

# Customer Loyalty Matters

the data proves it.

why  
invest in  
customer  
loyalty  
at all?

70%

Up to 70% of your company's total sales comes from 15% of your most loyal customers. <sup>1</sup>

80%

Close to 80% of consumers shop strategically to accumulate points in a loyalty program. <sup>2</sup>

50%

Half of consumers say that the first purchase or first service experience is most critical when gaining their loyalty. <sup>3</sup>

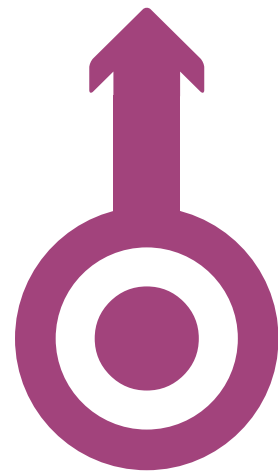
Companies who invest in loyalty programs see significant increases in their customer engagement, transactions, registration, and more. Both retailers and publishers can leverage loyalty programs to help drive engagement and sales.

*But what can a loyalty program really do?*  
We sure are glad you asked.

Increase customer site registration by 75%.

Increase customer engagement by 200%.

Increase customer transactions by 40%.



1 Northwestern University study, 2013

2 Maritz Loyalty study, 2013

3 ClickFox study, 2012

4 All loyalty program data from BigDoor research, 2013

This brought to you by the  
BigDoor Team.  
[www.BigDoor.com](http://www.BigDoor.com)

