

Hello and welcome!

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

**How many loyalty programs do you personally belong to?
And which ones?**



A few things before we start:

● This session will be recorded

Chat



Bloomreach

I'm calling from NYC!

11.28AM

Q&A



Bloomreach

Does this apply to only promotional emails or to transactional emails as well?

11.28AM



Docs



Navigating Gmail and Yahoo's Deliver...

Click to open



Gmail and Yahoo's New Email Sender...

Click to open



Email Deliverability Tips

Click to open



The Ultimate Guide to Mastering Email...

Click to open

AGENDA

- 1. Key Takeaways From Antavo Loyalty Report**
- 2. Building Retention and Loyalty with Bloomreach**
 - a. Plug-and-Play Use Cases**
 - b. Customize Your Own Loyalty Program**
 - c. Additional Loyalty and Retention Use Cases**
- 3. Compound Value Use Case: Protect Margin and Increase Conversion**
- 4. Key Takeaways**
- 5. Q&A**

Meet Today's Experts:



Michal Blasko

Manager, Business
Consultancy at
Bloomreach



Yudi Almeida

Senior Business Consultant
at Bloomreach

POLL

What is the **biggest challenge** with loyalty programs at your organization today?



POLL

How **automated** are your
retention campaigns
today?



Key Takeaways From Antavo's Report

Customer Loyalty in 2026

Loyalty Has Evolved:

- **Competition is everywhere:** Customers belong to 15–17 programs but engage with far fewer.
- **Experience > Brand history:** Convenience and personalization matter more than past purchases
- **One-size-fits-all is over:** Generic loyalty programs can't compete with personalized engagement
- **Brands reward** interaction, feedback and community
- **The Reality For Brands:** 73% of customers will switch brands after multiple bad experiences

Top Highlights From the Report

1. Loyalty Programs Deliver Real Value

- **83% of brands are satisfied:** Loyalty programs are meeting business expectations
- **65.3% drive engagement, while 61.9% drive revenue:** Customers interact more with brands and purchase more often
- **59.6% capture customer data, while 56.8% deliver ROI:** Stronger insights and measurable return on investment

2. Consumers Want Loyalty Programs for Practical Reasons

- **70.8%** money-saving benefits
- **46.3%** free products or services
- **41.6%** personalized offers

Top Highlights From the Report

3. Loyalty Programs are a Key Source of Data

- **90.7%** of companies use loyalty data in pricing, targeting, personalisations and promotions
- **AI adoption is accelerating:** 37.1% → 51.4% using AI in loyalty management

4. The Biggest Risk Is Disengagement

Top Frustrations:

- **49.1%** rewards taking too long to earn
- **41.1%** rewards expiring too quickly
- **38.9%** rewards not being attractive

Perception gap

82.6% of marketers believe loyalty programs make customers feel valued

Only **56.2%** of customers say they feel that way

Building Retention and Loyalty With Bloomreach

Plug-and-Play Use Cases



Customer Retention Masters

Focused strategies to maximize customer retention and repeat purchases

Celebrations

Birthday and purchase anniversaries flows

Repeat Purchases Campaigns

Refill campaigns, Favorite brands, Post purchase with recommendations



Loyalty Programs

Implement referrals and sophisticated retention strategies

Reactivation Campaigns

Re-engage disengaged subscribers across channels

Plug-and-Play: Loyalty Program Campaign

Available in Bloomreach Use Case Center.

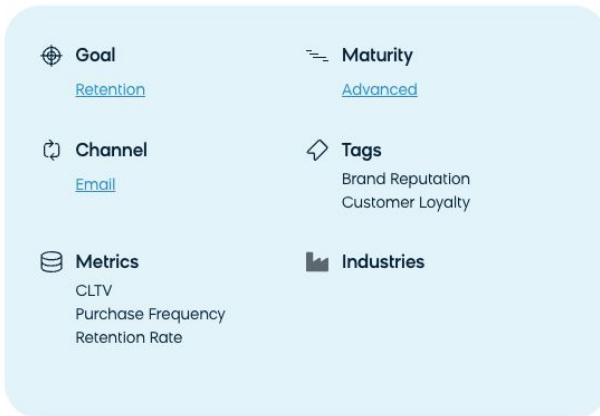
What You Get

- **Segmentation:** Loyalty club eligibility (Bronze, Silver, Gold)
- **Campaign:** Loyalty program scenario with automated tier management
- **Analytics:** Loyalty dashboard + CLTV tracking aggregates
- **Email Assets:** Progress bar blocks to visualize tier advancement

