ANALYSIS OF COALITION LOYALTY PROGRAMS

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This coalition loyalty program offers a unique insight into consumer behavior. The program offers customers a card to use when shopping wherever they choose. The customer then has the opportunity to earn points when shopping at more than 370 Network Partners or at any non-network retailers worldwide accepting Visa. They can then redeem those points at selected Network Partners. Both earning and redemption follow a set of rules which changed significantly in 2009. Our research sponsor is interested in finding better ways to marketing to their customers to encourage them to use the card, understanding better how the rewards program affects consumer behavior, and gauging the relative value of partners within the network and the value of the loyalty program itself. For researchers studying these questions (or others of business value), the sponsor will provide a comprehensive, anonymized data set describing 14,000 accounts, their transactions histories within or outside the Network, and their reward redemptions. The data set also includes specific transactions at the cardholder level, enabling deeper analysis than typically only available at the household level.

Interested researchers should submit proposals online through the WCAI Proposal Submission Portal by date 20 February 2013 to receive access to the data. Researchers are encouraged to review proposal submission guidelines and FAQs before submitting their proposal. Additional questions can be directed to wcai-research@wharton.upenn.edu. Proposals will be evaluated based on their potential for academic contribution and the researcher's ability to address issues of strategic importance to the program sponsor. Proposals from European researchers are especially encouraged.

GRANTEES OF THE COALITION LOYALTY DATA:

Purchase Evolution Under a Loyalty Program

- Yuping Liu-Thompkins, Old Dominion University

An Empirical Study of Consumer Decision Calculus within a Coalition Loyalty Program

- Dan Zhang, University of Colorado at Boulder
- Yacheng Sun, University of Colorado at Boulder

Partner Benefits Based on Network Effects in a Coalition Loyalty Program

- Peter Verhoef, University of Groningen
- Tammo Bijmolt, University of Groningen
- Matilda Dorotic, BI Norwegian Business School
- Dennis Fok, Erasmus University Rotterdam

Synergies in Reward Currency Unions: Which Factors Enable Firms to Benefit from Sharing a Rewards Program?

- Valeria Montero, University of Pennsylvania

Uncovering Consumers Decision Rules Under Complex Dynamic Environments: The Case of a Coalition Loyalty Program

- Andrew Ching, University of Toronto

- Masakazu Ishihara, New York University

Which is Better for Predicting Customer Retention: Purchases or Redemptions?

- Sanjay Bapna, Morgan State University

- Gregory Ramsay, Morgan State University

How Much Does An Individual Merchant Contribute to a Coalition Loyalty Program?

- James Lattin, Stanford University

One to One Marketing in the Context of Loyalty Programs

- Michael Lewis, Emory University

- David Schweidel, Emory University

- Nuo Xu, Emory University

A Hierarchical Bayesian Model of Customer Purchase Frequency for Coalition Loyalty Programs

- Wayne Taylor, University of California at Los Angeles

Membership Resilience in Coalition Loyalty Programs

- Alexander Bleier, University of Cologne

- Nathan Fong, Temple University

The Effectiveness of Marketing Campaigns: Decomposing Advertising, Portfolio and Waste Effects

- Nancy Wunderlich, University of Paderborn

- Markus Kindler, University of Paderborn