



PUBLISHED IN
PARTNERSHIP WITH



2024

USA 

The Bond Loyalty Report™

Public Executive Summary

Optimize for Impact.



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

PUBLISHED IN
PARTNERSHIP WITH

VISA

Benchmark your specific program performance vs. custom comp set, nationally or globally. Leverage more than a dozen years of predictive loyalty data, proven models, 3rd-party wallet data & 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

Examining

360+

Programs

In

20+

Sectors

Across

100+

Attributes

The Loyalty Report has been grounded in a backdrop of:

Over

12

years of Loyalty Data

Across

5

Continents

Augmented each year by

30,000+

boosted responses

Over

35M

Data points

The Future of Loyalty is Unclear.

Bond's Foresight is 20/20.

More eyes are on loyalty programs than ever before, which means more stands between you and the recognition, relevance, and elevation you seek.

4 Ways to Look Out for Loyalty Obstacles.

01

Evolving Expectations

Customers and executives are all looking for more, and you're being asked to maximize ROI while achieving a growing list of objectives.

Renew, refresh and recommit to the origins of loyalty.

02

MarTech Madness

A myriad of ever-changing options adds to the dizzying blur of revolving POVs from CTOs, consultants, and SaaS providers.

Set your sights on operators with purpose-built fit-for-job solutions.

03

Disorienting Data Insecurity

Uncertain about your data, its utility, its dependability? New 3P sources and new customer IDs are exploding onto the scene faster than clear use cases, legal clearance and integration can keep up.

Derive clear-eyed goals by matching novel data and new techniques.

04

AI Blind Spots

While AI is increasingly enabling solutions for everyday interactions where human intervention is challenged to scale, it still lacks the human touch that your higher value customers crave.

IQ + EQ: Remember that AI use cases depend on its value in helping humans help your high-value humans.

Ask how we can ensure you see past the challenges, around corners, and all the way through to loyalty's next horizon.

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 loyalty continues to grow in importance to brands and their members. With cookies on their way out, 'known customers' are more valuable than they've ever been; members also continue to turn to loyalty programs when extending their budgets, with a record-level of enrollment and activity being seen. Successfully paying off on this value exchange is what's at stake today.

Within today's competitive landscape, loyalty and customer marketing programs are being asked to do more to grow customer engagement and sales with fewer resources and investment. Even as the number of brands that a member transacts with increases, overall, loyalty members are choosing brands that provide better experiences through the effective delivery of their loyalty programs. They want more from their experiences, but simplicity and seamlessness are key. How brands show up to achieve this will continue to shape customer expectations for years to come.

Keeping pace with this year's data:

1. Competition is fierce 🏹—in the wallet, in partnerships, and in member attention.

Spend continues to fragment across brands in all verticals as customers look for new value and differentiated experiences. Their attitudes on the importance of loyalty as part of the brand relationship continue to grow, as does their participation in programs.



Bond's
Customer Cheat Code.

Understand which other brands are sharing your customer's wallet.

2. Emotions are fickle 😞, and members aren't feeling the (brand) love.

Few members strongly agree that they are getting relevant communications, but when they do, we see large increases in **satisfaction, retention, and loyalty to brand**. Additionally, members are finding human interactions increasingly important in making them feel special and recognized.



Bond AI
Sentiment Extractor.

Using a unique set of AI categorization models to benchmark and determine wins for you.

3. Relevancy rules ✨.

Personalization has so much more potential to deliver on its promise. A birthday email just doesn't cut it anymore—in fact, it's the bare minimum. Members are looking for brands to leverage the data that they already have to tailor their journeys, communications, and experiences. The time to invest in a strategy that resonates—and puts your marketing technology to proper use—is now.



Bond's
Moments that Matter.

Define the most impactful interactions in your customer journey to drive the greatest outcomes.

Fast Facts.

Loyalty to Program.

RANKED BY SECTOR

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

Loyalty Program Sectors

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

Credit Card Sectors

- + 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 active in more programs than in previous years. Brands must still work hard to maintain engagement.

AVERAGE # OF MEMBERSHIPS

19 Total Memberships per Person
(▲1YOY)

9.3 of these are active
(▲0.3YOY)

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 as competition for a spot in the wallet heats up.

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

Trending Topics.

The Power of (Human) Connection:

Brand representatives are the gateway to any loyalty program experience, and their importance continues to rise. **Yet only 21% of American loyalty program members strongly agree that program reps make them feel special and recognized.** The value of human connection, especially in an increasingly digitized and AI-driven world, is a notable one for marketers. But where can these 1:1 connections be implemented and prioritized for optimal impact? Our analysis identifies what is most vital in delivering a powerful customer experience, and where humans vs. AI matter most.

