Loyalty Unlocked

Real-World Strategies from Top Brands

MARIGOLD™

ELA Member Hub Meeting
08 April, 2025

John Tsaousidis

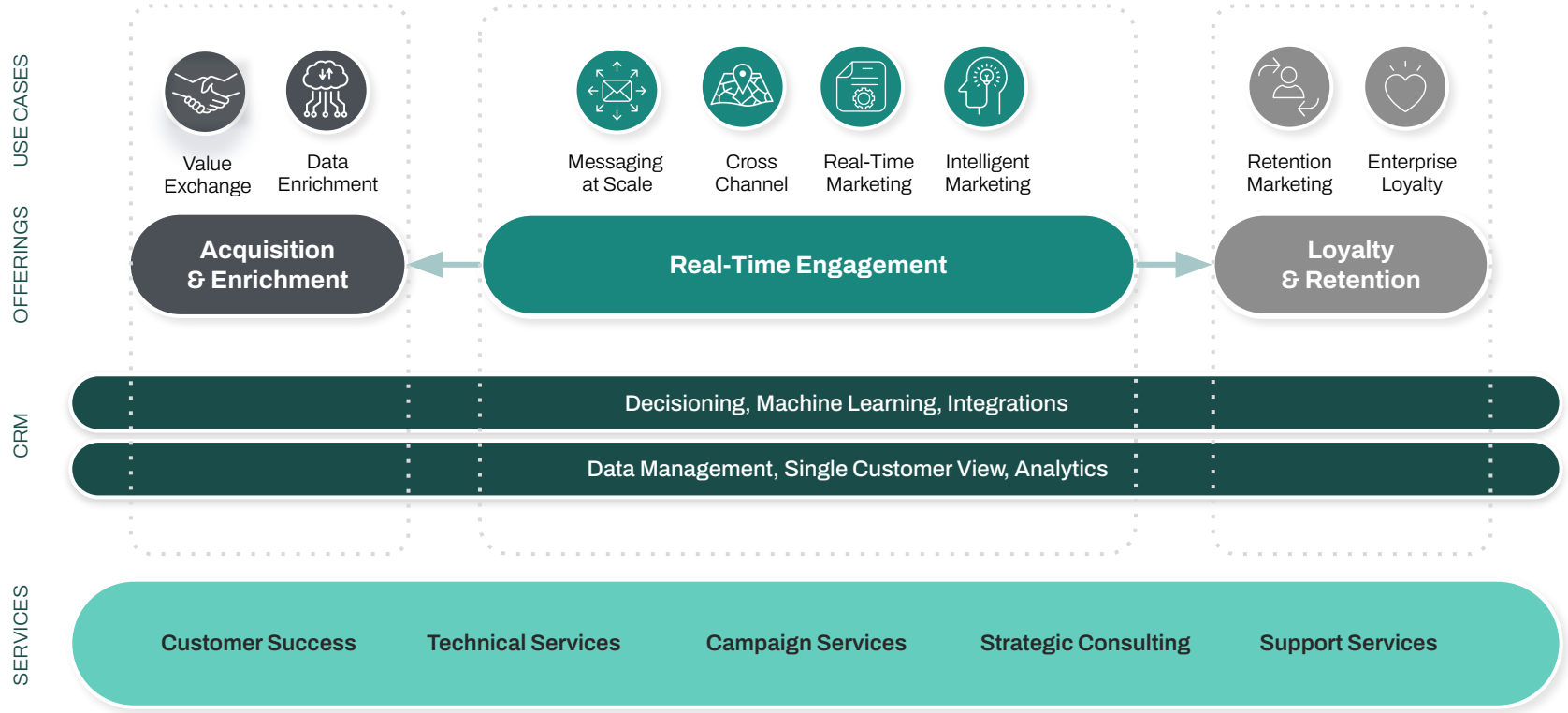
Principal Enterprise Strategist,
Marigold

Marigold

Trusted By 40,000+ Elite Brands

Marigold Marketing Platform

Partnering with our clients to build deep relationships through the entire customer lifecycle.



