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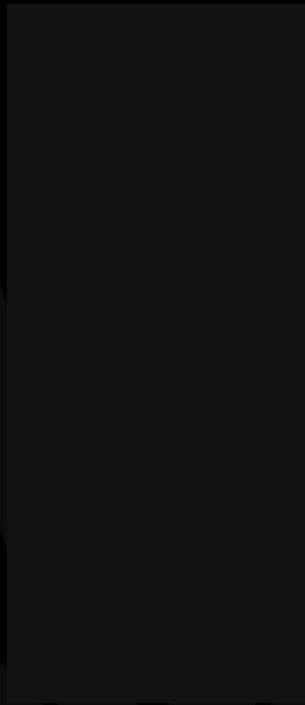
How are mobile experiences turbo-charging loyalty?



Jake Sargent, Group Marketing Director, Apadmi
27 February 2024

Please look at your phone.

Daily Time Spent
Per User



Daily Time Spent
Per User

5

Hours

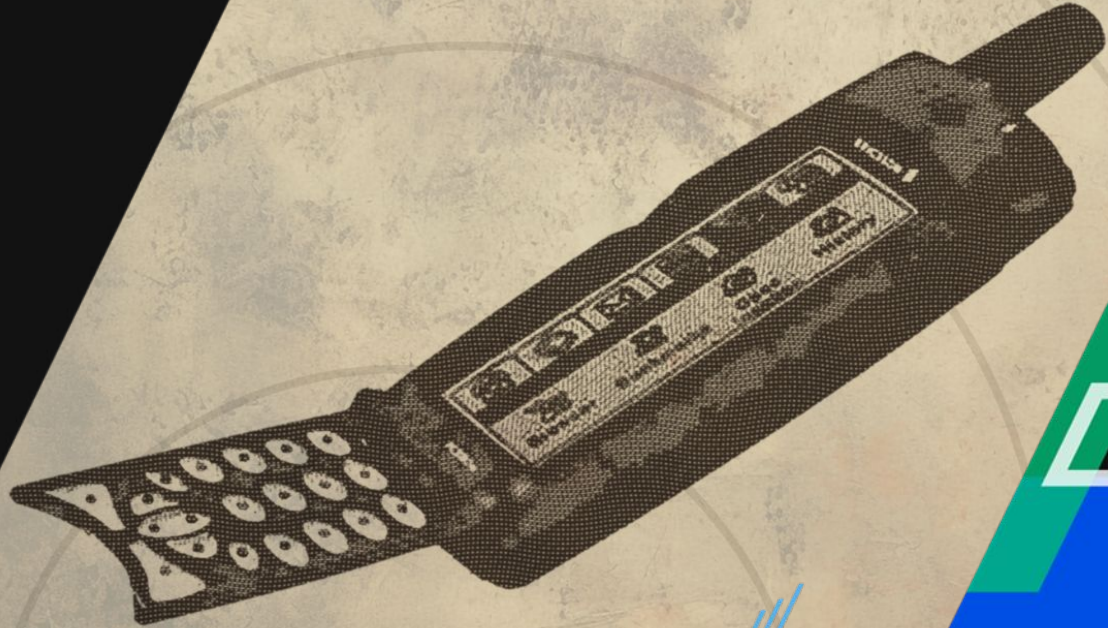
+6%

YoY Growth

Android Phones; Weighted
Average Among Top 10
Mobile-First Markets

**1/3 of daily
waking hours**

Anyone
recognise
this?



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Business critical experiences for **big brands**

RETAIL &
LOYALTY

ASDA

CO
OP

DUNNES
STORES

M&S
EST. 1884


Domino's


GREENE KING
BURY ST EDMUNDS

FINANCIAL
SERVICES


BARCLAYS

CHARLES
STANLEY▲


CHETWOOD
FINANCIAL LIMITED

Sainsbury's Bank

Schroders

Ebury

TRAVEL &
UTILITIES

TalkTalk

norwegian 

vodafone

United
Utilities


currys

e.on

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Through long term **partnerships**



Domino's



Poundland

CHARLES STANLEY



TalkTalk



3+ years

5+ years

8+ years

Loyalty has
changed ...