The Logic

- **Bronze Tier:** Min 2 purchases lifetime + Min 1 purchase in last 365 days + CLTV \geq 300
- **Silver Tier:** Min 2 purchases lifetime + Min 1 purchase in last 365 days + CLTV \geq 1,000
- **Gold Tier:** Min 2 purchases lifetime + Min 1 purchase in last 365 days + CLTV \geq 2,000

Fully customizable thresholds, benefits, and communication flows



Plug-and-Play: Loyalty Program Campaign

Twelve Automated Flows Driving Engagement

Onboarding Flows

1. **Initial Load Email:** Introduce existing customers to tier structure and benefits
2. **Regular Load:** Welcome new subscribers and explain how to reach Bronze
3. **Almost Bronze:** Nudge customers close to qualifying for Level 1
4. **Welcome to Bronze/Silver/Gold:** Celebrate tier achievement with personalized benefits

Retention & Progression Flows

5. **Loyalty Segment Expiration Coming Soon:** Proactive reminders to prevent tier loss
6. **Almost Eligible For Next Tier:** Motivate progression (Bronze→Silver, Silver→Gold)
7. **Segment Expired:** Re-engagement for customers who dropped out
8. **Quarterly Benefit Distribution:** Automated voucher delivery to Silver and Gold tiers

Customize Your Own Loyalty Program



Customize Your Own Loyalty Program

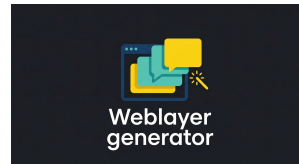
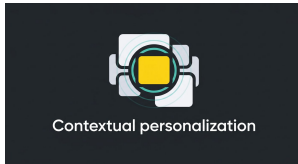
Beyond Plug-and-Play: Tailored Approaches

Points-Based Loyalty Programs

- **Add Points** for each purchase (configurable earning rates per product category)
- **Expiration Logic:** Auto-remove points after 365 days with 30-day reminders
- **Redemption Triggers:** Convert points to vouchers or rewards at thresholds
- **Bonus Point Events:** Double points during campaigns or for specific behaviors

Advanced Customization Options

- **Loyalty Partner Integrations:** Connect with Antavo, Talon.One, Eagle Eye, or custom loyalty platforms
- **Behavioral Triggers:** Reward non-purchase actions (e.g., reviews, referrals, profile completion)
- **Omnichannel Expansion:** Deploy across email, SMS, push, and weblayers
- **Combine Loomi AI features:**



**Compound Use Case:
Protect Margin and
Increase Conversion**

Customer Insight

In a world where customers are increasingly conscious of the cost of living, marketers are turning to discounts to grow revenue.

