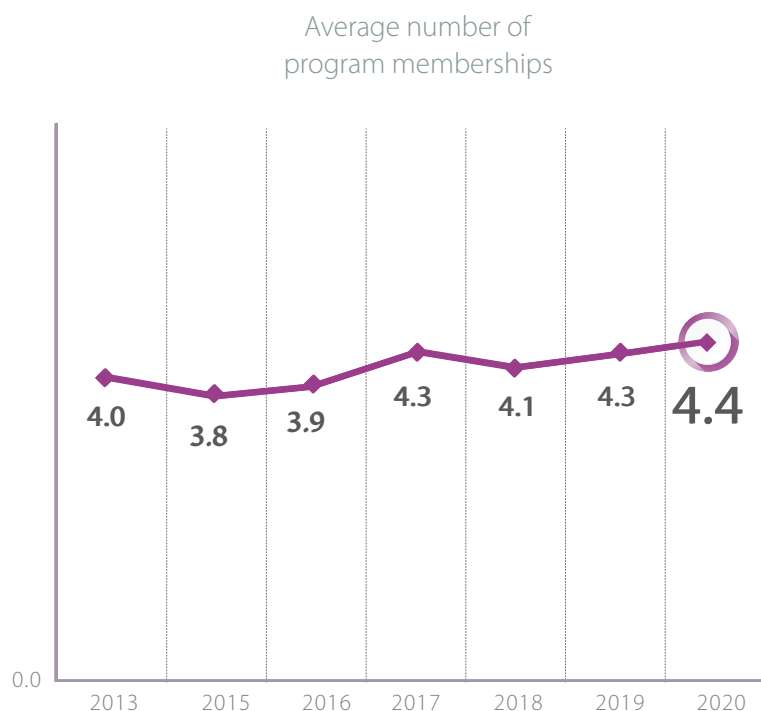




1 Memberships of loyalty programs remain steady

Average number of memberships per member over the age of 18 is 4.4



four new entrants in 2020

2 Top loyalty programs in Australia (unprompted) – ‘doing a very good job’

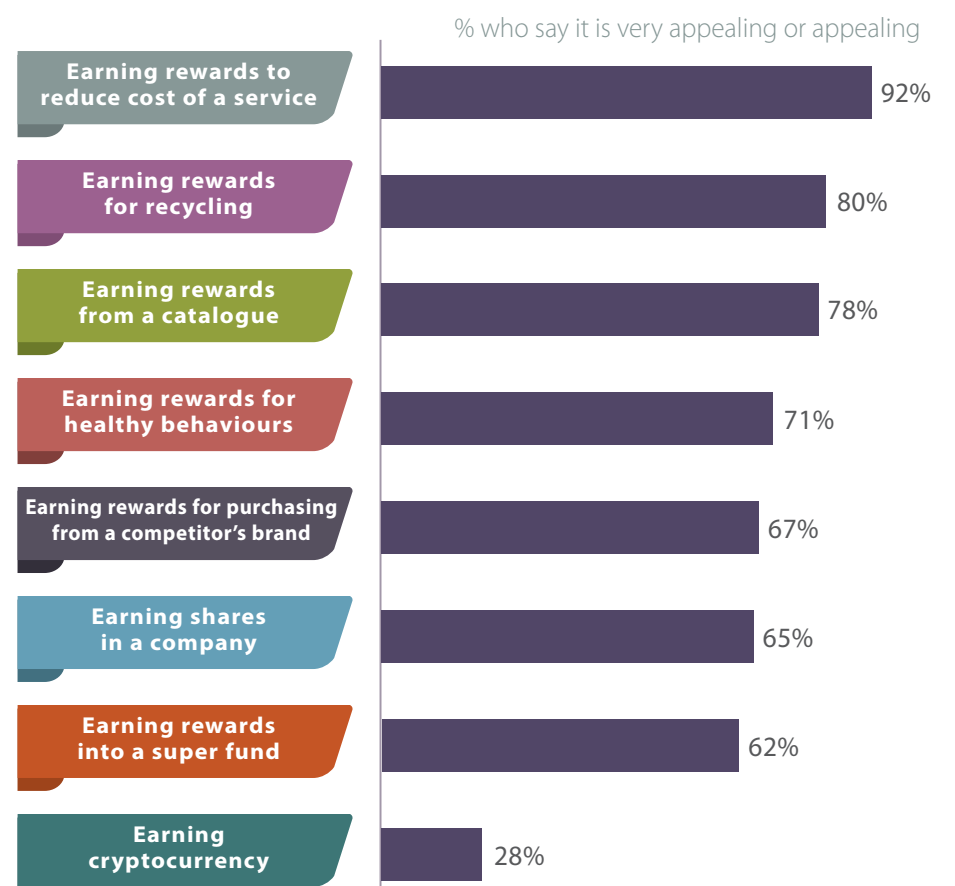
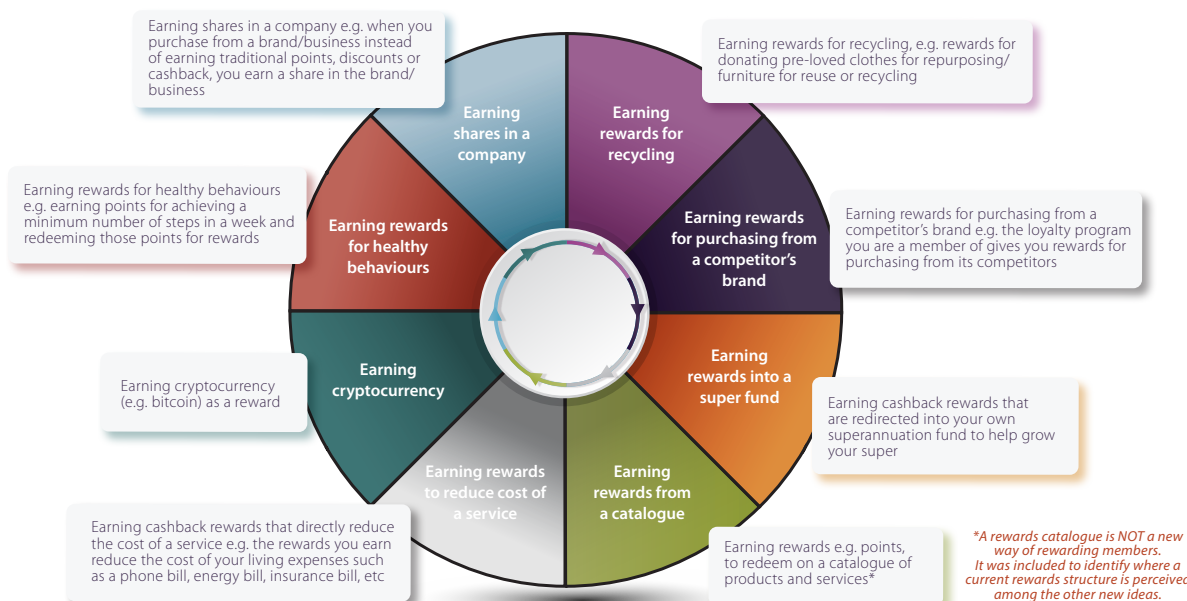
flybuys maintains its number one ranking in 2020, with the top four remaining unchanged in ranking. Four new programs appear in the 2020 ranking - CommBank Rewards; MYER one; Nando's PERi Perks; Supercheap Auto Club Plus

Ranking based on the volume of members who voted the program (unprompted) as doing a 'very good job'