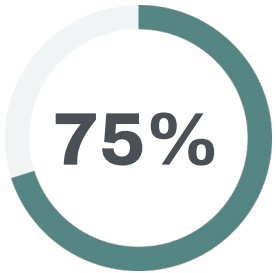
Agenda

- Understanding The 2025 Customer
- The Power of Gamification
- The Need For Progressive Profiling
- Rewarding Non-Transactional Behaviours

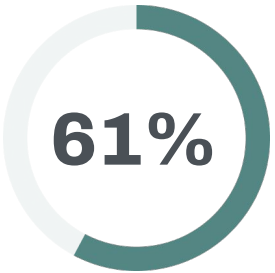
The Profile Of The 2025 Consumer

Value-Driven

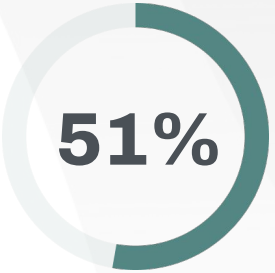
They prioritise quality, convenience, customer service, and ethical alignment over just price



Prioritise the quality of a brand's products or services over price



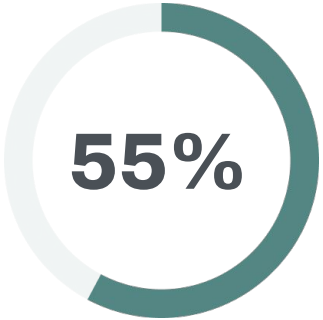
Rate convenience above price in their purchasing decisions



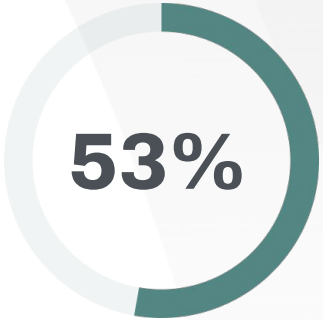
Identifying customer service as more influential than price

Privacy-Conscious

They expect personalisation, but are wary of data practices they deem intrusive or "creepy." They prefer transparent use of their data.



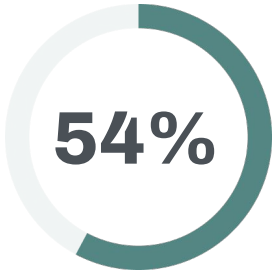
View location-based ads from unknown brands as intrusive, because they lack a clear connection to their past interactions or preferences



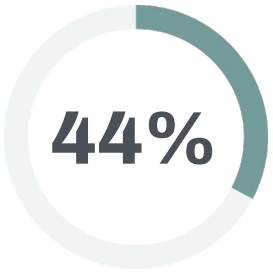
Find ads based on third-party cookies “creepy,” signaling a general discomfort with tracking mechanisms that feel indirect or hidden

Channel-Omnipresent

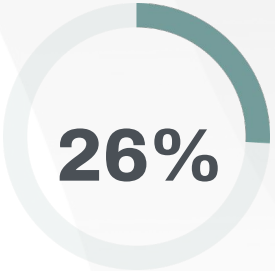
They prioritise quality, convenience, customer service, and ethical alignment over just price



Made a purchase from an email in the last 12 months



Made a purchase after seeing a social media advertisement and 43% from a post



Made a purchase after receiving an SMS or MMS

Gamification

Gamification

The strategic attempt to enhance systems, services, organisations, and activities by creating similar experiences to those experienced when playing games in order to motivate and engage users

