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.

- ~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.
- 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

<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>

Score per category × = Overall score
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