Loyalty Program Evaluation and User Insights

Discover how analyzing user behavior and business performance metrics can help evaluate the effectiveness of loyalty programs.

Agenda

Segmenting Users:
Loyalty vs. Regulars

Loyalty Program
Retention Analysis:
Feature Usage

Measuring Business
Unit Performance

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Measuring User
Engagement: KPIs to
to Consider

The Power of App
Utilization

Preventing Churn

Final Thoughts: Key
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Measuring User Engagement: KPIs to Consider

Active Users

Users that have used the app at least once in the last 12-rolling months. If last event is earlier than that, the user is considered to have churned.

Active Fields

Non-archived fields belonging to active users.

Active Hectares

field area belonging to active fields.

Segmenting Users: Loyalty vs. Regulars

1

Loyalty Active Users

The Loyalty program for farmers represents **5.49%** (524 users) of the total user base (9,538 users). When we consider the active Loyalty users, they account for **8.06%** (406) of the total active farmer base (5036).

The number of users in the Loyalty program is relatively small compared to the entire user base.

2

Active Fields

Loyalty program users have over **90%** of all active fields, while representing less than **10%** of the total user base. They have **15.8%** more active fields compared to non-Loyalty users. Specifically, active Loyalty users account for **10.13%** of all active fields.

3

Active Hectares

Loyalty program users possess **92.5%** (12.8M) of the total active area in hectares, with active Loyalty users accounting for **96.95%** (12.3M) of that. Regular users have Regular users have **93.83%** (1.7M) of the active area, while active regular users make up **94.82%** (1.6M) of it.

Loyalty users have the largest share of active fields, representing **81%** of the total hectares. Among active fields, this accounts for **88.1%**.

The Power of App Utilization Utilization

- Loyalty program members make up **70.19%** of app usage, with with **30,051** events.

- Regular users rarely use recommendations.

- Loyalty users create **1.6** maps on average, compared to **0.5** maps by regular users.

- Loyalty users engage more in monitoring events (**34.04** events on events on average) and field exploration (**37.12** events) compared to compared to regular users (**1.54** events and **1.16** events, respectively).

- Loyalty users' engagement is evident, representing the majority of majority of app usage with a focus on monitoring events and field and field exploration.

Loyalty Program Retention Analysis: Feature Usage Usage
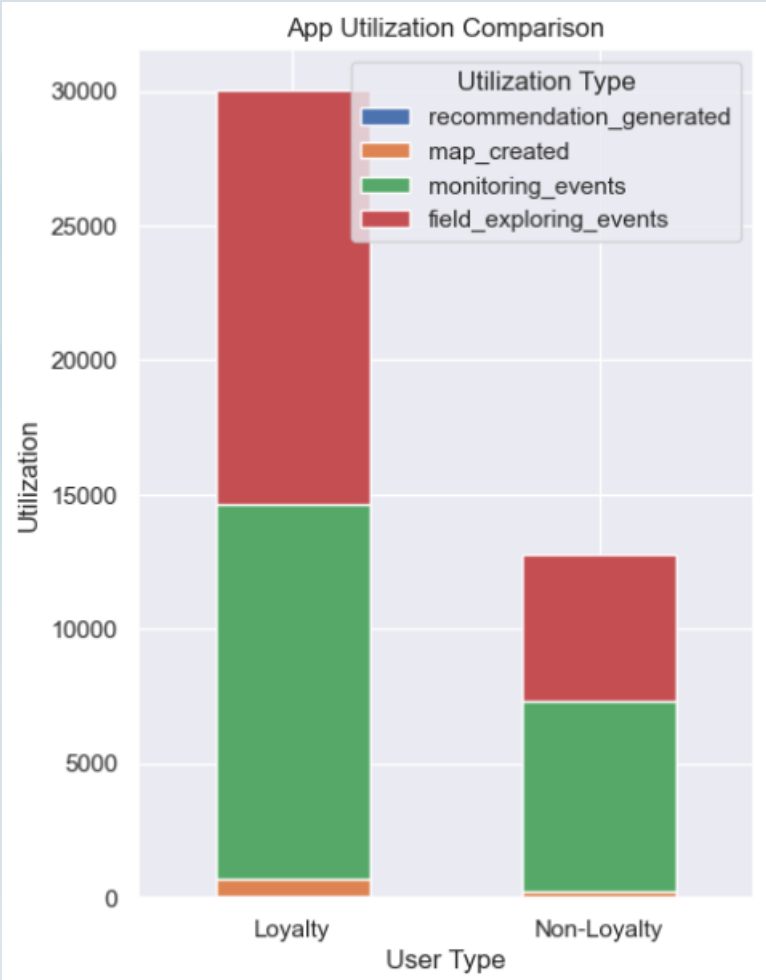
In analyzing the data comparing feature usage between churned and non-churned users, it is evident that loyalty program exhibits **significantly higher** retention rates. The features that retain Loyalty users the most are **map creations**, **monitoring events**, and **field exploration**. On the other hand, there is a need to improve engagement across all features for non-Loyalty users, as their averages are considerably lower.

