

Next Gen Loyalty Programs

The Craft of **Launching,**
Relaunching,
and **Creating Differentiation**
for Lasting Success





Meet the panel



Zsuzsa Kecsmar
Chief Strategy Officer
& Co-founder,
Antavo



Rachel Mercer
Loyalty Operations
Manager,
Benefit Cosmetics



Mark Galvin
VP of Strategic Program
Development,
Bloomreach



Manuel Tönz
Director of Client Strategy
EMEA,
Bloomreach



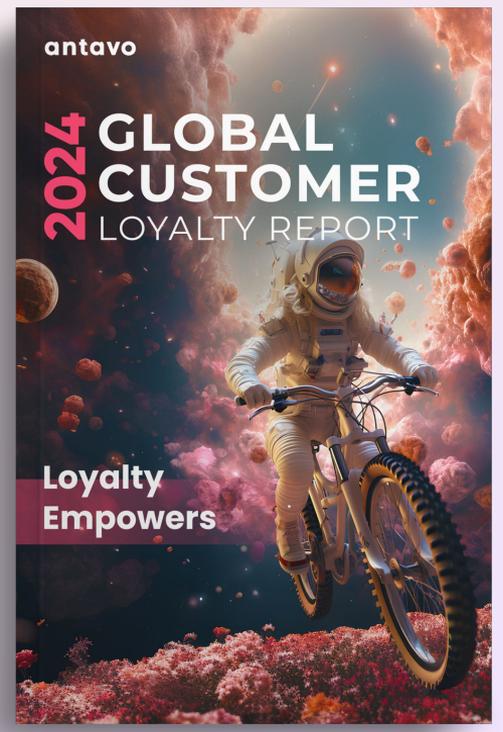
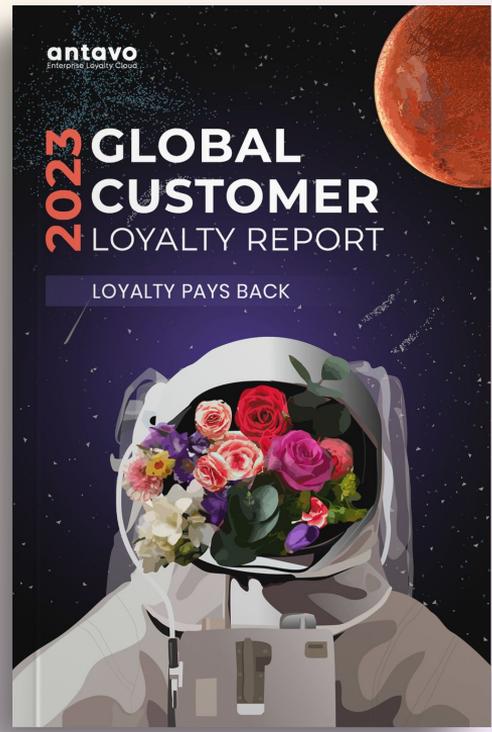
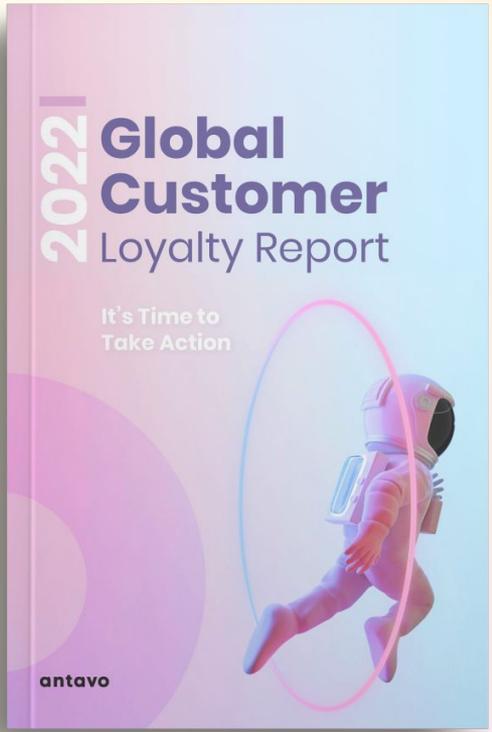
What's in Store?

