America’s Best Loyalty Programs 2022
Methodology
December 17th, 2021
Methodology – America’s Best Loyalty Programs

Summary

The 2022 ranking of America’s Best Loyalty Programs was compiled based on the results of an independent survey of more than 4,000 U.S. customers who are members of loyalty programs of retailers or service providers in the United States. Customers were given the opportunity to evaluate various loyalty programs: in total around 20,000 evaluations were collected. The survey period ran from October to November 2021.

We defined loyalty programs as all reward programs that provided the customer with a benefit when purchasing or using the products or services of the associated brands.

The survey was conducted on retailers and service providers from 36 categories, providing results for a broad spectrum of loyalty programs in traditional retail, online retail, and service segments.

The awarded loyalty programs each received an above average overall score.
The analysis of the best loyalty programs is based on a panel survey of more than 4,000 respondents.

Basis

The survey was conducted using online access panels, providing a representative sample of more than 4,000 American customers. Each survey respondent gave evaluations of several brands: in total over 20,000 evaluations were collected.
Assessment Criteria
Definition of the criteria

The final assessment and rankings were based on six evaluation criteria:

1. Ease & enjoyment: measures the value of the perks of being in the rewards program.
2. Benefit: measures whether the rewards are - in the customers perception - worth being part of the program.
3. Overall satisfaction: measures whether personal expectations were fulfilled, and whether the customer is satisfied with the experience of the loyalty program overall.
4. Customer support: measures the level of assistance provided to customers when signing up for the program or having trouble redeeming benefits.
5. Trust: measures the trust in the loyalty program around how they use the personal data provided through the program.
6. Recommendation: measures the likelihood of recommending the program to friends and family.
Breakdown of score and results
6 criteria make up the score for the ranking

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease and Enjoyment</td>
<td>5</td>
</tr>
<tr>
<td>Support</td>
<td>10</td>
</tr>
<tr>
<td>Trust</td>
<td>10</td>
</tr>
<tr>
<td>Benefit</td>
<td>20</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>25</td>
</tr>
<tr>
<td>Recommendation</td>
<td>30</td>
</tr>
</tbody>
</table>

In addition, the scores from the previous year’s survey were received with a low weight in order to do justice to the continuously high reputation of a program.
Categories (1/3)

Each loyalty program grouped by category

**Clothing**
1. Apparel
2. Baby and Children's Products
3. Department Stores
4. Footwear
5. Outdoor and Athletic Apparel
6. Plus-Size Fashion
7. Premium Apparel
8. Women's Apparel

**Food, Health and Beauty**
9. Convenience Stores
10. Perfume and Cosmetics
11. Pharmacies and Drugstores
12. Supermarkets
13. Superstores and Warehouse Club Stores
Categories (2/3)
Each loyalty program grouped by category

**Home Goods**
14. Bookstores
15. Consumer Electronics
16. Home Furnishing Stores
17. Home Goods and Decor
18. Home Improvement Stores

**Restaurants and Catering**
19. Bagel and Sandwich Chains
20. Casual Dining Restaurant Chains
21. Coffeehouse Chains
22. Fast-Casual Restaurant Chains
23. Fast-Food Restaurant Chains
24. Ice Cream and Frozen Yogurt Stores
25. Pizza Chains
Categories (3/3)
Each loyalty program grouped by category

**Sports and Leisure**

26. Auto Parts Retailer
27. Hobby Store and Model Making
28. Sporting Goods Retailer
29. Sports and Fitness Nutrition

**General Reward Programs**

30. General Reward Programs

**Services: Banking**

31. Banking

**Services: Transportation and Travel**

32. Airlines
33. Car Rental
34. Flights, Hotels and Holiday Deals Search Engines
35. Gas Stations
36. Hotel and Hospitality Reward Programs

Disclaimer: All lists were compiled through an elaborate process. However, the quality of the companies not included is undisputed.