Just **21%** of Americans strongly agree that *'program reps make me feel special or recognized'*.

TOP 5 DRIVER OF LOYALTY TO PROGRAM FOR THE PAST 4 YEARS

Partnership Ecosystems:

Last year, we reported an influx of loyalty program and brand partnerships. This year, awareness of partnerships is fairly flat relative to last year's results, while usage has declined slightly, indicating a lack of relevance—and relevant communications—among current partnerships.

While it's vital to understand which type of partnership will benefit your customer base most, linked partnerships—**that is, where a member has linked their loyalty program or credit card with another program to gain benefits from both brands**—deliver stronger outcomes across the board, including:

- a better overall experience
- more frequent purchases
- higher likelihood to do business with the brand

In fact

>80% ★★★★★

of Americans are comfortable with their data being shared as part of a partnership, especially if it means they'll get preferred benefits in return.

In fact, more than 80% of Americans are comfortable with their data being shared as part of a partnership, especially if that it means they'll get preferred benefits in return. For partnerships to be successful, programs and brands must be intentional when communicating the benefits of the partnership, with **access to exclusive benefits and accelerated earn benefits** at the top of the list.

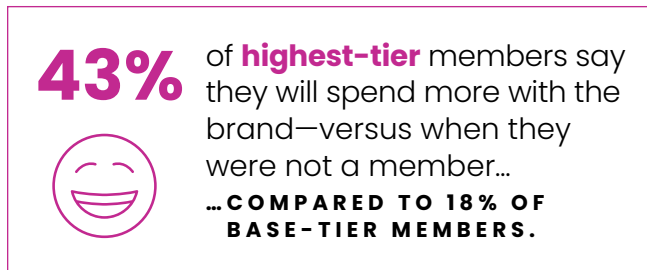
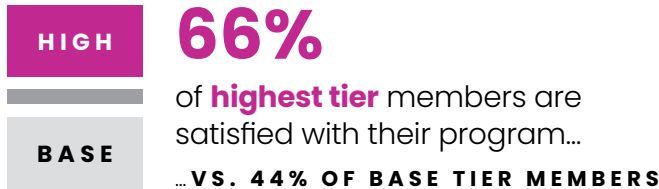
40% of Americans are aware of partnerships

69% of those have used partnerships.



Top-Tier Expectations:

Top-tier members are your program's biggest advocates: they're more satisfied, more loyal, and more likely to recommend your program to others. But they're also looking for more—specifically, the feeling of belonging to a more exclusive club. **Over 1/4 of higher-tier members feel that there are too many members in their tier, leaving them to battle among the many for benefits, rather than feeling recognized.**



Communication Relevancy:

There is large payoff to be had for brands with an effective and engaging communications strategy, **yet less than 1/3 of Americans strongly agree that they are getting relevant communications from their loyalty programs.** It's a virtuous circle and tale as old as time: when customers look forward to relevant communications, they'll want to hear from you more often, and the result? They'll spend as much as 8% more with your brand. Personalization isn't enough; it's essential to use existing data to deliver relevance. Find out how your communications should be working harder for your brand to drive increased brand engagement and spend.



Program members who want frequent communications spend **8% more** of their category spend at the brand.



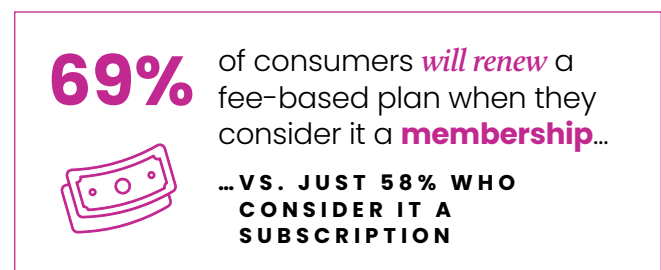
Paid Memberships > Subscriptions:

In a world of fee-based plans, what drives customers to renew year over year? The appeal of being a member, not just a subscriber. Brands can increase renewal rates by shifting their customers' perceptions: that their recurring-revenue model is a membership-driven experience. While brands often use the terms 'membership' and 'subscription' interchangeably, there is a distinct benefit to leaning into the former.

Paid Subscriptions are revenue agreements. *They're a financial concept.*

Paid Memberships denote belonging. *They're a relational concept.*

Compared to 'subscriptions', Americans are **2.3x more likely to consider a 'membership' a community**, are **1.6x more likely to believe memberships reward their commitment**, and **1.5x more likely to believe they receive access to perks and benefits.** The outcome? Programs considered to be more of a membership are more likely to be renewed (versus subscriptions), ultimately driving your bottom line.



Top Performers.