- **Introduction by Zsuzsa:** The State of Loyalty Programs And What Makes Them Hot These Days
- **Expert Panel Discussion:** Next Gen Loyalty Programs
- **Check Out the Chat Competition!**
 - 🏆 Most engaged participant wins \$100 voucher
 - 💰 2nd place wins \$50 voucher
 - Engagement includes: adding comments, asking questions, answering poll questions, and completing the post-event survey.



Global Customer Loyalty Report

2022, 2023, 2024

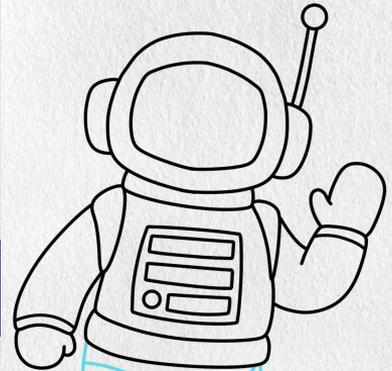




Coming up

- **2 30m** member actions analyzed
- **2 600** survey answers
- **(New) 10,000** consumer panel

**Global Customer
Loyalty Report
2025**



**To be launched in January
2025!**



9 out of

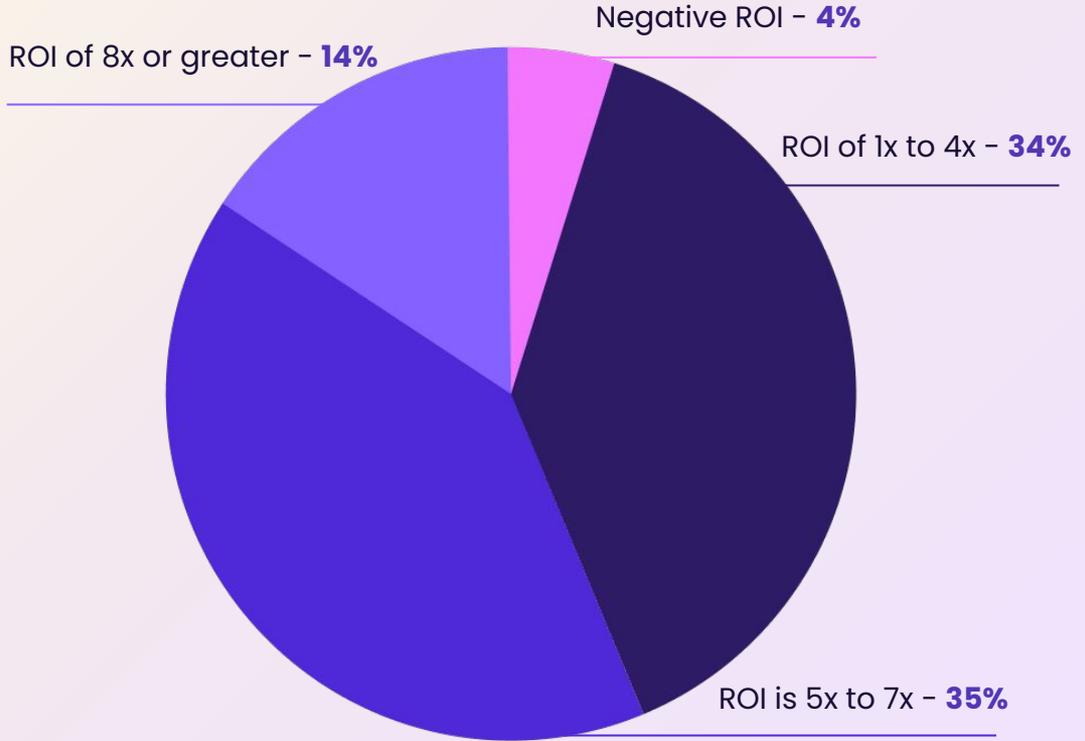
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businesses
measure the ROI of
their loyalty
program,

with an average

ROI of **5.2x**

what they spend





antavo
LOYALTY CLOUD

Antavo
customer



Gamification & engagement

37% are currently playing games / quizzes to earn points or rewards –

45% would do this if available





Customized loyalty programs

81% would shop at brands that let them pick their rewards and how they earn it, yet only

49% of program owners want to offer self-customization

According to consumers

Not Antavo customer

NORDSTROM



THE Nordstrom CLUB

Rewards look good on you.
Rewards for shopping. Exclusive access. Curated benefits. The best of Nordstrom—tailored just for you.

