

# America's Best Loyalty Programs 2025

Methodology

---

December 13<sup>th</sup>, 2024

**Newsweek**

**statista** 

# Methodology – America's Best Loyalty Programs

## Summary

The 2025 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 19,000 evaluations were collected. The survey period ran from October to November 2024.

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.

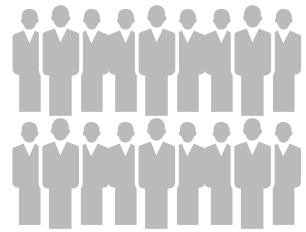
The survey was conducted on retailers and service providers from 39 categories, providing results for a broad spectrum of loyalty programs in traditional retail, online retail, and service segments.

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 19,000 evaluations were collected.

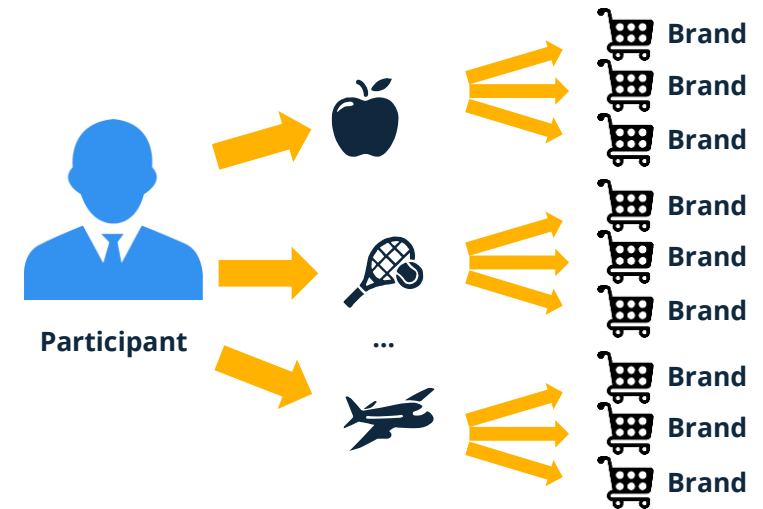


Online access panel



more than 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

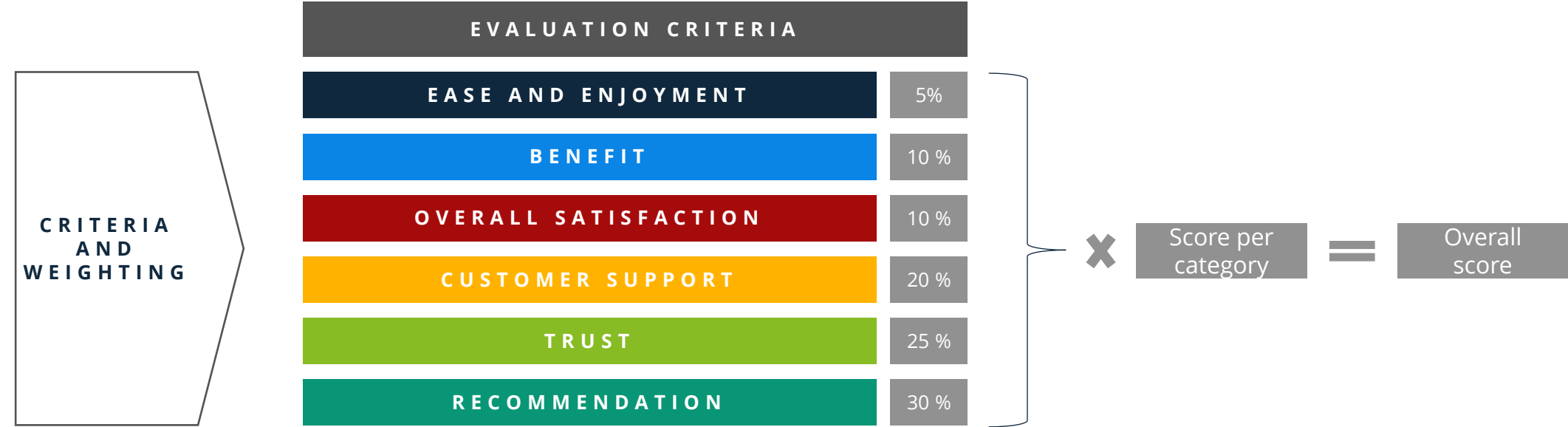
The final assessment and rankings were based on six evaluation criteria:

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



# 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. Consumer electronics
- 18. Gaming, apps and software (incl. in-app purchases)
- 19. Home furnishing stores
- 20. Home goods & decor
- 21. Home improvement stores

## Leisure & entertainment

- 22. Cinemas
- 23. Amusement parks

## Restaurants and catering

- 24. Bagel and sandwich chains
- 25. Casual dining restaurant chains
- 26. Coffeehouse chains
- 27. Fast-casual restaurant chains
- 28. Fast-food restaurant chains
- 29. Ice cream and frozen yogurt stores
- 30. Pizza chains

# Categories (3/3)

Each loyalty program grouped by category

## Sports, leisure and transportation

- 31. Pet stores
- 32. Sports and fitness nutrition
- 33. Outdoor sporting goods
- 34. Auto parts retailer

## Transportation and travel

- 35. Airlines
- 36. Car rental
- 37. Hotel and holiday booking platforms
- 38. Gas Stations
- 39. Hotel and hospitality reward programs



# Disclaimer

The rankings are comprised exclusively of companies that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last calendar year. Furthermore, events preceding or following the period 10/15/2024-11/18/2024 and/or pertaining to individual persons affiliated/associated to the facilities were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about companies or, if possible, accompanied by a visit to a facility. The quality of companies that are not included in the rankings is not disputed.