

How well do

# REWARDS PROGRAMS

work?

3/5

U.S. companies with loyalty programs generate a return on investment.

25%

Customers feel frustrated when not recognized for their loyalty/

67%

U.S. adults would be willing to give companies access to basic personal information in exchange for better service or products

We asked a group of 8 people if they would prefer a certain brand more based on their rewards program?

