

CUSTOMER LOYALTY SURVEY

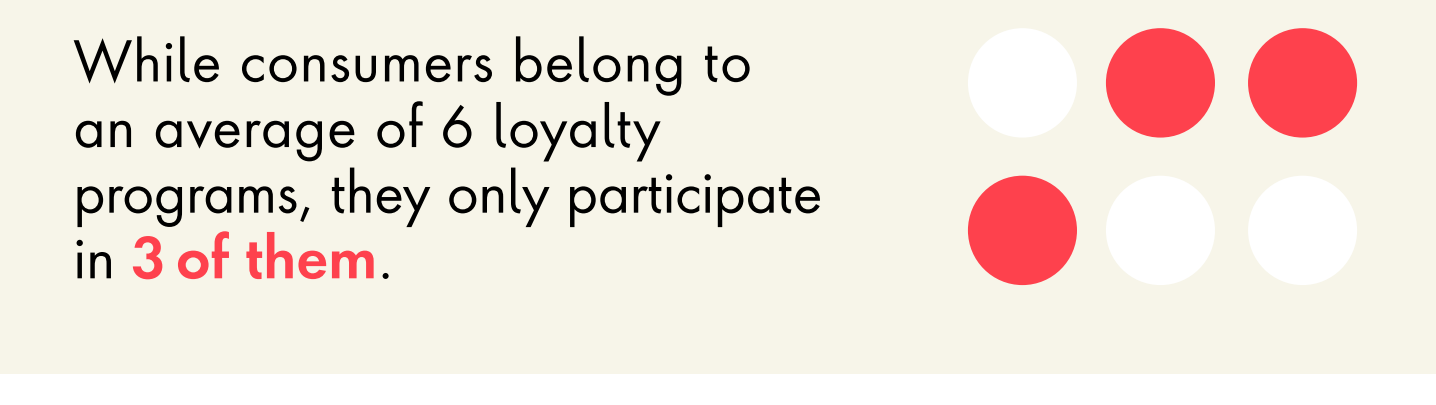
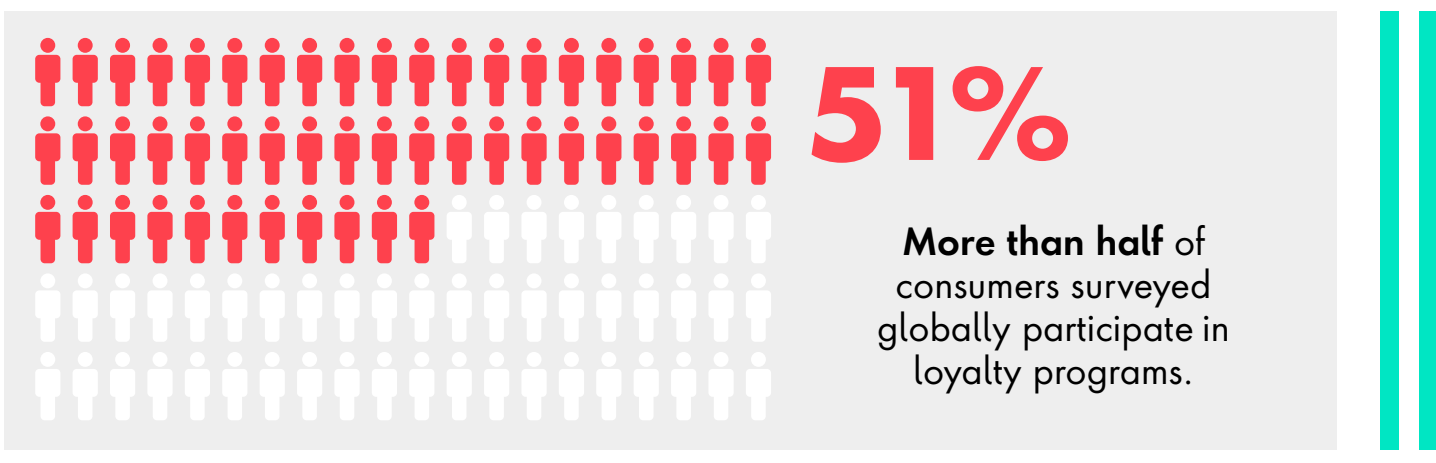
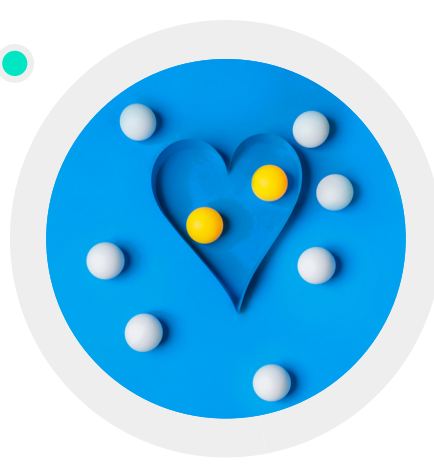
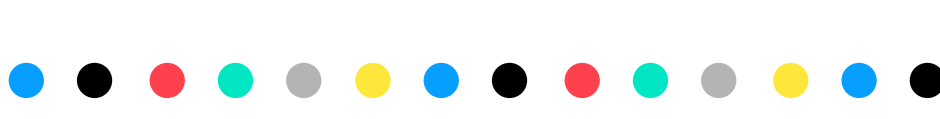
Publicis Sapient conducted research among more than 6,700 consumers globally to understand their opinions on customer loyalty programs and their feelings about sharing personal data with organizations.



