

America's Best Loyalty Programs 2023

Methodology

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statista 

Methodology – America's Best Loyalty Programs

Summary

The 2023 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 16,000 evaluations were collected. The survey period ran from October to November 2022.

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.

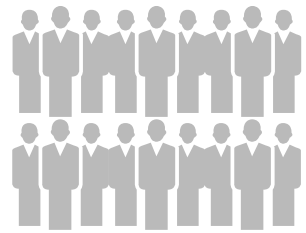
The survey was conducted on retailers and service providers from 32 categories, providing results for a broad spectrum of loyalty programs in traditional retail, online retail, and service segments.

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 16,000 evaluations were collected.



Online access panel



~4,000 participants

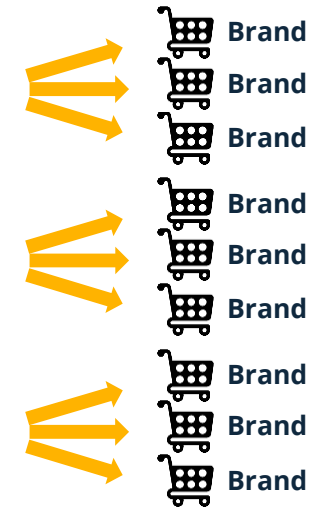
- ✓ Is part of a loyalty program or was part of a loyalty program or has gathered information about joining a loyalty program.



Participant



Survey



- ∅ The loyalty programs awarded have reached an above average score in their category.

Assessment Criteria

Definition of the criteria

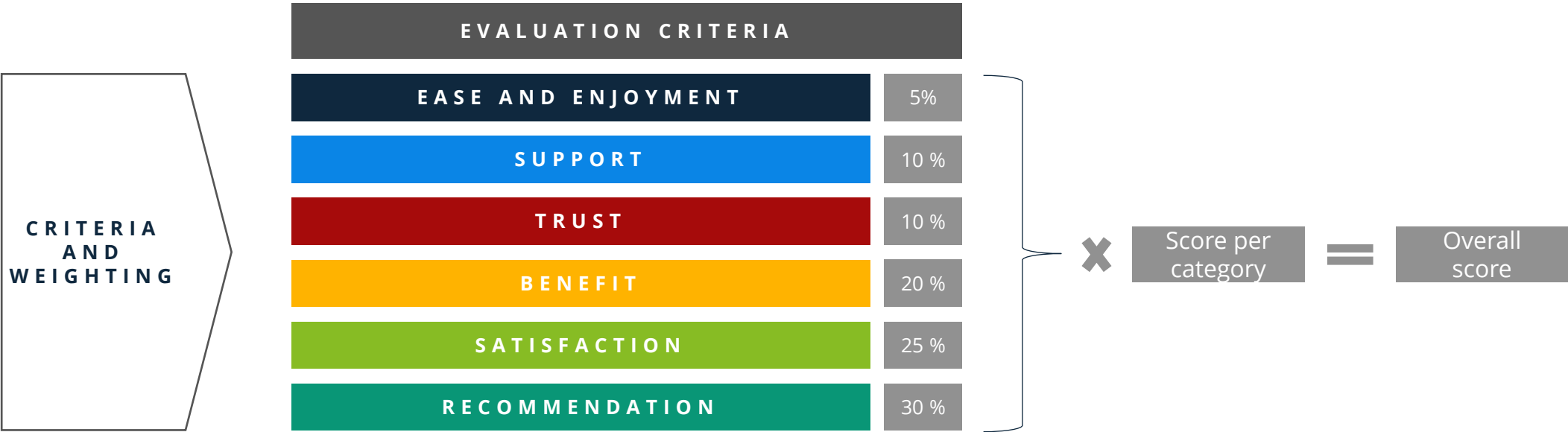
The final assessment and rankings were based on six evaluation criteria:

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

Score breakdown



Categories (1/3)

Each loyalty program grouped by category

Apparel

1. Clothing
2. Department stores
3. Footwear
4. Plus-Size fashion
5. Premium apparel

Baby & Children

6. Baby and children's products

Banking

7. Banking

General Reward Programs

8. General reward programs

Groceries

9. Convenient stores
10. Delivery of groceries
11. Supermarkets
12. Superstores and warehouse club stores

Health & Beauty

13. Perfume and cosmetics
14. Pharmacies and drugstores

Categories (2/3)

Each loyalty program grouped by category

Home

- 15. Furniture and interior stores
- 16. Hardware stores

Leisure & Entertainment

- 17. Book stores
- 18. Consumer electronics
- 19. Gaming, apps and software (incl. in-app purchases)
- 20. Hobby and pet shops

Restaurants

- 21. Bakeries and coffee shops
- 22. Casual dining
- 23. Fast food
- 24. Ice cream and frozen yogurt stores

Sports

- 25. Outdoor and fitness equipment
- 26. Outdoor apparel
- 27. Sports apparel

Categories (3/3)

Each loyalty program grouped by category

Transportation & Travel

28. Airlines

29. Car rental

30. Gas stations

31. Hotel and holiday booking platforms

32. Hotel and hospitality rewards