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What's driving the **change**?

MORE DEMAND

An increase in demand for savings and deals.

BETTER SUPPLY

Programmes better at meeting brand and consumer needs.

A CORE OFFERING

Loyalty is driving the strategic agenda.

So what does that **mean?**

TOP OF THE AGENDA

Loyalty is front and centre internally and externally.

CONVERGENCE

Bringing together gamification, personalisation and value.

PLATFORMS

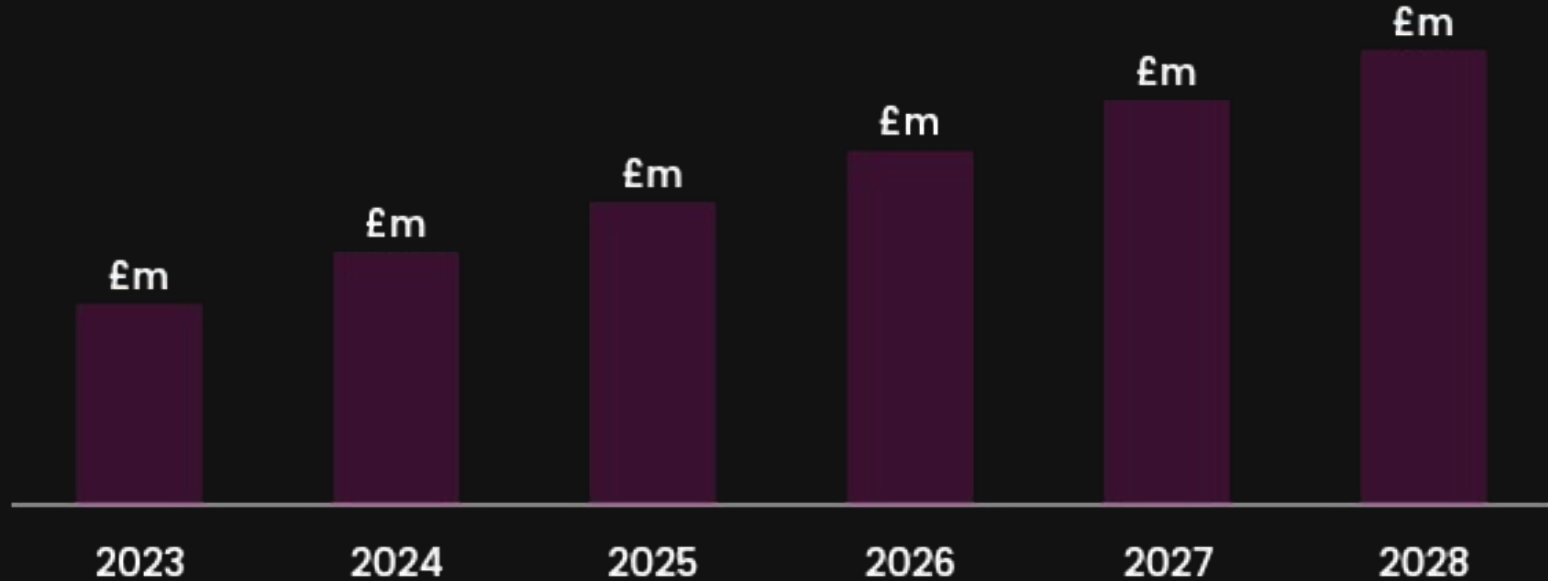
Everything has to work seamlessly and getting it wrong isn't an option.

Mobile as a platform

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Have we hit 'peak app'?



Mobile app market is growing at 19% YoY

The Apadmi Digital Loyalty Survey 2025

The two most popular statements regarding the role played by mobile apps in loyalty were...

- // Apps can deliver a more personalised experience
- // It's a great way of staying front of mind between sales

Perhaps crucially though, 35% believed that customers who are app loyalty members spend more than those who aren't.



APADMI DIGITAL CUSTOMER LOYALTY REPORT 2024

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What is the industry saying?

NOT ON
THE HIGH ST.