Section 01

Who's on board with loyalty programs?

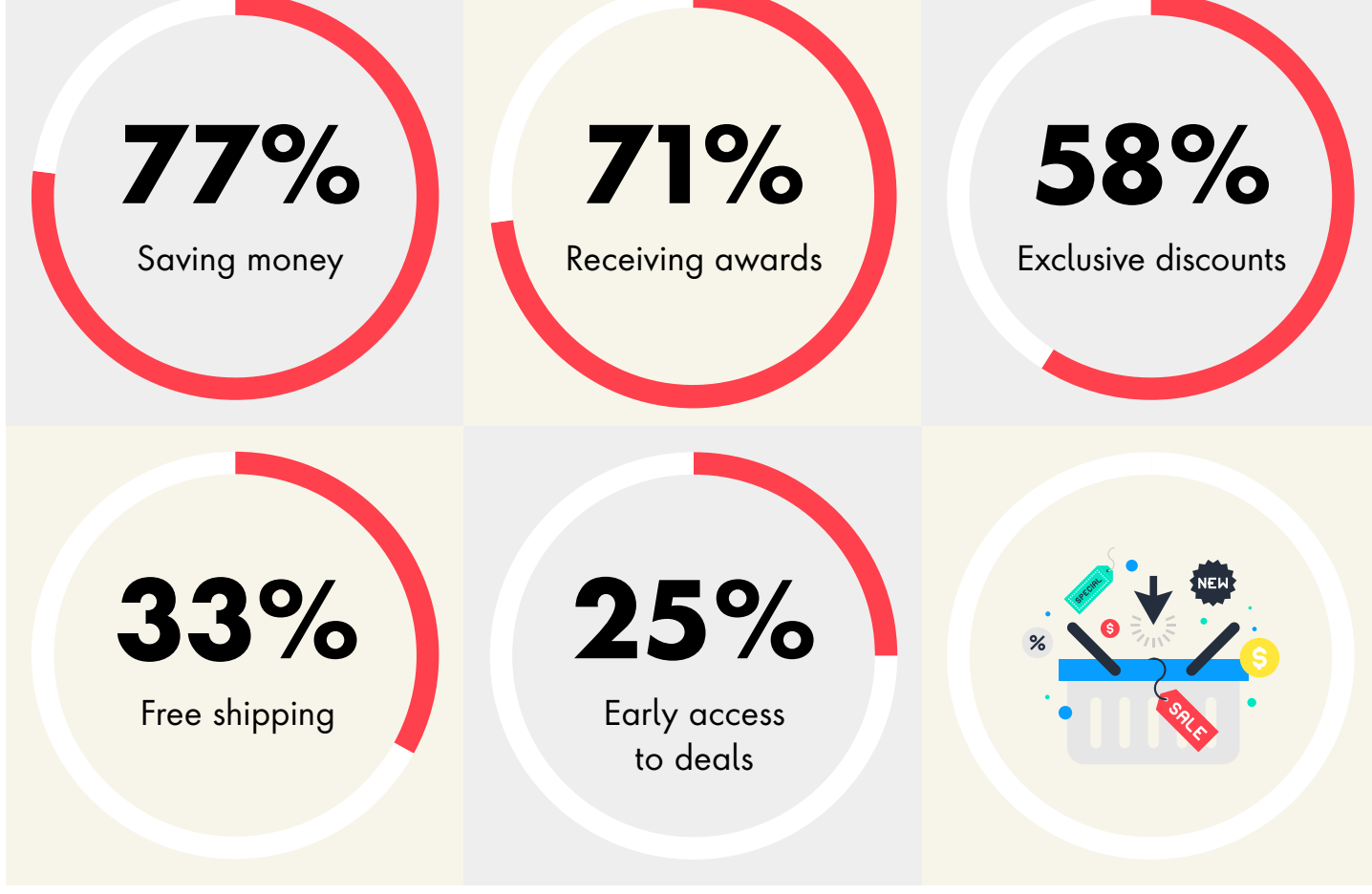
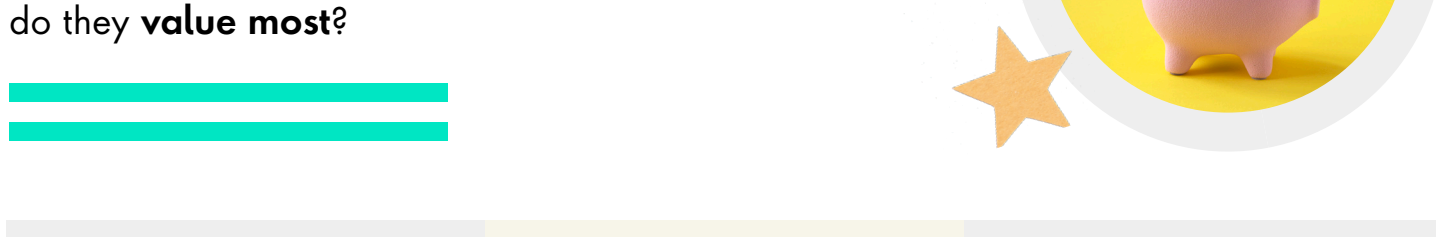
People take part in a variety of loyalty programs, but they only **actively participate** in some of them.