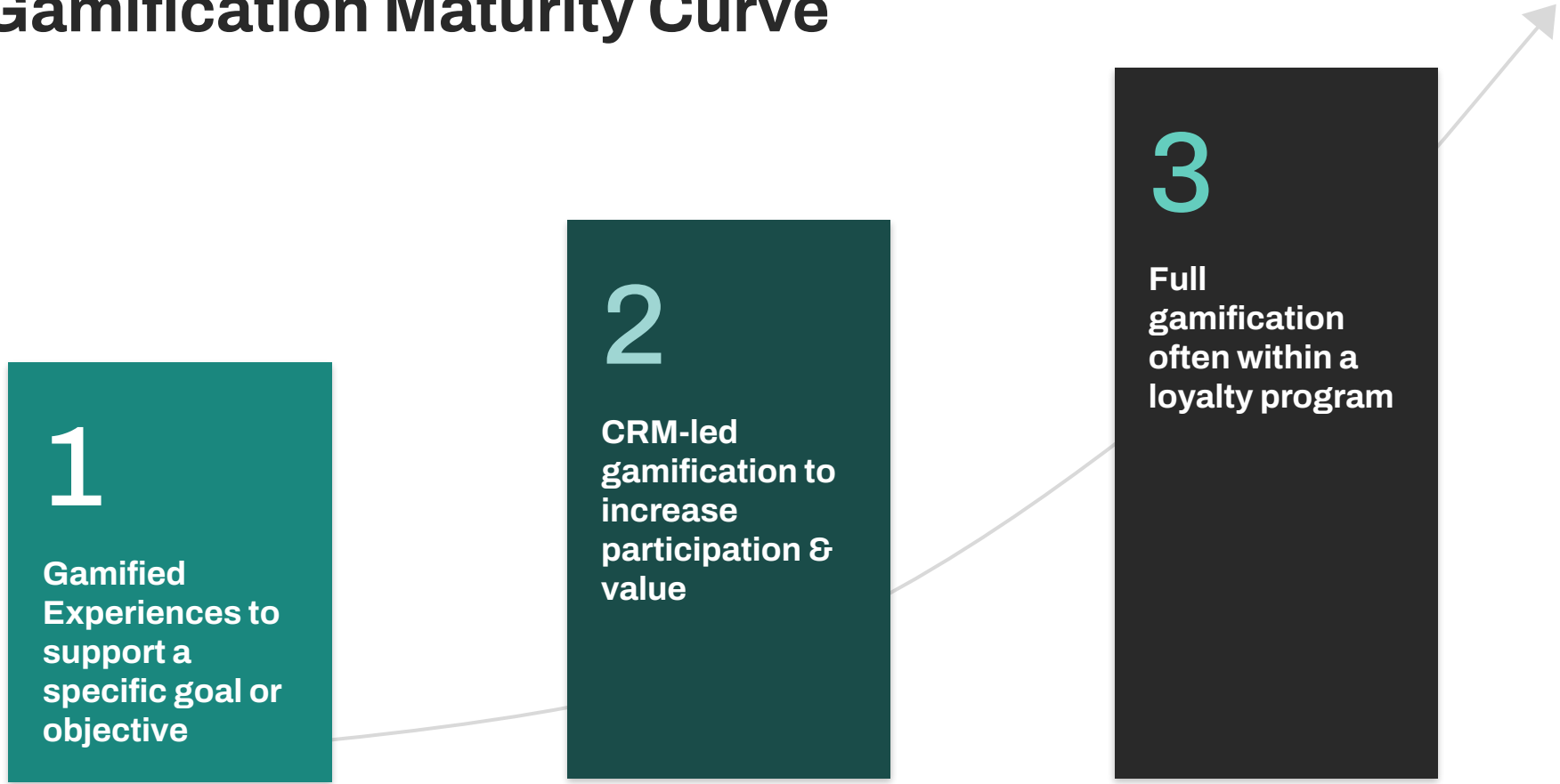
48%

Increase in engaged customer numbers with gamified mechanics

30%

Uplift in time spent on brand apps and websites

Gamification Maturity Curve