Become a member. It's easy—and free!

Become a Nordstrom credit cardmember. And unlock even more.

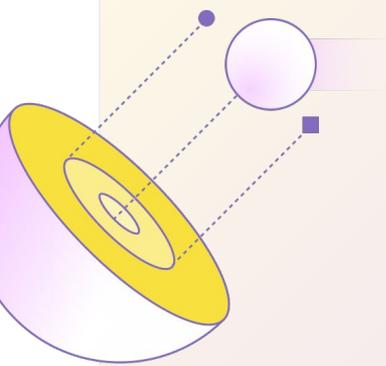
Benefits	Member	Influencer	Ambassador
Shop to Unlock	Free to join!	\$500 spend per year Cardmembers start here.	\$5,000 spend per year
Nordstrom Notes	1,000 points* \$10 Note	1,000 points* \$10 Note	2,000 points* \$20 Note
Free Basic Alterations*	•	•	•
First to Shop Clear the Rack	•	•	•
First to Shop Select Brands	•	•	•
Lifestyle Workshops	•	•	•
Personal Double Points Days		3	4
Priority Access to Style Events		•	•
Nordstrom to You (In-Home Stylist)			•
Invite-Only Events			•



Agentic AI in loyalty programs and its impact

67%

**of marketers would feel
comfortable using an
AI-powered helper/expert**





Expert Discussion

Next Gen Loyalty Programs

The Craft of Launching, Relaunching, and Creating Differentiation for Lasting Success