BUT

*This comes at a cost - **MARGIN***

84%

**of price promotions
are unprofitable.**

Nielsen Data, 2024

Return on Intelligence: **89% higher conversion rates**

Promotions Aren't One-Size-Fits-All

Brands offer multiple localized offers

€5 Off Family Meal

2-for-1 Pizza Deal

NEW YORK PIZZA



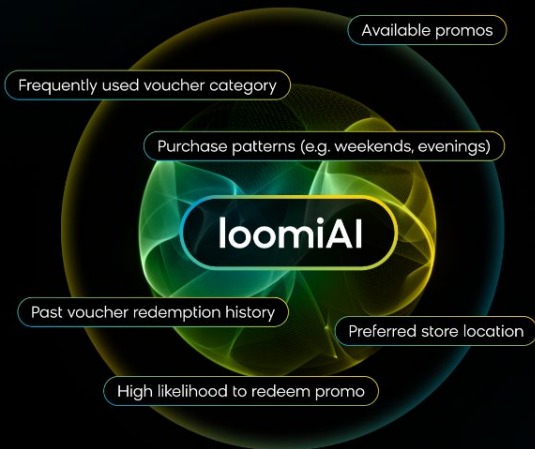
Amsterdam

Spui 2, 1012 WZ Amsterdam, Netherlands

Free Drink with Large Pizza

Loomi AI Understands What This Means for Every Customer

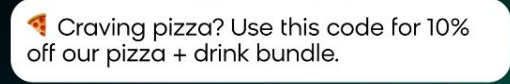
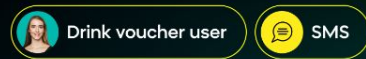
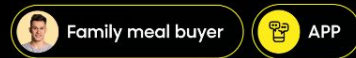
Loomi AI matches offers to individual customer preferences and behaviors



- ✓ Loomi AI tracks all available promos
- ✓ Knows channel preference for every customer
- ✓ Matches promo category to past redemption behaviors
- ✓ Profile attributes and scores update instantly

Personalized Experience Delivered Instantly

Tailored to customer context — and what matters to your business — across channels.



How Value Compounds

Customer Signals Guide Profitable Ranking

Prioritize high-margin products and balance conversion with profit in real time

Search Intent Sharpens Promotions

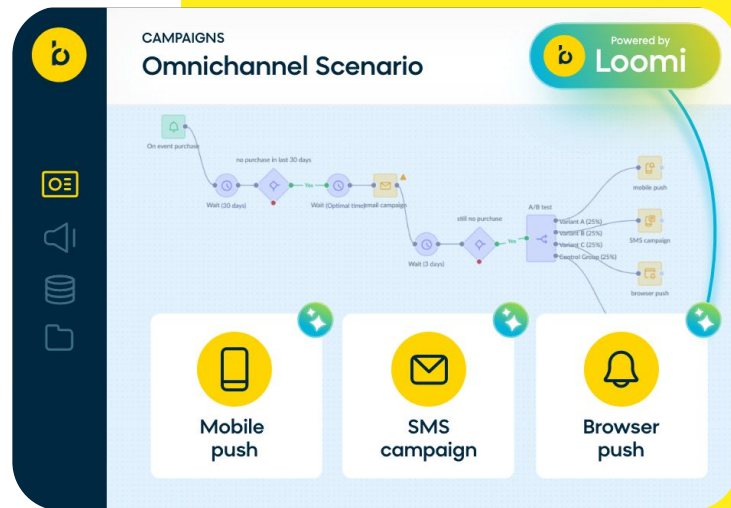
Trigger offers only when shoppers show hesitation or price sensitivity

