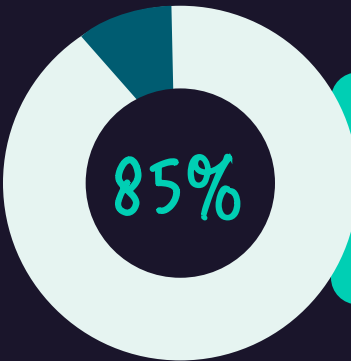


Driving customer loyalty is key to business performance and long term growth

A marketplace solution and strategy can quickly enable product commerce as part of your loyalty program and offering. This can offer benefits such as:

- More options and value for customers, increasing engagement and loyalty.
- Improved stickiness and success of your loyalty program by enhancing value perception and engagement.
- Acquire new customers and deepen engagement with personalized experiences and communications.
- Operationalize eCommerce without inventory risks, offering a wide product range and optimal user experience.
- Gain powerful data and insights for better understanding of your business and customers.
- Unlock new revenue streams with the marketplace model: % commissions, seller fees, advertising partnerships.

Learn more



85% of customers show greater loyalty to brands offering discounts, incentives, and rewards when marketed to them in a personalised way.

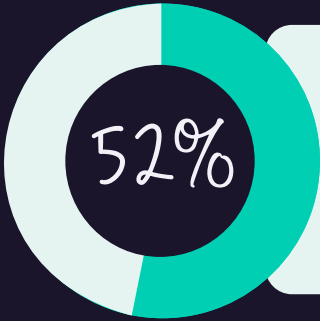


The largest grocery store in the southern hemisphere, Woolworths, stated that their Everyday Rewards program and Wesfarmers' Flybuys loyalty programs reported an increase in the number of members redeeming offers in 2022.

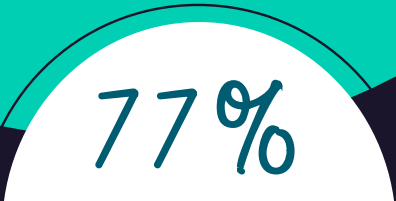


73% of US consumers are more likely to continue doing business with brands that have a loyalty program.

Additionally, 66% of consumers **modify their spending habits to maximize benefits** from their loyalty program memberships.



52% of customers were willing to share data as part of a loyalty program, while 44 per cent of customers said they would stay loyal to brands that offered great value for money.

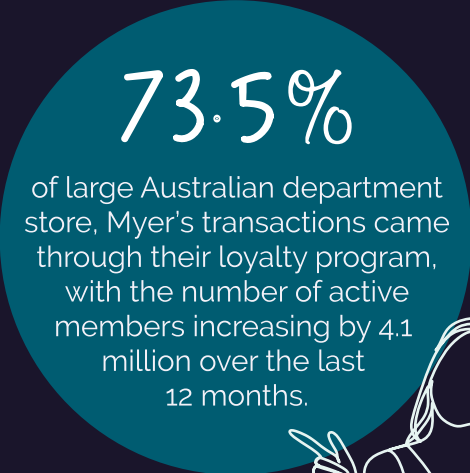


77% of consumers in the US participate in at least one loyalty program, and 64% of consumers say loyalty programs influence their choice of where to shop.

Furthermore, loyalty program **members spend**, on average, **18% more** per transaction than non-members.



One of the largest Australian Banks, Commonwealth Bank reported a 15% year-on-year increase in redemption volumes for its credit card reward program in December 2022.



73.5% of large Australian department store, Myer's transactions came through their loyalty program, with the number of active members increasing by 4.1 million over the last 12 months.



Consumers were **10% more likely to shop at an organisation** with a top loyalty program, and **14% more likely to increase purchase frequency**.