




adviso + R³

LoyalT 2024

The Most Comprehensive Study on Loyalty Program Performance in Canada

In collaboration with  **Ad hoc**
research

Find out where your loyalty program ranks in Canada.
Order your personalized report **by May 28th**.

Introduction

The Seventh Edition of the LoyalT Study!

With seven years of data and a unique methodology, LoyalT is the most complete portrait of loyalty in Canada. The study highlights the trends and strategies of the best programs in Canada.

The 2024 edition examines the impact of two years of inflation on loyalty program usage, as well as the performance of the Scene+ (Cineplex) coalition program and the Moi (Metro) private coalition program.

Conducted in partnership with Ad hoc research, the study once again combines the expertise of Adviso and R3 Marketing to analyze more than 80 loyalty programs.

The **personalized report** enables you to compare your program with the best in Canada, as well as with competitors in your sector. **Discover the advantages of a personalized report in the following pages!**

Ad hoc

research

10 000

respondents in Canada

80+

evaluated Canadian loyalty programs

10 BUSINESS SECTORS



Specialty food



Entertainment



Gasoline and convenience stores



Fashion and beauty



Pharmacy



Pet Store



Hardware



Restaurants



Supermarket



Transportation

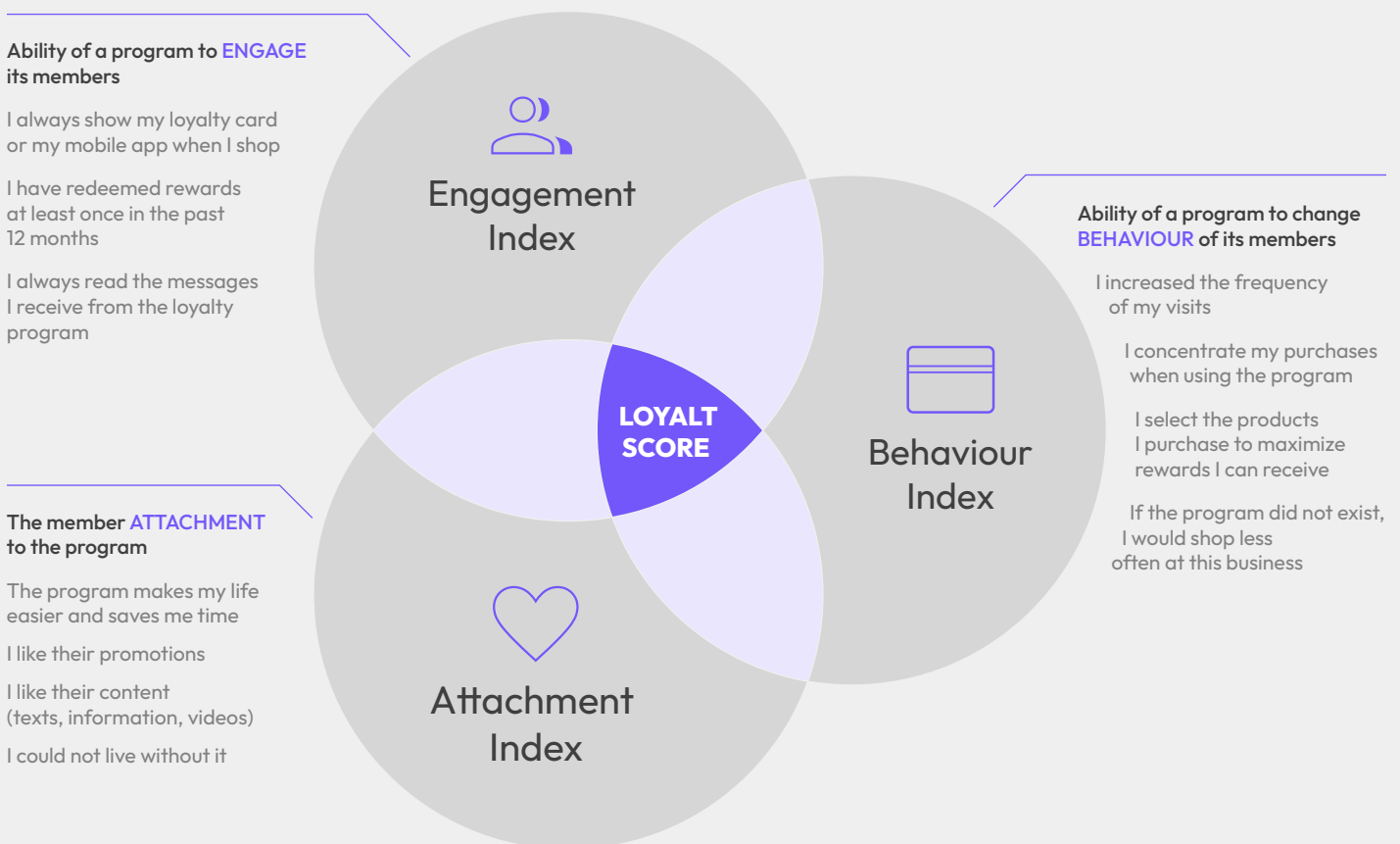
Methodology

Calculation of the LoyalT Score

With 30+ years of experience in evaluating the ROI of loyalty programs, our experts found that the programs showing the best performance are those able to change the behaviour of members: frequency, average spent and share of purchases.