GREGGS

DECATHLON

ocado

TOOLSTATION

FRASERS
GROUP



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The audience

The Apadmi Digital Customer Loyalty Report is based on 91 responses from European businesses across retail, financial services, utilities and travel and leisure. The respondents were in mid to senior level roles with responsibility for areas including digital product ownership, customer loyalty, customer experience and CRM.

From sport shops to supermarkets, European banks to fast food, bus companies to broadband, the need for increased customer retention and more accurate data on customer behaviour remains the same.



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APADMI DIGITAL CUSTOMER LOYALTY REPORT 2024

Loyalty investment

What % of brands asked have not yet invested in a **digital** loyalty programme?

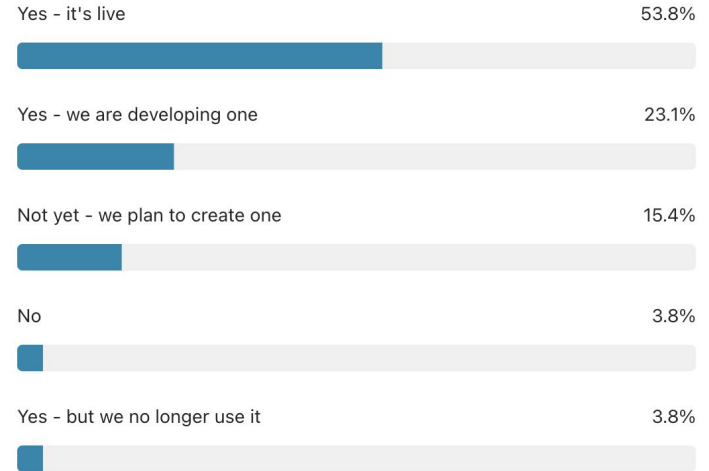


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Loyalty investment

What % of brands asked have not yet invested in a **digital** loyalty programme?

19%

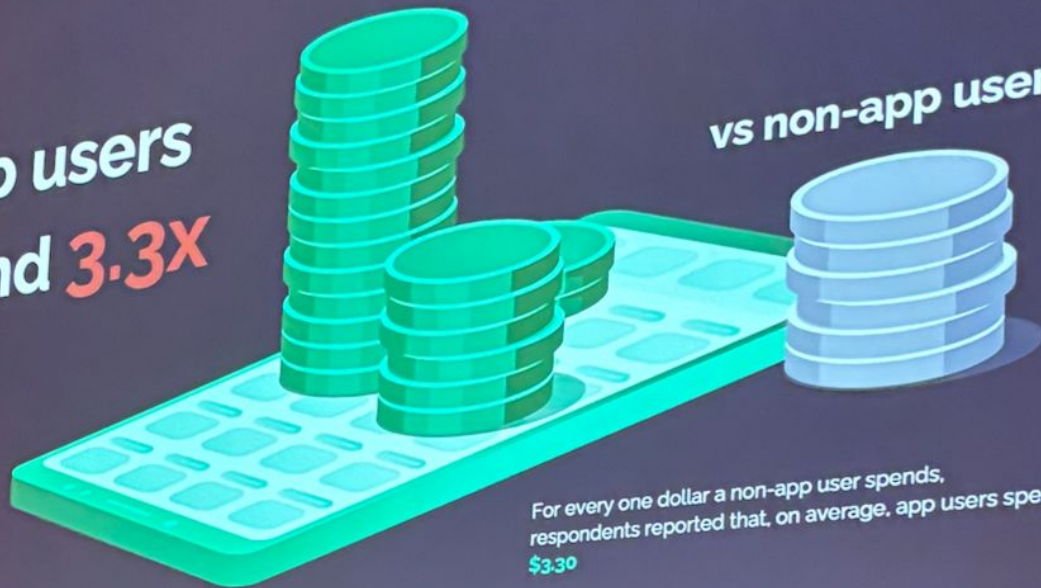


**Mobile is an enabler of
extra loyalty.**

Emotional loyalty

App users
spend **3.3X**

vs non-app users



For every one dollar a non-app user spends, respondents reported that, on average, app users spend \$3.30

Source: Branch Mobile Growth Survey, 2022/23



The mobile **effect**?

