America's Best Loyalty Programs 2024

Methodology

Newsweek   statista

Methodology – America's Best Loyalty Programs

Summary

The 2024 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 17,900 evaluations were collected. The survey period ran from October to November 2023.

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 41 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 17,900 evaluations were collected.
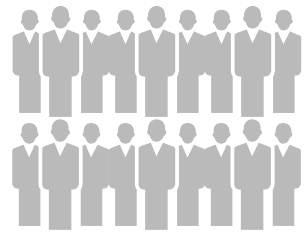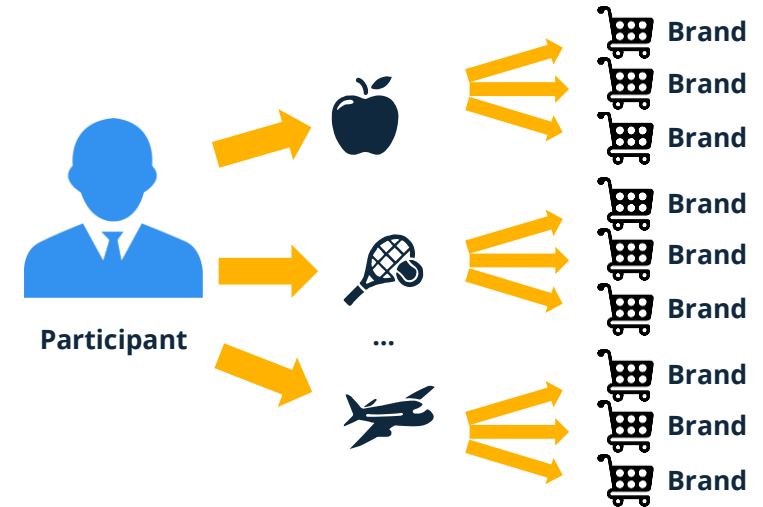

Online access panel

~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

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

Brand
Brand
Brand
Brand
Brand
Brand
Brand
Brand
Brand

Assessment Criteria

Definition of the criteria

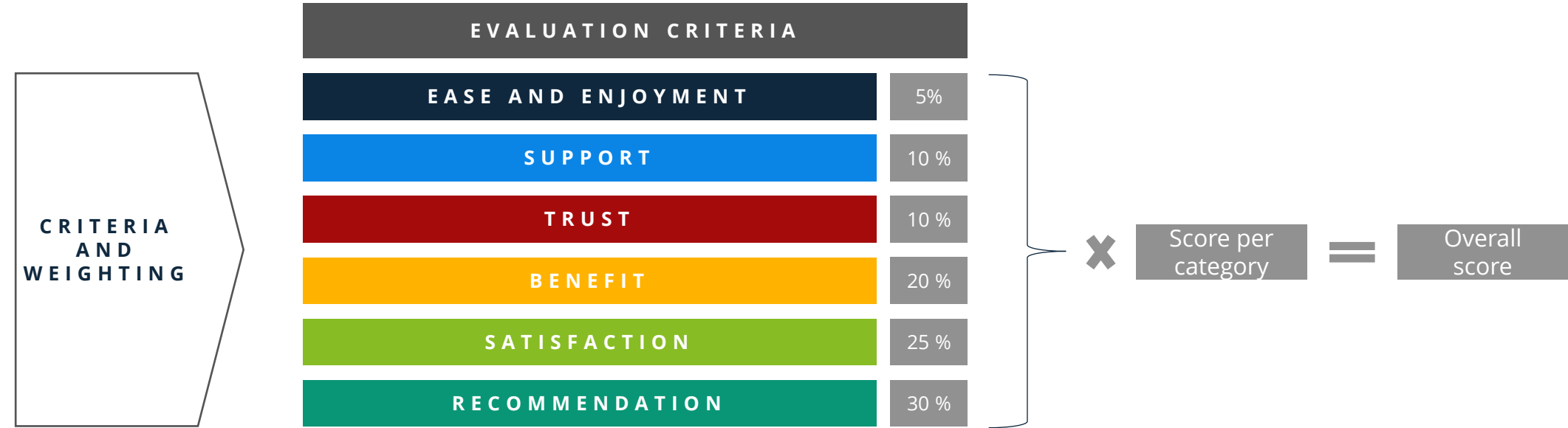The final assessment and rankings were based on six evaluation criteria:

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

EVALUATION CRITERIA	
EASE AND ENJOYMENT	5%
SUPPORT	10 %
TRUST	10 %
BENEFIT	20 %
SATISFACTION	25 %
RECOMMENDATION	30 %

CRITERIA AND WEIGHTING

✖ Score per category = Overall score

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

Commercial banking

9. Commercial banking

General Reward Programs

10. General reward programs

Groceries

11. Convenient stores

12. Delivery of groceries

13. Supermarkets

14. Superstores and warehouse club stores

Health & Beauty

15. Perfume and cosmetics

16. Pharmacies and drugstores

Categories (2/3)

Each loyalty program grouped by category

Home Goods and Lifestyle

17. Book stores

18. Consumer electronics

19. Gaming, apps and software (incl. in-app purchases)

20. Home furnishing stores

21. Home goods & décor

22. Home improvement stores

Leisure & Entertainment

23. Cinemas

24. Amusement parks

Restaurants and Catering

25. Bagel and sandwich chains

26. Casual dining restaurant chains

27. Coffeehouse chains

28. Fast-casual restaurant chains

29. Fast-food restaurant chains

30. Ice cream and frozen yogurt stores

31. Pizza chains

Categories (3/3)

Each loyalty program grouped by category

Sports, Leisure and Transportation

32. Pet stores

33. Sports and fitness nutrition

34. Sporting goods

35. Outdoor sporting goods

36. Auto parts retailer

Transportation and Travel

37. Airlines

38. Car rental

39. Hotel and holiday booking platforms

40. Gas Stations

41. Hotel and hospitality reward programs