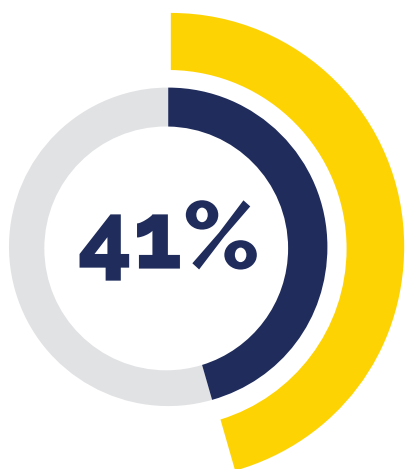




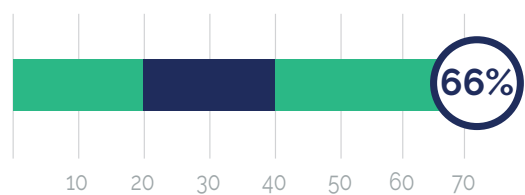
BRAND LOYALTY



41% of U.S. consumers are loyal to brands that offer them the opportunity to personalize products. - ACCENTURE.COM

51% of U.S. consumers are loyal to brands that keep them on the cutting edge by consistently offering the latest products and services.

- ACCENTURE.COM



66% of Gen Z consumers say product quality and availability are the most important factors when choosing one brand over another; **65%** focus on value. - IBM



71%

of consumers decide to join a loyalty program because of money off of every purchase and **63%** for free products.

- ORACLE HOSPITALITY (2017)

Highly-engaged customers buy **90%** more often and spend **60%** more per transaction.

- CURRENTS.ROSETTA.COM