Retention rates for loyalty program users are higher for both churned and non-churned members. Among the Among the features that retained the most users in the Loyalty program, only the recommendation feature had feature had lower usage, suggesting a need for reevaluation.

When it comes to regular users, all features require incentivized usage, as their averages are consistently lower compared to the Loyalty program.

Preventing Churn

Loyalty program members have a churn rate of **22.52%**, while regular users have a rate of **48.65%**, which is **26.13%** higher. Loyalty members have an average of **36** days until churn, whereas regular users churn in **15** days. Therefore, Loyalty retains users for at least **21** days longer than regular users, representing **2.3** times more time.

Loyalty program effectively retains users with a **26.1%** higher retention rate compared to regular users, who have a retention rate of **51.35%**. Additionally, Loyalty users take **2.3** times longer to churn, with an average of **36** days, compared to **15** days for regular users, providing more opportunities for retention actions to prevent churn.

Average Time to Churn
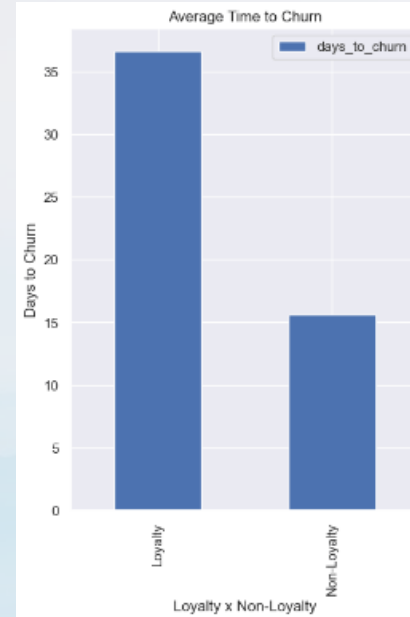
Business Unit Performance: Active Users, Fields, and and Area

When examining the Business Units (BU), it is evident that the CC-the CC-GUI BU has the highest number of active users, nearly nearly double that of the second-ranking BU, with **44** (CC-CPM) CPM) and **23** (CC-SJP) respectively. In terms of active fields, the fields, the CC-BSB BU has slightly more than double the number of number of active fields compared to CC-GUI. Regarding area area volume, the CC-CGB BU possesses the largest area in hectares.

Active Users, Fields, and Area by Region

Active Users

The regions with the highest number of active users are Southeast and then South.

Active Fields

When examining active fields, Central-West, Southeast, and South are the regions with the largest area covered by active fields.

Active Area

In terms of area in hectares, Central-West and Northeast are the regions with the highest highest volume.

Final Thoughts: Key Takeaways

1 **Enhance Loyalty Program Engagement**

To further improve user engagement and retention, focus on enhancing the Loyalty program features that have proven to be successful in retaining users, such as map creations, monitoring events, and field explanations. Consider gathering user feedback and implementing enhancements to these features based on user preferences and needs.

2 **Increase Non-Loyalty User Engagement**

Address the lower engagement levels of non-Loyalty users Loyalty users by incentivizing the usage of all features. features. Develop targeted marketing campaigns or or promotions to encourage non-Loyalty users to utilize utilize the app's features more actively. Consider providing providing personalized recommendations or benefits to benefits to enhance their experience and increase their their engagement.

3 **Reevaluate Recommendation Feature**

Reassess the usage and effectiveness of the recommendation feature, which appears to have lower lower utilization among Loyalty program users. Conduct Conduct user surveys or interviews to understand the the reasons behind the feature's underutilization and and explore potential improvements or alternative approaches to provide more relevant and valuable recommendations.

4 **Provide Training and Support**

Offer training resources and support materials to both both Loyalty and non-Loyalty users to ensure they understand how to maximize the benefits of the app's app's features. This can include tutorials, webinars, or user or user guides that explain the functionalities and advantages of each feature. Address any potential barriers barriers or difficulties users may encounter while utilizing utilizing the app.

5 **Regional Focus**

Recognize the differences in user behavior and preferences across different regions. Tailor marketing and marketing and communication strategies to each region's region's specific needs and characteristics. Consider Consider launching region-specific campaigns or promotions to increase user engagement and loyalty in loyalty in those areas.

6 **Continuous Improvement**

Regularly analyze user data, feedback, and usage patterns patterns to identify areas for improvement. Stay proactive proactive in addressing user needs and expectations by expectations by continuously enhancing the app's features, functionality, and overall user experience. Actively seek user feedback through surveys, user testing, testing, or focus groups to gather insights for future future updates and improvements.