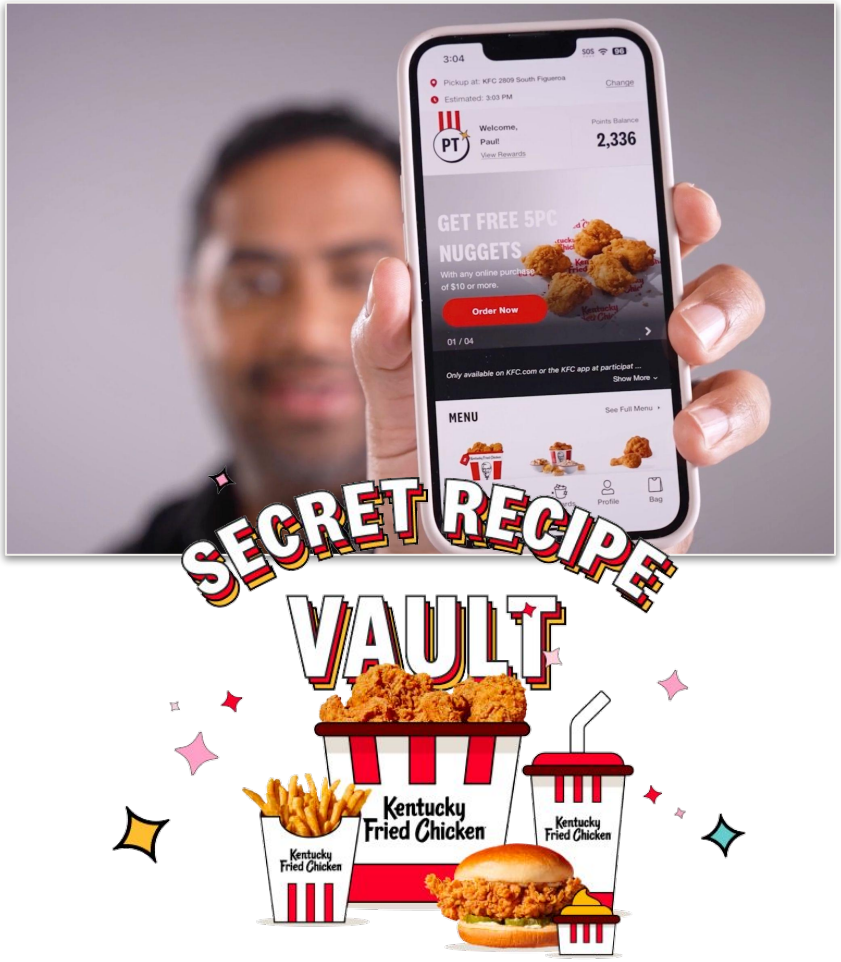
High Enrollment & Authenticity through Gamification

KFC U.S. launched a new loyalty program with Marigold

1M Members enrolled in the first month.