With this in mind we created the LoyalT study using a methodology allowing us to measure changes in member's behaviour in terms of frequency and share of wallet while keeping in mind the engagement and global appreciation of the program.

The LoyalT score is made up of **three key indices**: behaviour, engagement, and attachment.



LoyalT Study Ongoing Features

Canadian top 10

The much-awaited list of the top 10 loyalty programs in Canada. Find out which programs and industries have seen their LoyalT score increase over the last year.

Key findings

- The number of programs enrolled to by Canadians and their usage rate
- Programs that have the best attachment score
- The most effective programs for changing purchasing behaviour

What's New

Inflation

How two years of inflation is impacting the use of loyalty programs?

Moi and Scene+

What is the position of the new Moi (Metro) and Scene+ (Cineplex) programs in the marketplace?

PC Health

All about the health and wellness component of PC Optimum.

Fashion and Beauty

An in-depth analysis of the fashion and beauty sector loyalty programs in Canada.



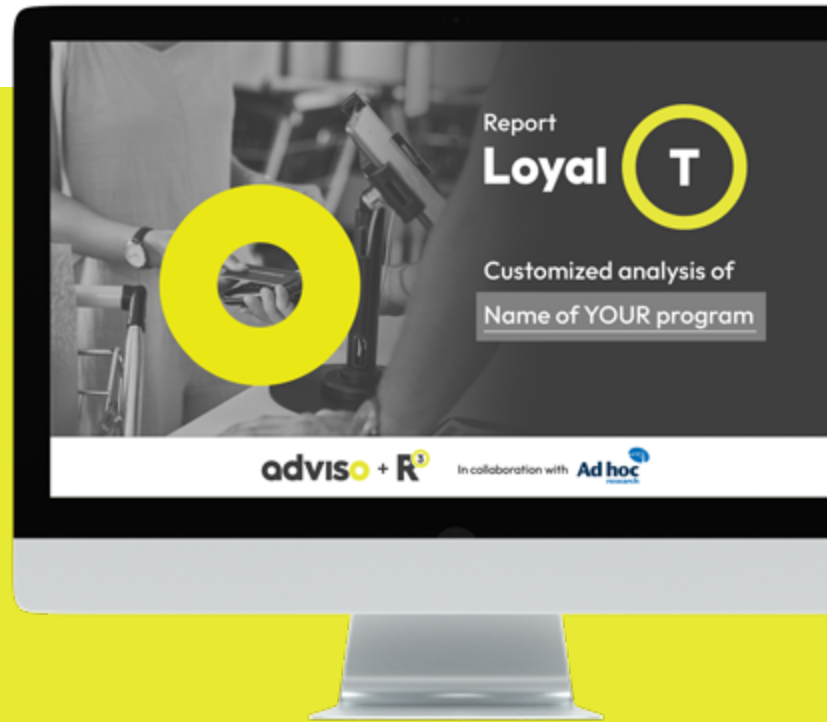
Personalized Report

The Personalized LoyalT Report, the Heartbeat of Your Loyalty Program

Follow the evolution
of your program
with up to

7 years
of data*

*May vary depending on program.



Compare your program's performance:

- ✓ vs. your competition
- ✓ vs. the top 10 programs in LoyalT
- ✓ in your industry sector
- ✓ over 20 KPIs


















Personalized Report

A Detailed and Complete Performance Analysis

Performance indicators

Your custom report will include your Loyalty Score, as well as the main loyalty Key Performance Indicators, which will allow you to gauge the performance of your program, and see where it could be improved.

LOYALTY
SCORE

 Attachment Index	 Engagement Index	 Behaviour Index
 Awareness	 Communications score	 Likelihood to continue using the program
 Frequency of purchase	 Usage of mobile	 Importance of reward type
 Share of wallet (SOW)	 Rewards redemption rate	 Engagement level
 Offer quality and personalization	 NPS and satisfaction level	 Perceived generosity

ALSO

- Additional metrics and data for your KPIs
- Evolution of your scores over time and in comparison with other programs in your industry

Presentation from our experts

Purchasing a custom report **includes a detailed analysis report and a presentation by Adviso and R3 Marketing experts.** You will benefit from personalized recommendations to optimize your program and get answers to your questions.

Reserve Now

Ensure that 500 of your members will participate in the survey

If you wish to participate in our study, please contact us **promptly** to ensure a minimum of 500 respondents will evaluate your program thus helping in the creation of your personalized report.

Data collection is scheduled for Spring 2024, and the public unveiling of results will take place in the Fall of 2024.

Deadline: May 28, 2024

Cost: \$14,500



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