**Bigger baskets.
More frequent orders.
Cheaper to acquire.
More responsive.**

Unlocking value




12:1
ROI



Extra
visits

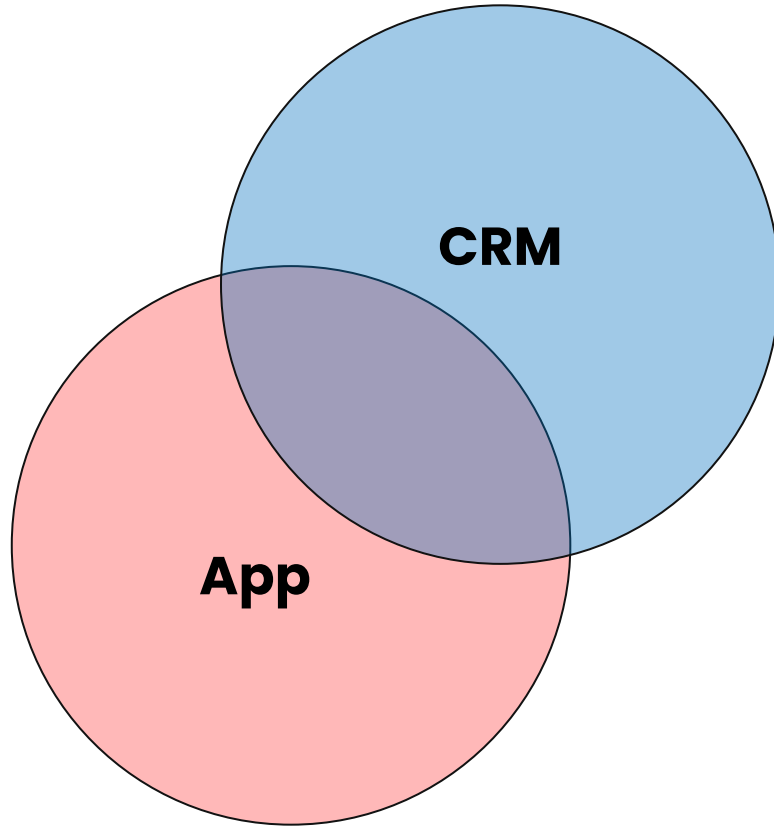


A lot of
extra
profit



80%
rebook
on app
(vs. 49%)

Functional → **Relational**

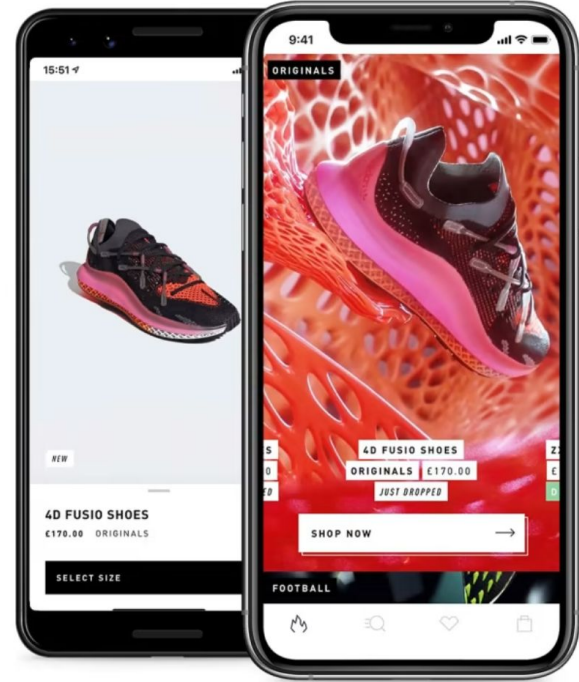


	Email Marketing	Mobile Push Message	Mobile In-App Message
Percentage of people who opt-in	?	71%	100%
Average click-through rate	1.57%	4.7%	10% *

**More logged in
customers.**

Creating more
reasons to register
by adding extra
value to the app.