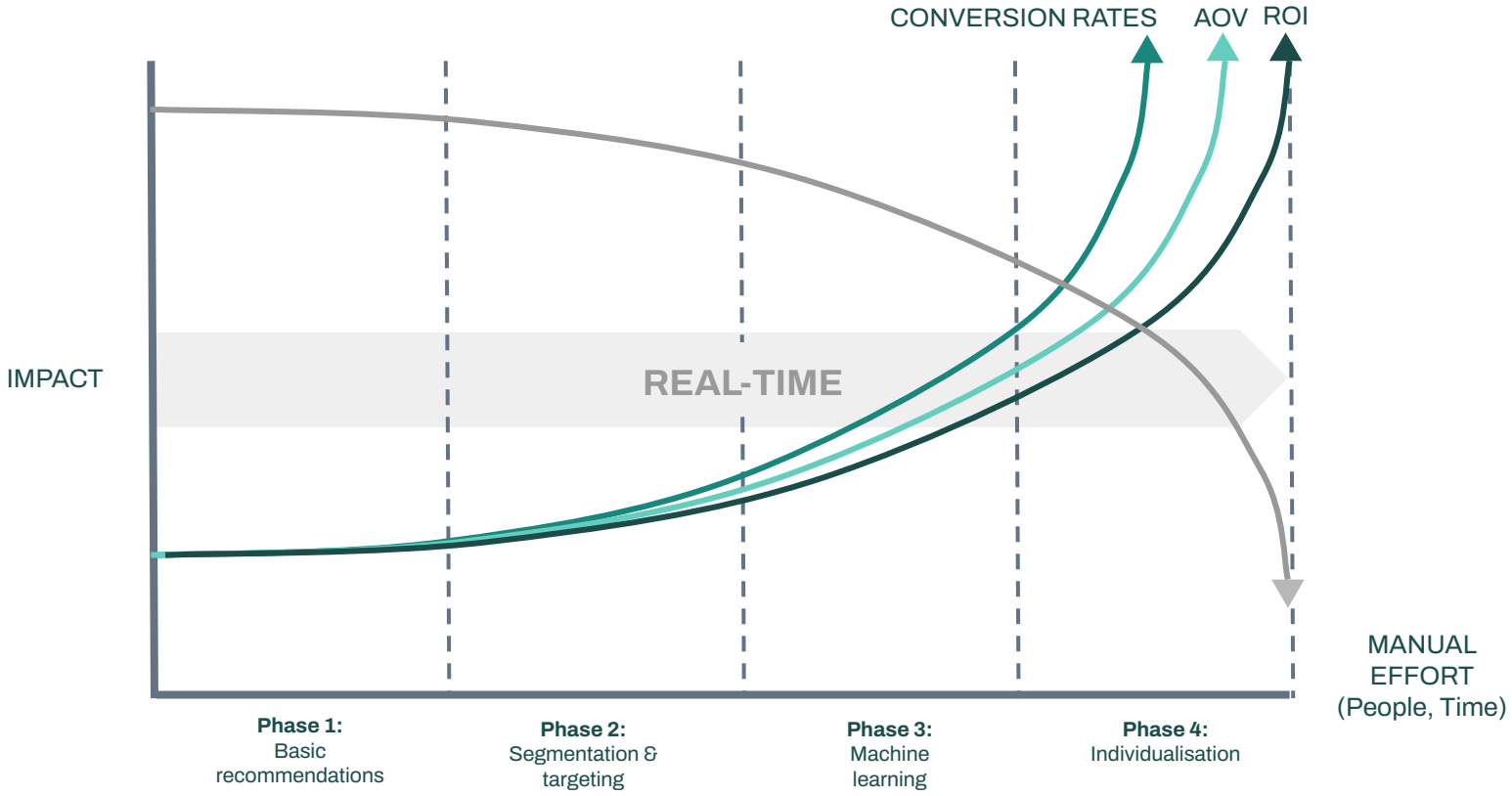
3M Over 3M members within first 6 months