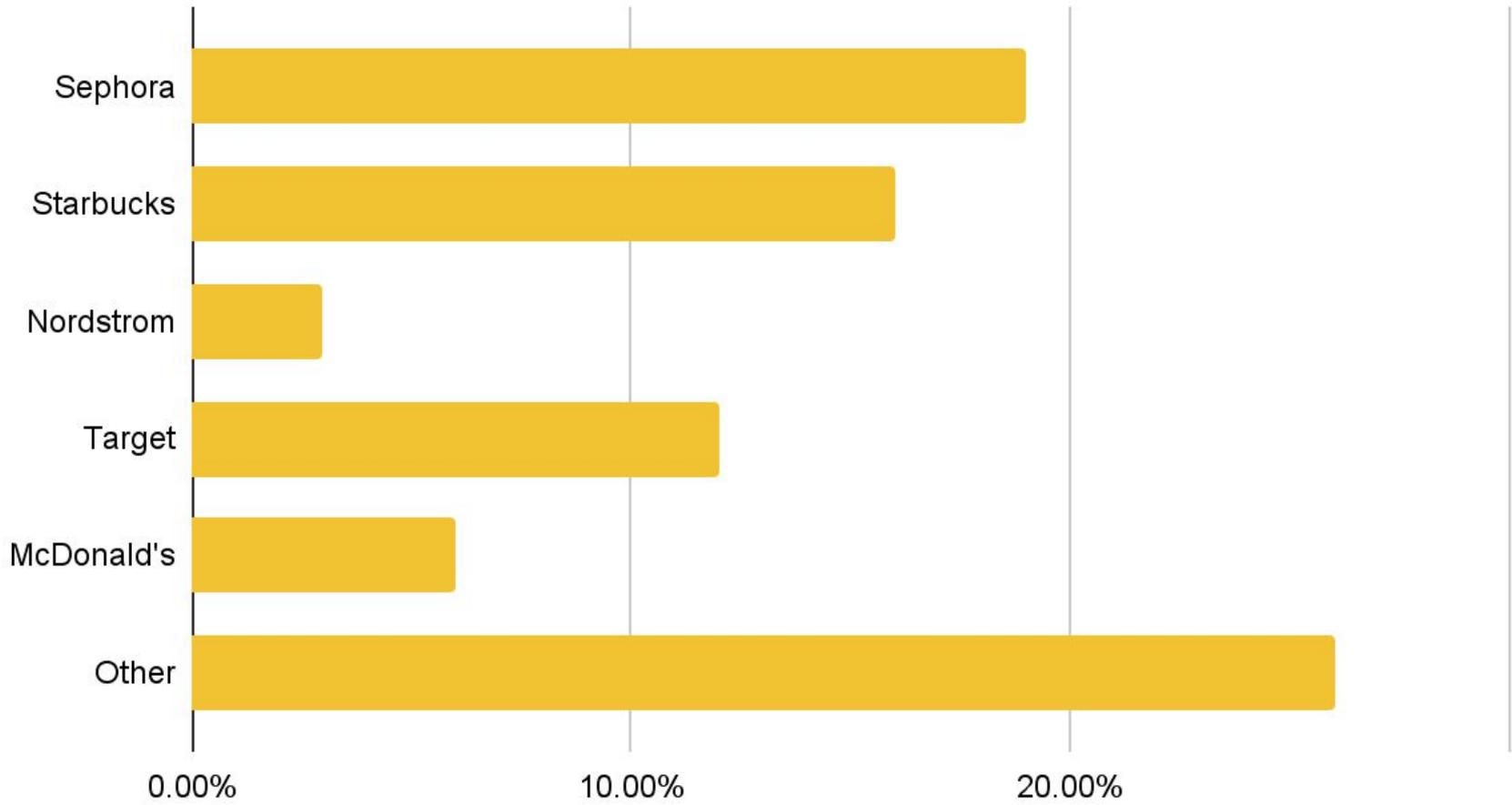


 bloomreach ×  antavo ×  benefit

LOYALTY CLOUD SAN FRANCISCO

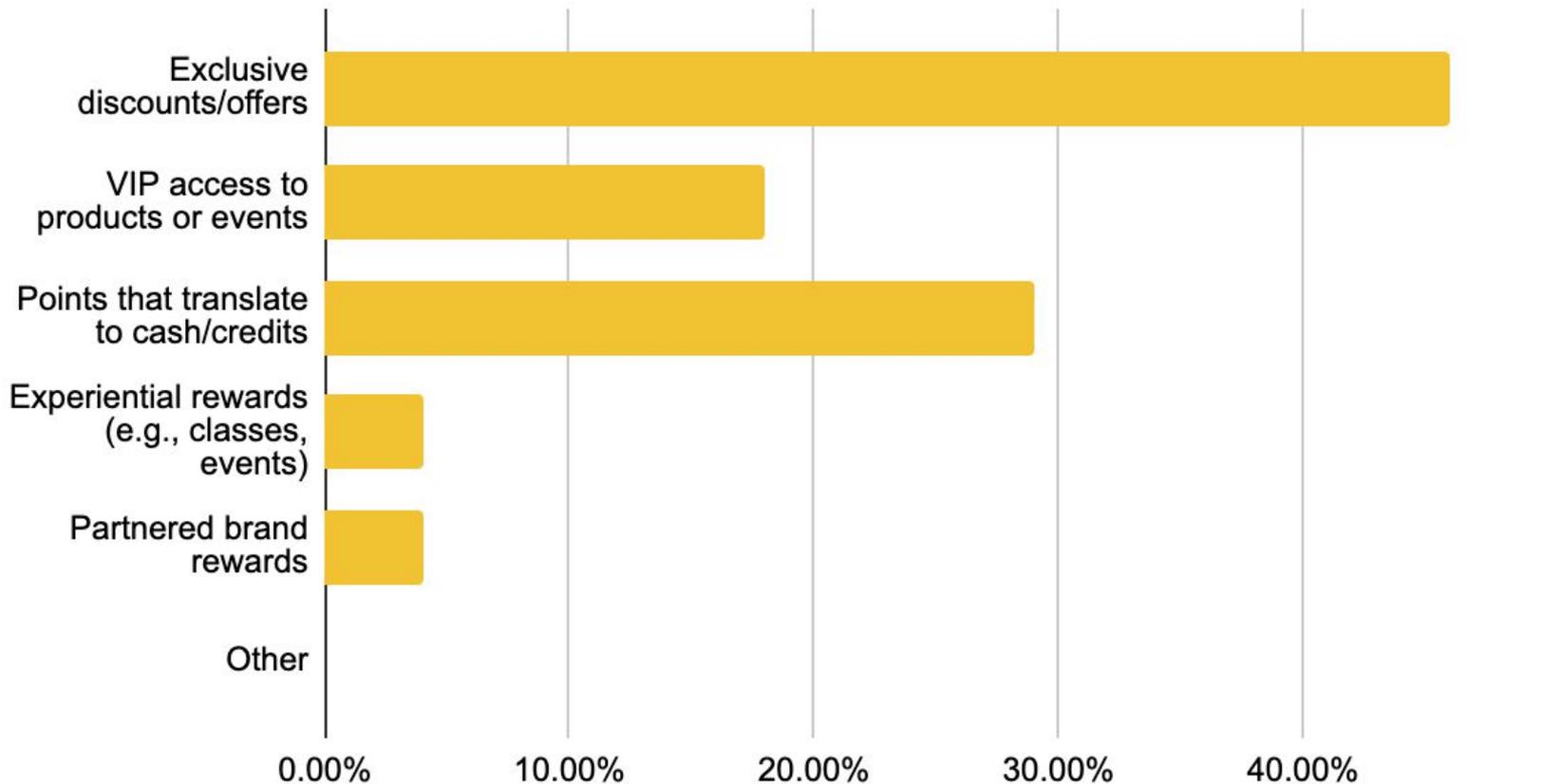