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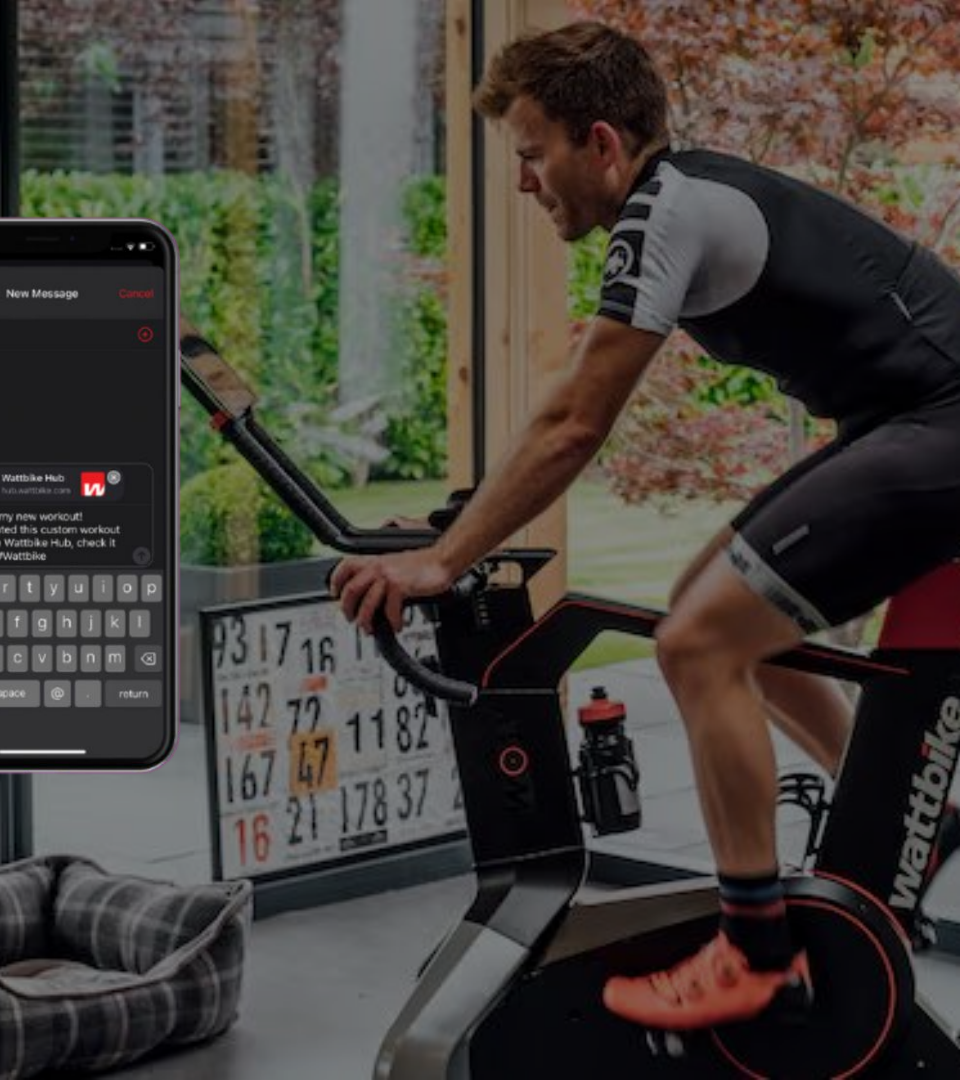
ACCESS HYPE DROPS FIRST

Love shoes? Just scroll, select, stand out. With app in hand, you can be the first to shop sneaker collaborations and Hype drops to take your style to the next level.

wattbike

90%

Completion rate of onboarding process...