70% Members with a second visit in 30 days

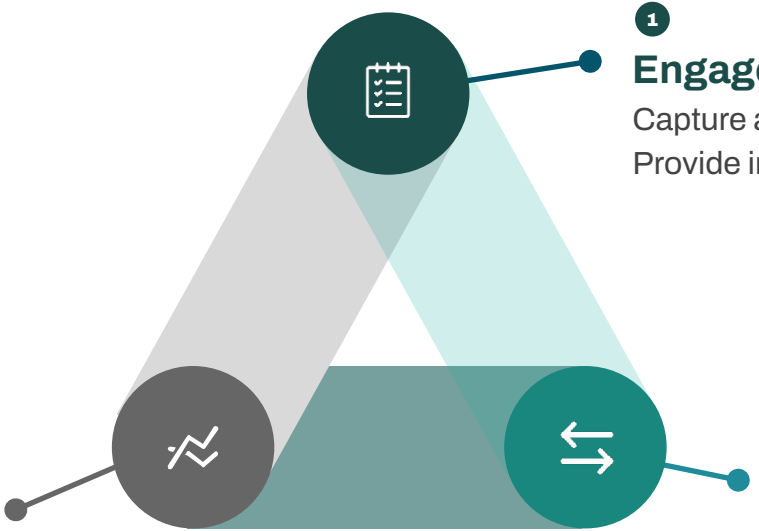


Progressive Profiling

The Benefits Of Progressive Profiling



A Proven Zero Party Data Model



1

Engage & Collect

Capture actionable preferences and traits.
Provide incentives or value exchange

2

Integrate & Action

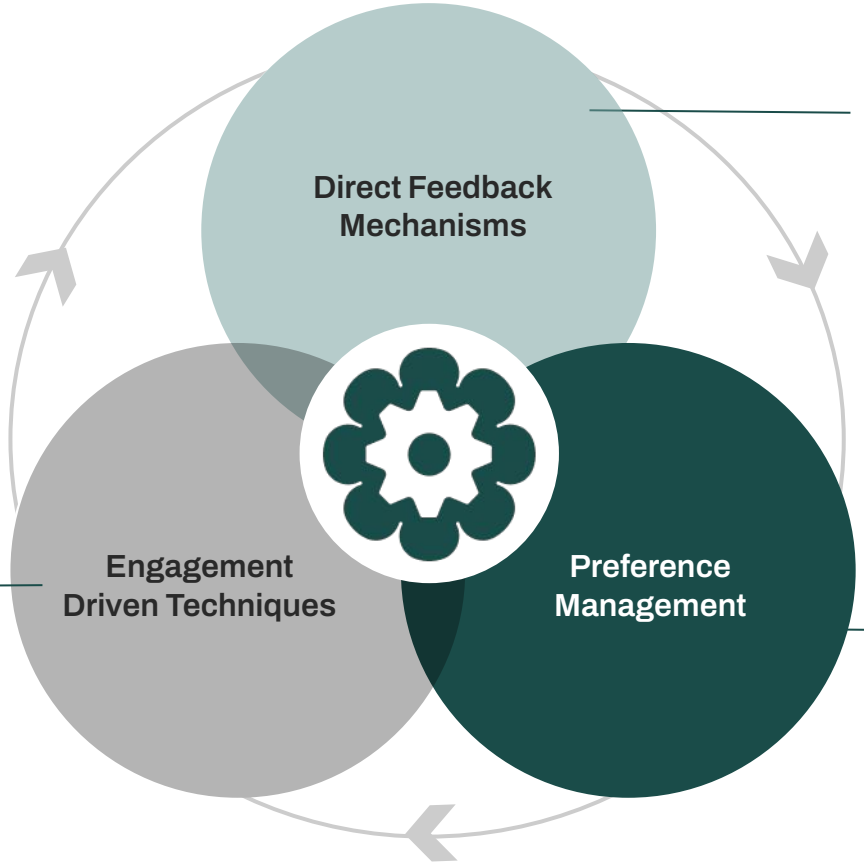
Use preferences and context
to trigger messaging

3

Analyse & Refine

Create insights. Identify preferences
and traits that will drive value

Tactics That Drive Data Collection



- Surveys/Questionnaires
- Feedback Forms
- Focus Groups
- Website Feedback Widgets
- Observe Behaviours