What is your favorite loyalty program to shop (as a customer)?



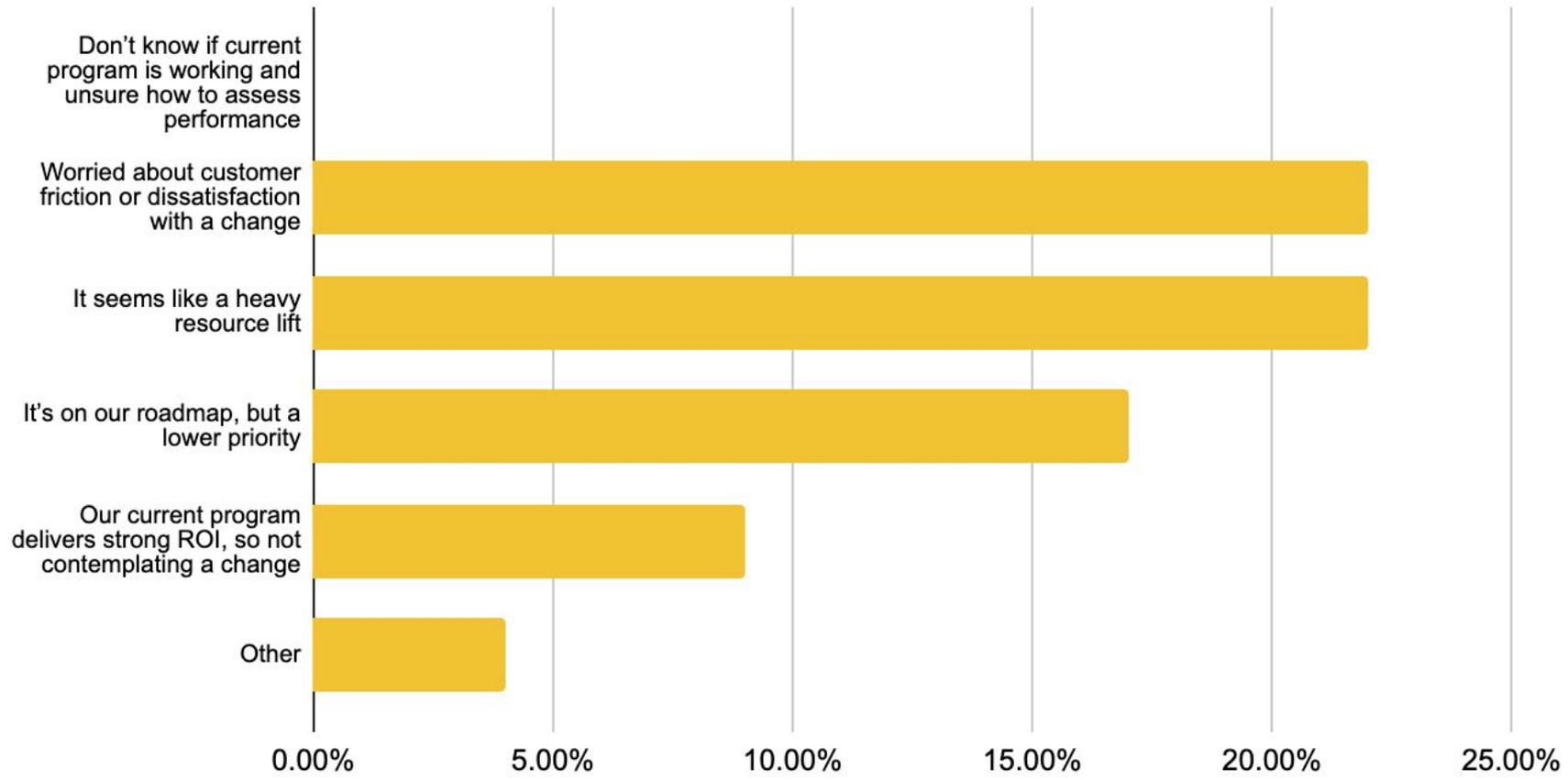


Which type of loyalty rewards resonate most with your customers?



