America’s Best Loyalty Programs 2024

Methodology

December 14th, 2023
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**
- **Survey**
  - **~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.
  - 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

<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

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