- Interactive Content
- Gamification
- Social Media
- Proactive Engagement

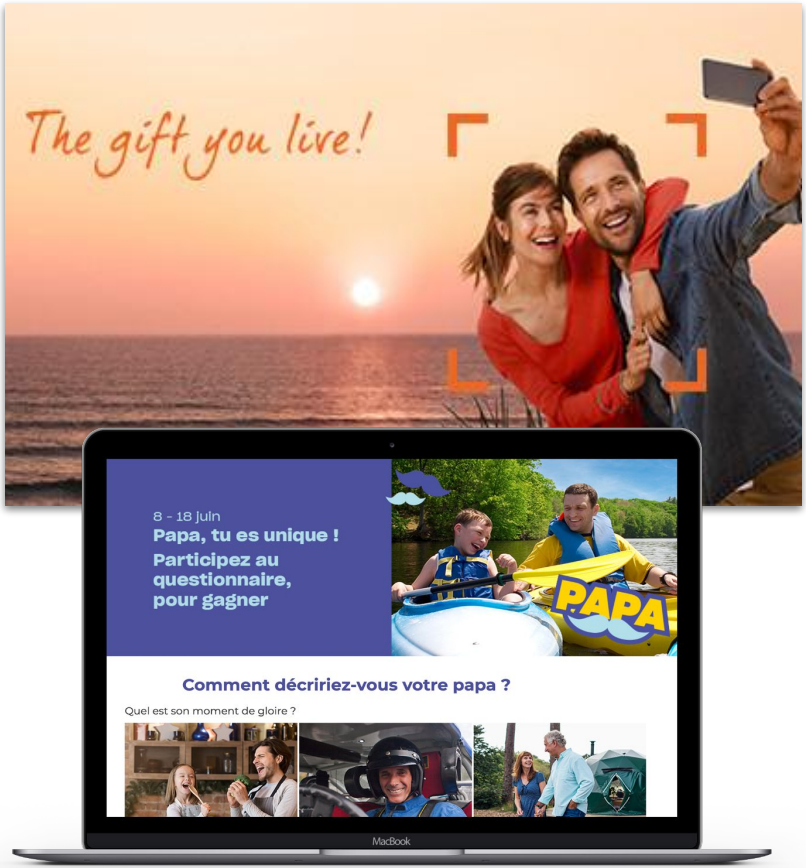
- Frequency
- Types of Content
- Comm Channels
- Subscriptions

Progressive Profiling

Smartbox used contests and games to gather customer data, boosting summer sales and average order value by progressively communicating and incentivising customer engagement

28% Increase in purchase volume

58% Increase in Average Basket



Beyond Transactions

Transform Customer Satisfaction Into Advocacy By Building Emotional Connections Beyond Transactions

Deliver Relevant, Targeted Segmented Communications

Shift Focus From Rational Rewards To Include Emotional Customer Benefits

Build Loyalty with Your Customers that Reflects Brand Values

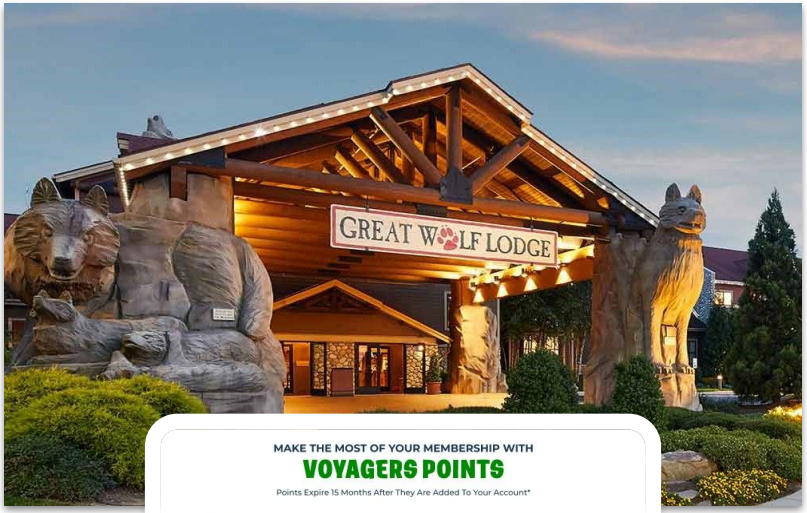
The Power Of Rewarding Non-Transactional Behaviours

Great Wolf Lodge created earn rules designed to include all dollars spent by guests anywhere onsite

1.7M Members joined the program

x2 Drove double-digit percentage growth for repeat rate

40% Members with a second visit in 30 days



Summing Up...

The future of loyalty lies in crafting personalised experiences that delight customers beyond transactions, turning data into meaningful connections

1

Tailored Engagement

Customers in 2025 desire hyper-personalised interactions and rewards

2

Progressive Insights

Progressive profiling improves personalisation and customer insights

3

Memorable Incentives

There's a shift towards experience-based rewards over traditional discounts

4

Brand Immersion

Non-transactional engagement encourages holistic brand interaction beyond purchases

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2025
consumer trends index

This report offers insights across multiple dimensions of cross-channel marketing, exploring how brands can create relevant marketing experiences that turn customers from fickle to faithful.

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Build relationships that matter.