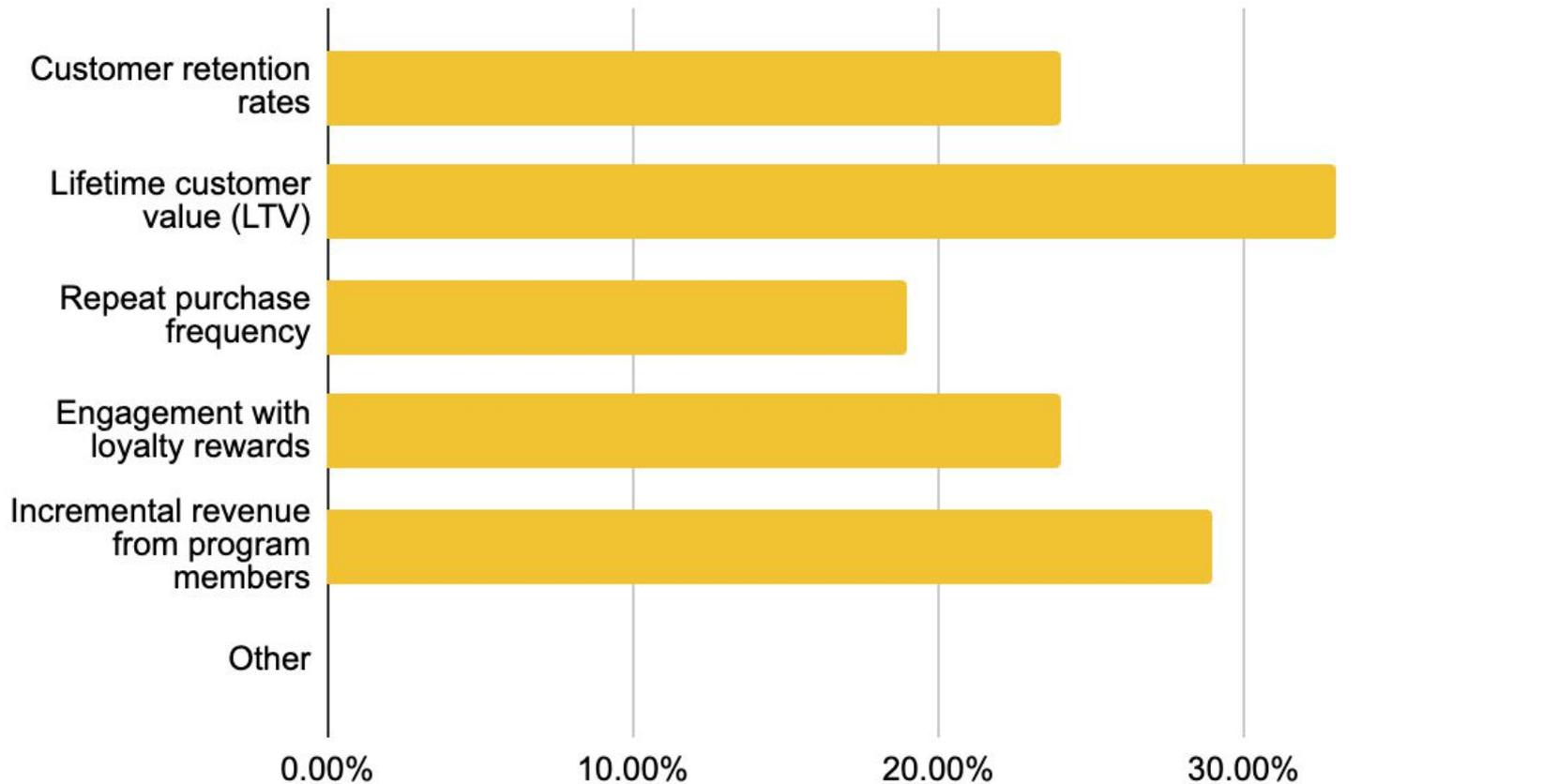


If you've been contemplating a change to your loyalty program, what's been holding you back?