Sorted alphabetically

Airline



American Airlines SimplyMiles



Delta SkyMiles



United Airlines MileagePlus

Apparel



Foot Locker FLX Rewards



Nike Membership



Victoria's Secret & PINK Rewards

Delivery



DoorDash DashPass



Instacart+



Uber One Membership

Department



JCPenney Rewards



Kohl's Rewards



The Nordy Club

Discount



Big Lots BIG Rewards



Target Circle



Walmart+

Top Performers.

Sorted alphabetically

Grocery



Giant Eagle, Market District
and getGo Advantage Card



Kroger Plus Card



Meijer mPerks

Health & Beauty



e.l.f. Beauty Squad



My Bath & Body Works Rewards



Sally Beauty Rewards

Hotel



Hilton Honors



Marriott Bonvoy Rewards



Wyndham Rewards

Quick Service Restaurants



BK Royal Perks



Chick-Fil-A One



Panera Sip Club

Specialty Retail



My Best Buy Total



My Nintendo



Xbox Game Pass



Start Fueling Your Business Growth with Insights.

In its 14th year of publication, The 2024 Bond Loyalty Report introduces new frameworks, AI capabilities, and third-party data sources to deep dive into your program performance and comparison, targeting both the functional and emotional paths to pay attention to for a deeper understanding of consumer behaviour. Our aim is to guide your business through complex times, maximizing your ability to respond, target, and react to current tensions.

The most usable loyalty data set on the planet has more to offer you with our:



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

Enable strategic prioritization with a baseline comparison of your program.



Buy a Custom Report [here](#).

info.bondbrandloyalty.com/tlr2024/custom-report

A near real-time unearthing of the trends, topics, and issues that marketers must master in the face of a rapidly evolving industry.



Layer on even **more** loyalty insights.

Bring your loyalty program back to life with impact through optimization.

Take your program to the next level with Bond's full-service offerings for all things loyalty. Get insights from Bond's AI-driven tools, such as Synapze and Bond AI. Explore customer engagement and participation data from our Customer Cheat Code, 3rd party card-linked data from Wallet IQ, self-serve loyalty benchmarks from Snowflake, and so much more!

Explore the possibilities for your program today.



powered by...



available on...



Live loyalty benchmarks

Fuse your customer data with best-in-class models and Bond's proprietary behavioral, attitudinal, and emotional benchmarks. Enjoy self-serve access to our Snowflake native app and keep in-step with data-adept brands.



Customer engagement and participation insights

Customers are cheating on you—separate the truly loyal from the not. As with any relationship, knowing if you're the main-squeeze or the side-piece means you know where to focus, to what extent, and what the size of the prize is.



3rd-Party Card-linked Data

Get smart about what's in your customers' wallets. Identify customers with untapped potential and shed light on key performance opportunities to get your fair share. Then, build campaigns inspired by truly actionable insights.



Mutually beneficial partnerships that reach new customers

Find opportunities to scale growth by teaming up with like-minded brands who share suitable customers. Reach new audiences, consolidate share of wallet, and drive immediate frequency.



LOYALTY ✨



Technology that scopes & scans the competition's strategy

Unpack competitor strategies by scanning digital promotions of competitors with computer vision technology, all while using basket heuristics and NLP to compare the approximate dividend allocation of competitors for loyalty and non-loyalty customers.

Contact us...

...to explore how consumer sentiment has shifted over this past year, with refreshed data reorienting us and providing focal points for brands looking to survive, contend, and lead the pack.

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Email: info@bondbl.com



Brand-specific insights that transform open-ended data into quantifiable actions

Turn attitudinal data from socials and surveys into actionable insights. Using a unique set of AI categorization models—covering emotions, loyalty drivers, customer journey moments, feedback categories, and GPT summarization—, we benchmark across brands and sectors to determine unique wins for you.



Sector-relevant remediations rooted in AI

Create suggested segmented remediations to key customer engagement problems and opportunities with generative AI and a retrieval-augmented generation (RAG) architecture, all rooted in the loyalty best practices of Bond's proprietary 6M model.

About Bond.

We build bonds. Bonds build growth.

Bond is a global insights-driven, customer engagement company that creates growth by building lasting connections between brands, their employees and their customers. Pioneers in Loyalty Science, Bond transforms brands to be more customer-centric by combining innovative AI technologies and rigorous methodology from behavioral science and human-centered design. Renowned for the Bond Behavioral Institute and the Synapze cloud platform, Bond is continuously recognized for a unique approach to tapping the incredible growth potential in known customer connections to create lasting customer growth.

Based in Toronto, Bond is powered by 800 people and operates across eight offices throughout North America and Europe.

For more information, please visit bondbl.com and follow along on LinkedIn, X, and Instagram.