Cross-Channel Suppression

Instantly halt discounts after purchase and shift to loyalty or upsell

Measure the full journey

Track margin impact by segment and refine offers over time



REAL-WORLD UPLIFT

**New York Pizza
can find discount
sensitive customers
and target
accordingly**

2%

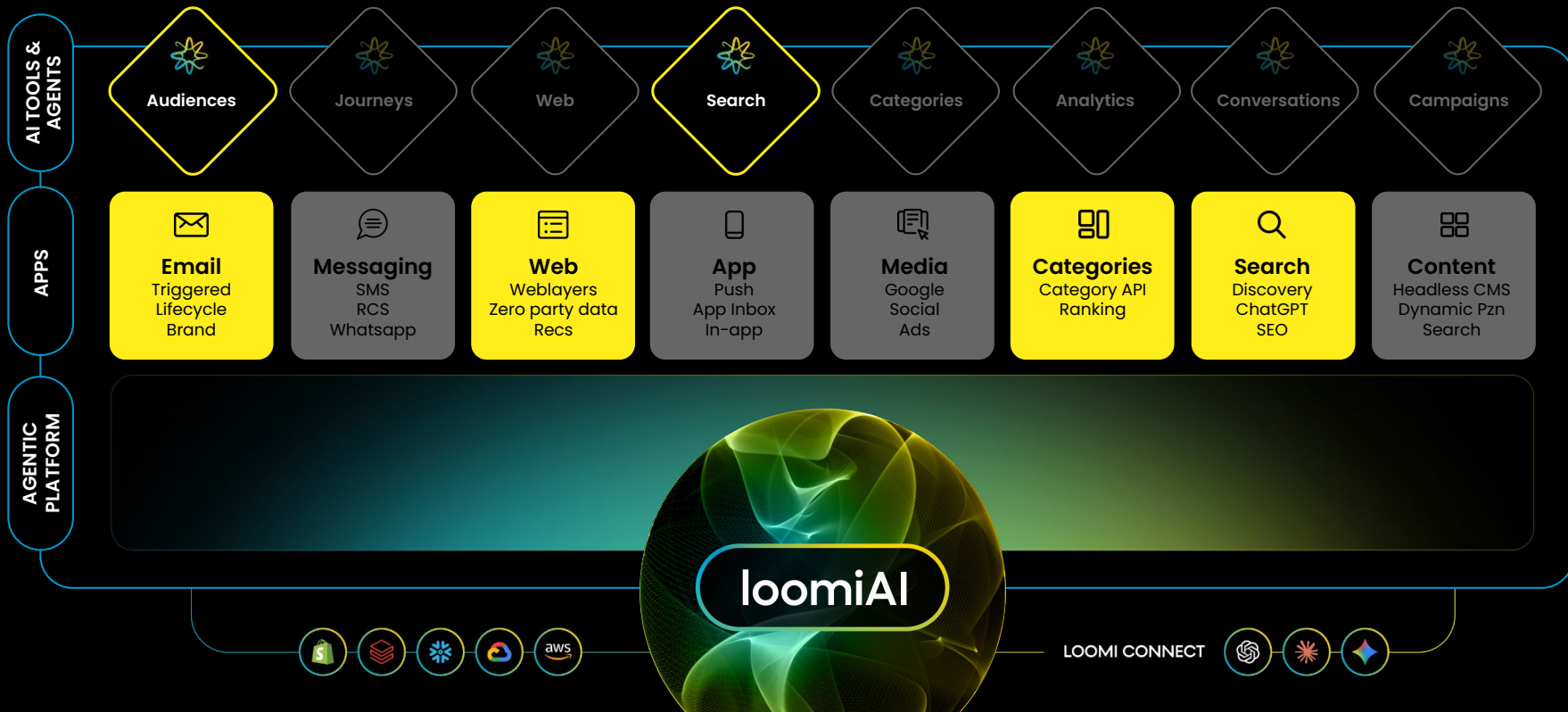
Revenue

89%

Conversion Rates



Protect Margin and Increase Conversion



POLL

Which factor do you believe has the **biggest impact** on customer retention for your brand today?



Key Takeaways

Key Takeaways

Start with Plug & Play

- Download the **Loyalty Program Campaign** from Use Case Center
- Complete **Data Mapping** (20% unlocks 90% of use cases)
- Deploy with minimal customization in days, not weeks

Customize for Your Brand

- Adjust tier thresholds, eligibility windows, and benefit structures
- Expand channels (i.e., email, SMS, push, weblayers)
- Integrate with loyalty technology partners as needed


Measure What Matters

- Track CLTV progression, tier movement, and redemption rates
- Use the included **Loyalty Dashboard** for real-time insights
- Monitor purchase frequency and retention rate improvements

Bonus Content

Other Helpful Resources

Exclusive Reports

 [Antavo 2026 Global Customer Loyalty Report](#)

 [The Retail Guide to Customer Loyalty](#)

Use Cases


 [Celebration-Based Campaigns](#)


 [Refill Campaign](#)


 [Refer a Friend Campaign](#)

 [Targeted Discounting With Loomi AI](#)

Blogs and Case Studies

 [5 Critical Customer Loyalty Questions \(And Expert Advice To Solve Them\)](#)

 [Customer Loyalty Programs: 6 Types and 9 Program Examples](#)

 [Why Bloomreach Is Key to Your Ecommerce Customer Loyalty Strategy](#)

 [Popeyes UK Drives 3x Repeat Visits by Capturing 20% of Offline Data With Bloomreach](#)

Q&A

Survey:

**Did this webinar meet
your expectations?**



Thank you