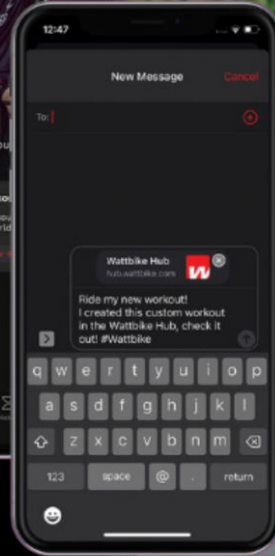
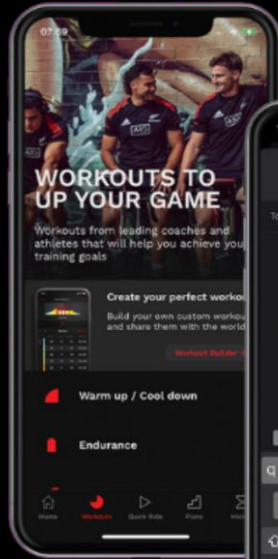
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wattbike

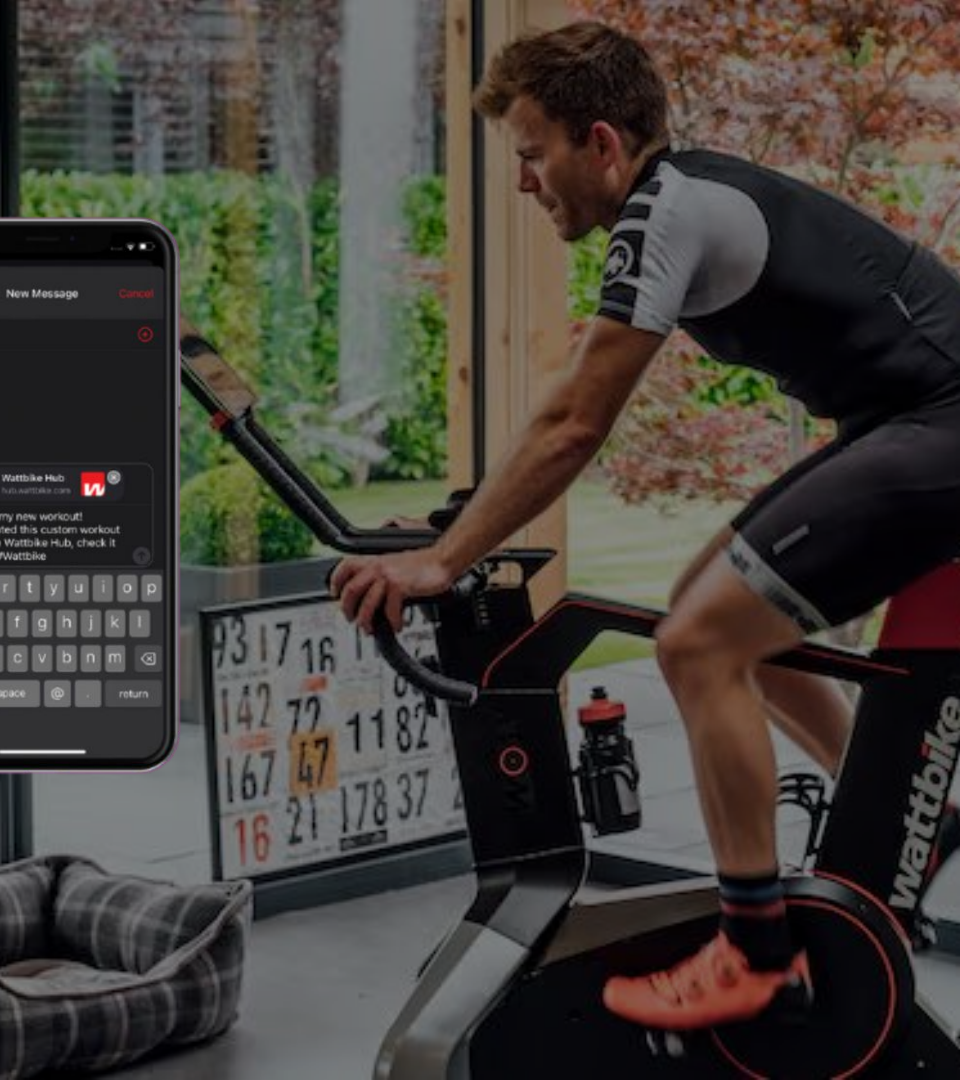
90%

Completion rate of onboarding process...

...And referrals to summer sessions promotion for extra workouts.