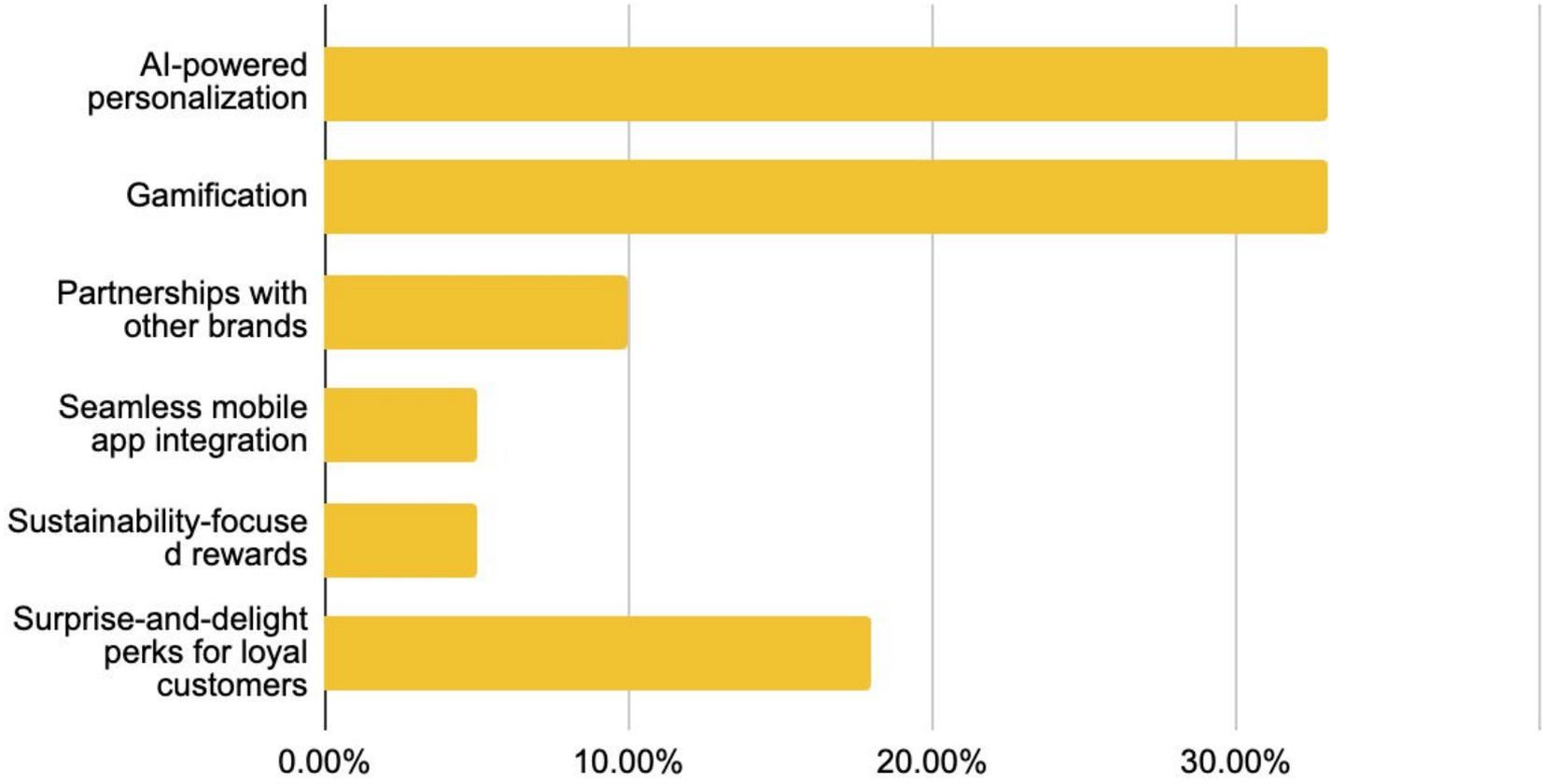


How do you currently measure the success of your loyalty program?





What is the biggest trend you're excited to explore in loyalty programs next year?





Thank you!