Section 02

The proof is in the perks

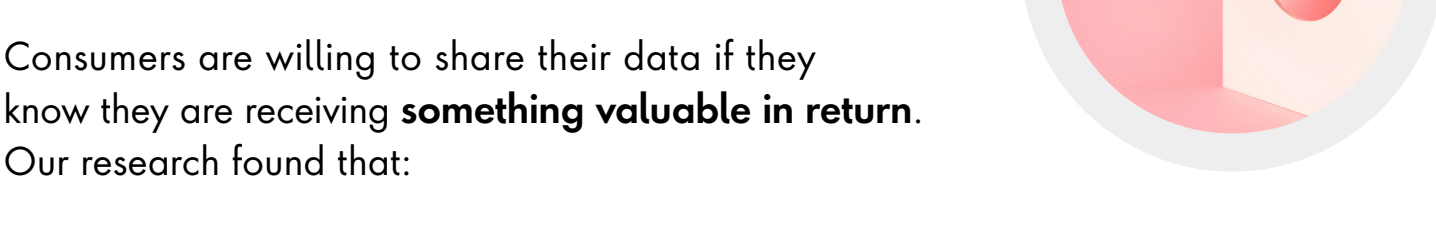
People participate in loyalty programs because of the benefits, such as freebies and rewards. What advantages do they **value most**?