	2020	2019
1. flybuys	30.8%	1. flybuys 30.4%
2. Woolworths Rewards	19.4%	2. Woolworths Rewards 21.0%
3. Qantas Frequent Flyer	5.8%	3. Qantas Frequent Flyer 6.8%
4. Virgin Velocity	3.1%	4. Virgin Velocity 2.3%
5. MyDanMurphy's	2.5%	=5. Priceline Sisterclub 1.9%
6. Priceline Sisterclub	2.0%	=5. MyDanMurphy's 1.9%
=7. CommBank Rewards	1.0%	7. Cinebuzz Rewards 1.3%
=7. MYER one	1.0%	8. Boost Vibe Club 1.1%
=7. Nando's PERi Perks	1.0%	9. Mecca Beauty Loop 0.9%
=7. Supercheap Auto Club Plus	1.0%	Other programs 18.5%
Other programs	19.6%	None 13.9%
None	12.9%	

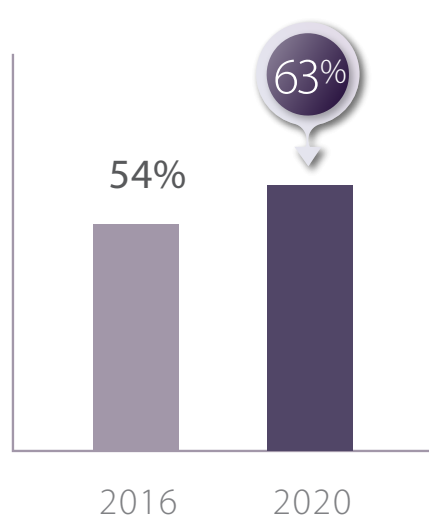
3 New ways to reward members

Australian loyalty program members want life-improving ways to be rewarded



4 Are members making the most of their memberships?

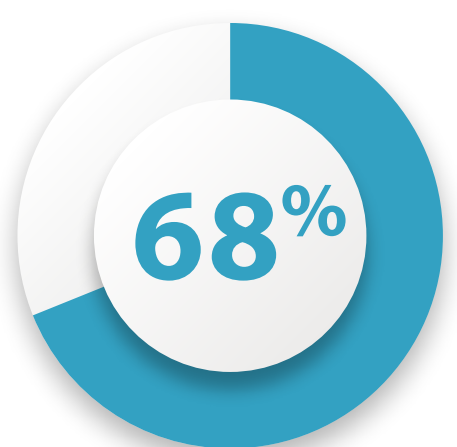
% who say 'YES', they are taking advantage of their rewards and benefits



Yes! Since 2016, there has been a significant increase in loyalty program members taking advantage of the rewards and benefits available to them

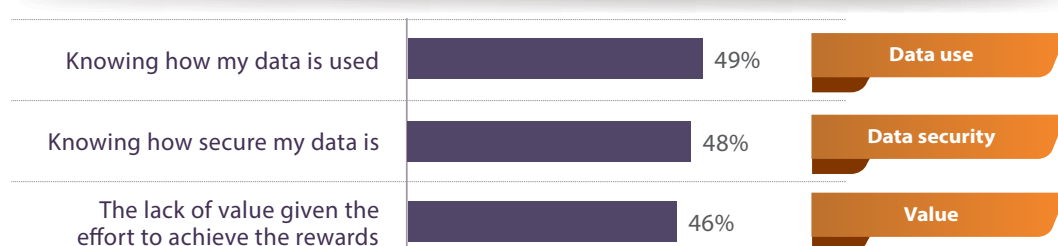
5 Do loyalty programs add to the overall brand experience?

More than two-thirds of Australians agree loyalty programs enhance their experience with a brand or business



6 Concerns members have about loyalty programs

How members' data is used and the security of their data are the top two concerns about loyalty programs. This is followed by concerns about the lack of value for effort to achieve rewards



This is the 8th edition of the Australian For Love or Money™ annual research study on customer loyalty and loyalty programs.

For any further enquiries on the For Love or Money™ research, please contact Adam Posner at adam@thepointofloyalty.com.au or call 1300 461 900 or 0433 818190

To download a complimentary executive summary or purchase the comprehensive report visit www.thepointofloyalty.com.au