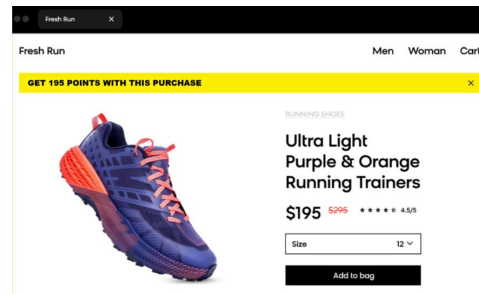Available in the Use Case Centre: Deployed within minutes and a few clicks

Ever-present Content: *Components*

Kind reminder or FOMO? Make sure your customers utilize their rewards with reminders in newsletters
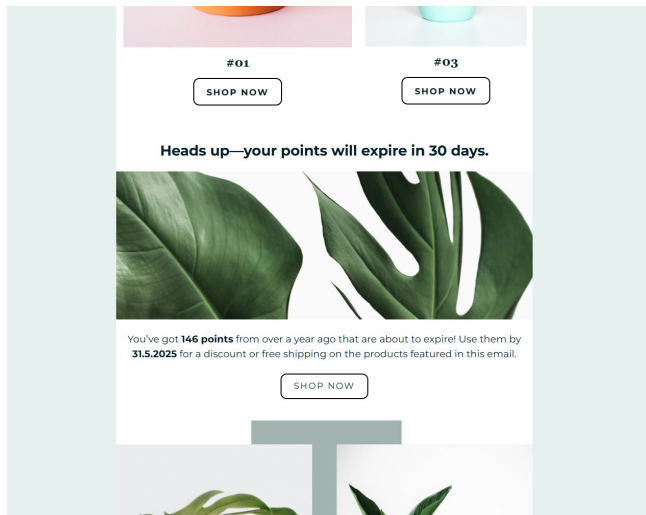
Include loyalty benefits in your product pages

Reminder of the benefits and push for higher tier in all comms

#01

SHOP NOW

#03

SHOP NOW

Heads up—your points will expire in 30 days.

You've got **146 points** from over a year ago that are about to expire! Use them by **31.5.2025** for a discount or free shipping on the products featured in this email.

SHOP NOW

Fresh Run

Fresh Run   Men   Woman   Cart

GET 195 POINTS WITH THIS PURCHASE

RUNNING SHOES

Ultra Light
Purple & Orange
Running Trainers

$195 $295   ★★★★☆ 4.5/5

Size   12 ∨

Add to bag

Learn more

Shop again to reach the next tier

You're only one purchase away from reaching the next loyalty tier - unlock more benefits like free shipping and weekend 2+1 promos by shopping today!

View benefit details

Shop Now

Bonus content

Bonus Content

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The Power of Trust and Emotions in Building Customer Loyalty

New report from Bloomreach & EMARKETER, highlighting the role of brand emotion in customer loyalty.

Download
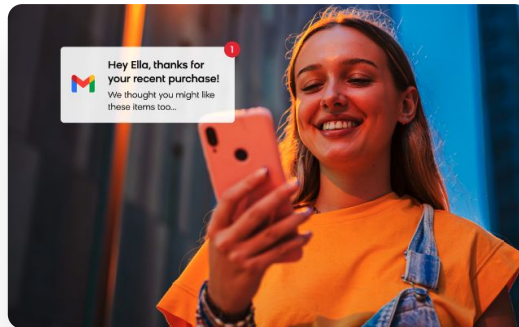
Customer Re-engagement Checklist & Email Workflows

Turn one-time buyers into loyal customers using this **free checklist + guide** from Bloomreach.

Download

Other Loyalty Resources

Reports & Guides

- **Report:** The Power of Trust and Emotions in Building Customer Loyalty

- Customer Reengagement **Checklist** and **Email Flows**

- **Customer Loyalty Playbook**

Thought Leadership

- **Podcast:** Loyalty Programs that Actually Work

- **Blog:** A Comprehensive Guide to Omnichannel Loyalty Programs

Case Studies

- Vitaminstore Personalizes its Customer Loyalty Program with Bloomreach

- Revolution Beauty Creates Interconnected Experiences with Bloomreach and Yotpo

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THE Agentic Platform for Personalization

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7 May | 5pm CEST | 11 am EDT | 8 am PDT

Register Now

AI-Native Search
AI-native commerce search and merchandising that maximizes revenue per visitor.

Conversational Shopping
AI-driven shopping conversations that scale your best sales associate.

Marketing Automation
AI-powered marketing that automates, personalizes and converts.

Key Takeaways

Loyalty & Key Takeaways

1 **Loyalty in the Era of Customers**
Buying decisions are no longer linear and personalisation matters, true loyalty requires a mindset shift focus on interactions and consumer confidence.

2 **Loyalty Is Earned in Key Moments - first impression matters**
First impression matters, mainly for the relationship building and great experience encourages further purchases

3 **Post purchase experience**
Post-purchase experience is vital to drive loyalty such as delivery, customer service and targeted discounts

4 **Trust and Emotional Connection Drives Loyalty**
Focus on storytelling, community, Double down on personalization and the omnichannel experience

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POLL:
Which aspects of today's session did you find most helpful?

Thank you

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