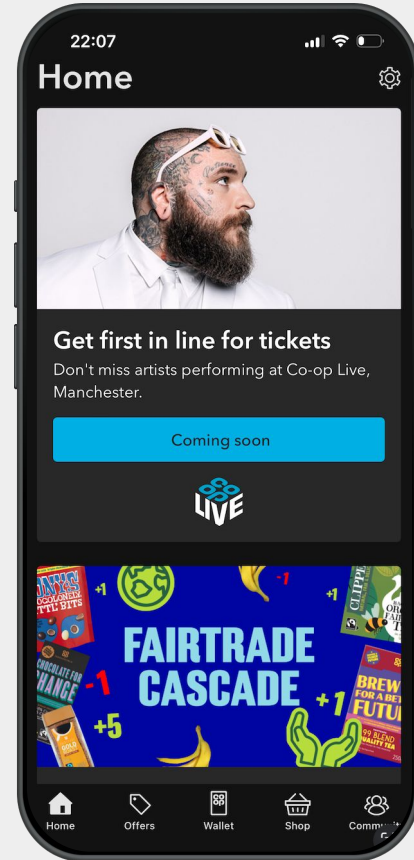
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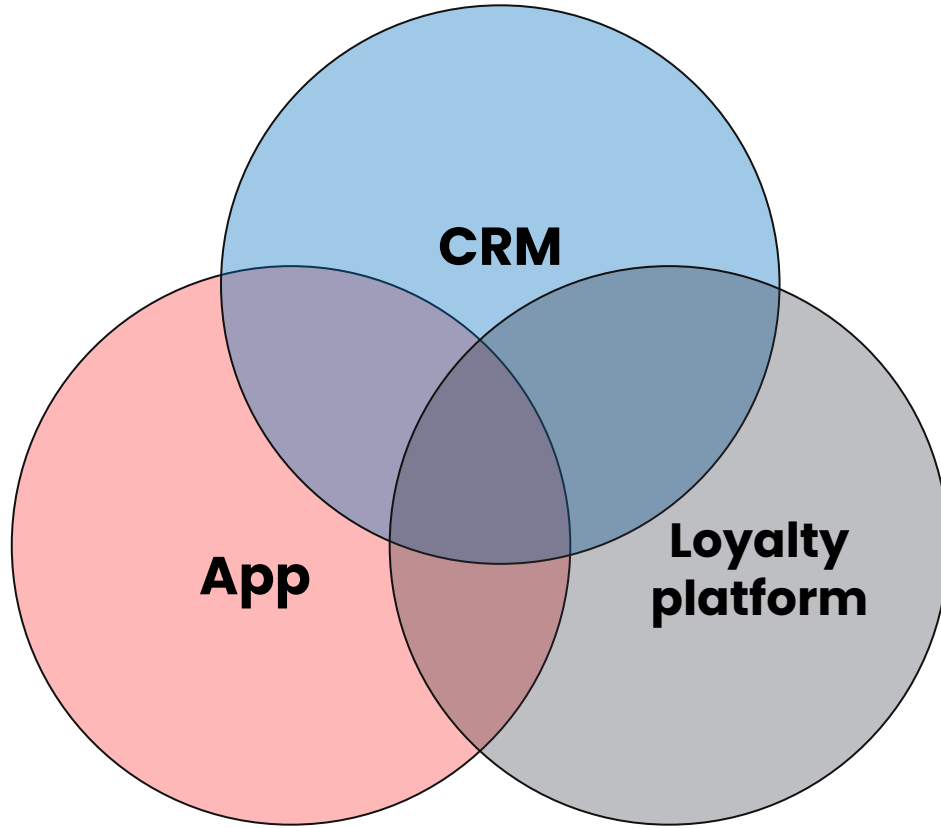
**How many people
watched Traitors?**

Re-think app as a
big media channel.
Build brand loyalty.

