



# LOYALTY REWARDS



## It's a no brainer

There are over 2.5 billion loyalty memberships in the U.S.

The North American loyalty market is estimated to be **\$54 BILLION** and growing at 20% per year.

Nearly 90% of Americans participate in some type of rewards program

## Let's take a look at the stats...

THE AVERAGE U.S. HOUSEHOLD BELONGS TO 22 LOYALTY PROGRAMS.



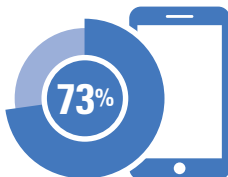
80% OF CREDIT CARD SPEND GOES TO A CARD WITH REWARDS.



71% OF LOYALTY MEMBERS HAVE ROOM FOR MORE CARDS IN THEIR WALLETS.



PERCENTAGE OF SPEND WITH REWARDS CARDS VERSUS NON-REWARDS CARDS

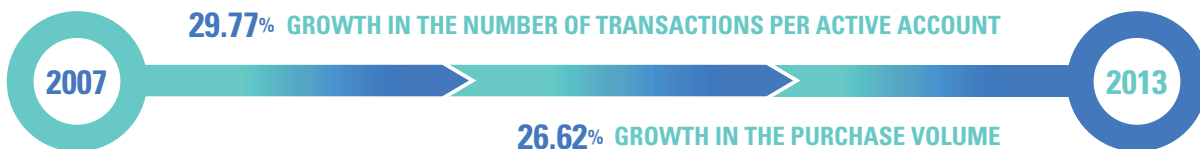


73% OF SMARTPHONE/TABLET USERS WANT TO ACCESS THEIR LOYALTY PROGRAM ON THEIR DEVICE.

GROSS PROFIT PER ACTIVE ACCOUNT



FROM 2007 TO 2013, REWARD CARD PROGRAMS SAW INCREASES OF MORE THAN DOUBLE THE AMOUNT OF NON-REWARD CARD PROGRAMS.



Increase card spend

Build customer relationships

Compete with the big guys

Gain visibility into customer data

Grow your share of wallet

Rewards drive engagement and create loyalty.