Section 03

Monetizing loyalty

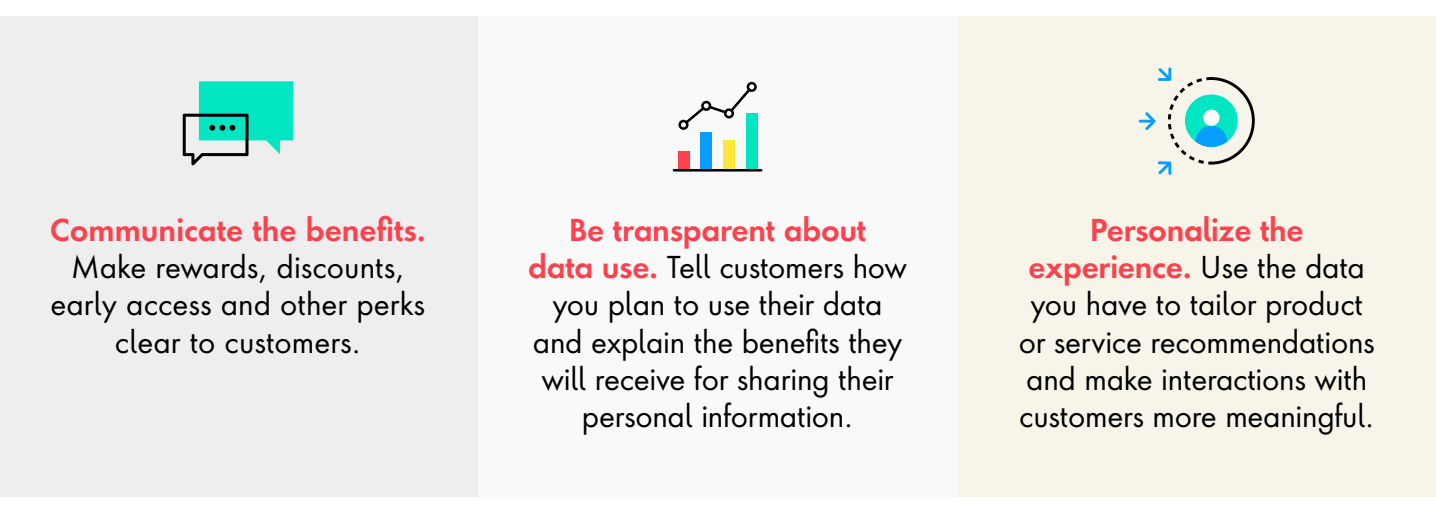
Consumers are willing to share their data if they know they are receiving **something valuable in return**. Our research found that:



Section 04

Earn loyalty to grow your business

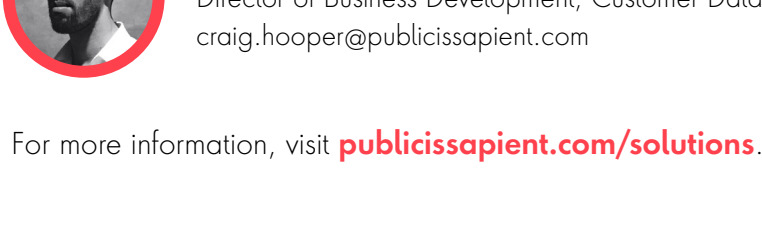
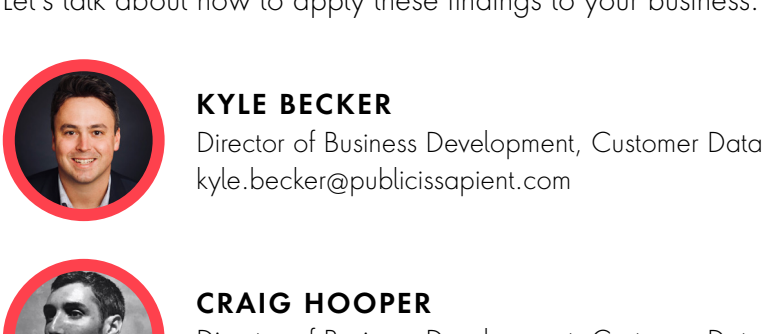
Businesses across industries can boost participation in loyalty programs by **being clear about the benefits**—and how customer data is used.



Section 05

GET IN TOUCH

Let's talk about how to apply these findings to your business.



For more information, visit publicissapient.com/solutions.

ABOUT THE RESEARCH

YouGov administered a survey among 6,747 nationally representative consumers across France (1,010), Germany (2,250), the United Kingdom (2,260) and the United States (1,227). Conducted in November 2022, the purpose of the research was to better understand consumer sentiment and consumer sentiment around data monetization. This data is meant to help brands evolve their business operations and forge lasting customer relationships through personalized and engaging experiences.

TOGETHER WE TAKE DIGITAL EXPERIENCES INTO TOMORROW

Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally-enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession - combined with our culture of curiosity and relentlessness - enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe.

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