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Bought loyalty





**Earn Rewards
on every order**



Plus

Welcome to
Poundland Perks

Download our
**Perking brilliant
new app!**



Fast & flexible
Responsive
Personal
Data rich
Wifi-free
Cheaper

Fast & flexible
Responsive
Personal
Data rich
Wifi-free
Cheaper

Convenient
Secure
Immediate
Location based
Integrated
Easy to test

Loyalty tactics

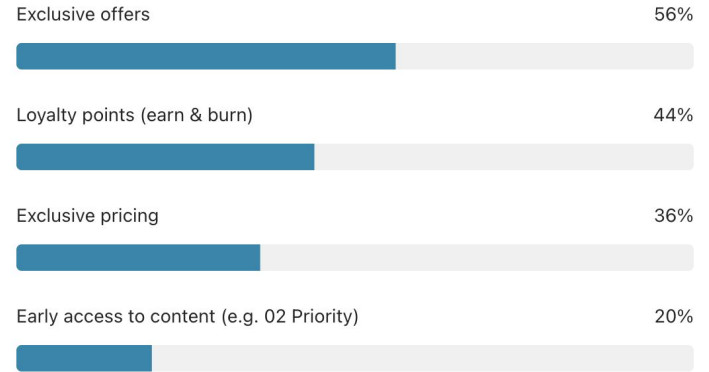
Other than personalisation, what are the top tactics being used to drive digital loyalty?



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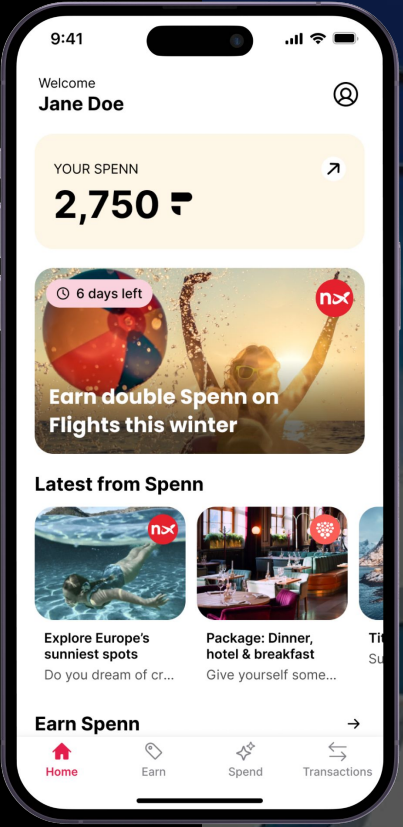
Loyalty tactics

Other than personalisation, what are the top tactics being used to drive digital loyalty?





All-new cross-brand
loyalty currency
launched for
7 million travel
customers.
Entirely app-based.



Future priorities

Other than personalisation, which loyalty tactics would brands like to be doing **more of**?

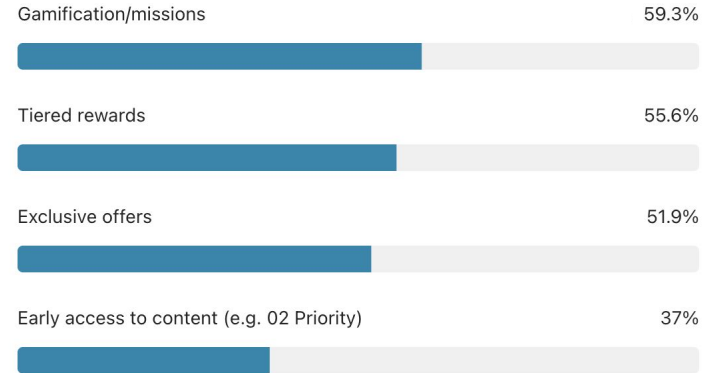
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Future priorities

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**Somebody else's
assistant.
A new way in?**



The Apadmi Digital Loyalty Survey 2025



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Perhaps crucially though, 35% believed that customers who are app loyalty members spend more than those who aren't.

An infographic featuring a circular gauge with a green segment representing 35%. Below the gauge is an icon of a smartphone with a shopping cart. The background of the infographic shows a person's hands holding a smartphone displaying a loyalty app interface with various offers like '25p off' and '50p off'. To the right, there is a colorful pie chart with segments in green, blue, orange, and purple. At the bottom left, the text reads 'APADMI DIGITAL CUSTOMER LOYALTY REPORT 2024'. At the bottom right, it says 'WWW.APADMI.COM' and '11'.

Thank you.

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