

HOW TO BUILD **RESILIENT LOYALTY**



71%

of members of a consumer community are more loyal to brands that give their groups an exclusive offer.

Customer loyalty is critical to every brand's success.

But how do you build enduring loyalty in an economy that drives customers to pivot to any brand that offers a better deal?

To find out, we surveyed 3,205 consumers in the US and UK about the economy and what they want from companies. We found that enduring loyalty occurs when customers feel emotionally connected to a brand, and that the best way to spark and nurture that emotional connection is to give an exclusive offer to key consumer communities, like students, teachers or the military.

Our survey revealed that in consumer communities:

- 80% of members identify more strongly with their community than their age group, political affiliation, or where they live.
- 73% feel more emotionally connected to brands that give them an exclusive offer.
- 71% are more loyal to brands that offer them exclusive deals.

LEARN HOW YOU CAN ACQUIRE AND RETAIN CONSUMERS THROUGH ECONOMIC UPS AND DOWNS.

ECONOMIC WORRIES

IMPACT CONSUMER SPENDING

Consumers are still grappling with the current economic conditions. NerdWallet reported that [consumer price inflation](#) rose 21.75% between January 2020 and May 2024.

Rising prices continue to shape consumers' outlook on the economy and their buying behaviors. According to our survey, the number of consumers who felt pessimistic about the economy today compared to last year was 38% higher than the number who felt optimistic. Not surprisingly, 71% of consumers are changing their spending habits due to economic conditions.

Now more than ever, brands need a strategy that entices reluctant shoppers to make a purchase and gives them a reason to come back to your brand instead of just searching for the best deal.

TAKEAWAY

Meet consumers where they are with marketing that acknowledges their price-conscious concerns.



71%

of consumers are changing their spending habits due to economic conditions.

How do you feel about the economy compared to last year?

Optimistic



38%

Pessimistic



EXCLUSIVE OFFERS DRAW CUSTOMERS IN (AND AWAY FROM YOUR COMPETITORS)

You have to convert a customer before you can nurture their loyalty. Our survey found that exclusive offers for consumer communities are a powerful acquisition tool because they make customers feel special and satisfy their desire to save money.

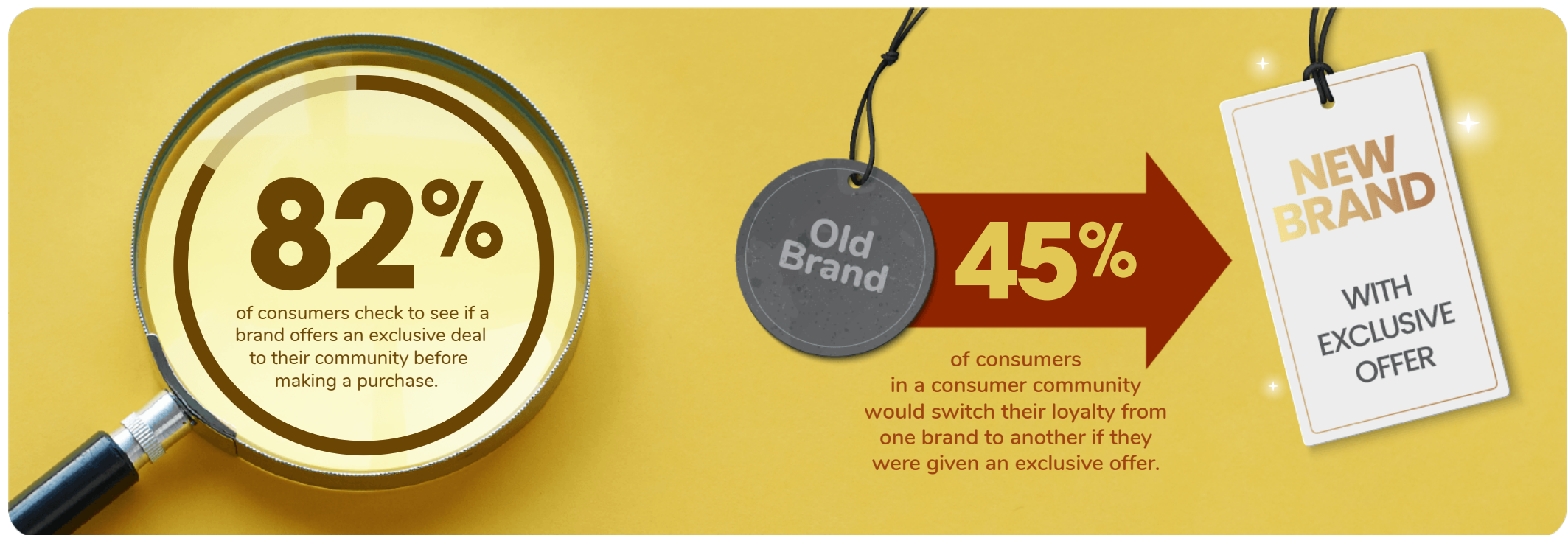
Before making a purchase, more than 80% of consumers who belong to a consumer community check to see if that brand offers an exclusive deal to their group. And more than half said that receiving an exclusive offer would motivate them to try a new brand.

In fact, a community-based exclusive offer is so compelling that 45% of consumers would switch their loyalty from one brand to another to take advantage of it.

Providing a user-friendly way to verify eligibility for your offer will drive even more conversions. According to our survey, 71% of consumers said being instantly verified and knowing their personal data wouldn't be shared with other brands had a positive impact on their decision to redeem an offer.

TAKEAWAY

*Use
exclusive
offers
to raise
brand awareness
and motivate
consumers to make
their first purchase.*



CUSTOMERS ARE LOYAL WHEN THEY FEEL DEEPLY RECOGNIZED

In today's economy, winning a customer's loyalty requires more than flashy programs with bonus points and enticing tiers. According to [Forrester](#), emotion has a bigger impact on customer loyalty than how effectively a brand meets a customer's needs and how easy it is to work with.

And it's not enough to simply please and delight customers. Research shows that the top three emotions that drive loyalty are feeling valued, appreciated and respected. Our survey found that exclusive offers to consumer communities, like giving 20% off to military members, evoke these emotions because members feel rewarded for belonging to groups that are central to their individual identities.

Eighty percent of consumers who belong to consumer communities like students, teachers, or the military identify more strongly with those groups than their age cohorts, political affiliation, or where they live. And more than two-thirds of these consumers said when a brand gives their community an exclusive offer, they feel honored and grateful.

TAKEAWAY

Plant the seeds of loyalty by using an exclusive offer to show customers you genuinely value who they are.



How would you feel if a brand gave your community an exclusive offer?

HONORED

Military and First Responders

75%

GRATEFUL

Healthcare Workers

75%

Teachers

69%

Students

67%

EMOTIONAL CONNECTIONS DRIVE LOYALTY

Research has shown that customers who are emotionally connected to a brand have a [306% higher lifetime value](#). Our survey found that exclusive offers create this connection because they show customers you value and appreciate their community.

More than two-thirds of students, teachers, healthcare workers, first responders, and the military said they feel more emotionally connected to brands that give them an exclusive offer. And when a customer's loyalty is rooted in this kind of bond, it can outlast economic conditions that might make them spend less or consider other brands.

TAKEAWAY

Nurture an authentic bond with customers with programs that make them feel uniquely special.



EXCLUSIVE OFFERS DRIVE PROGRAM MEMBERSHIP

A loyalty program is a great way to nurture customer lifetime value, and our survey found that community-based exclusive offers can drive a program's growth. More than 70% of members of a consumer community said they would likely join a brand's loyalty program to redeem an exclusive offer.

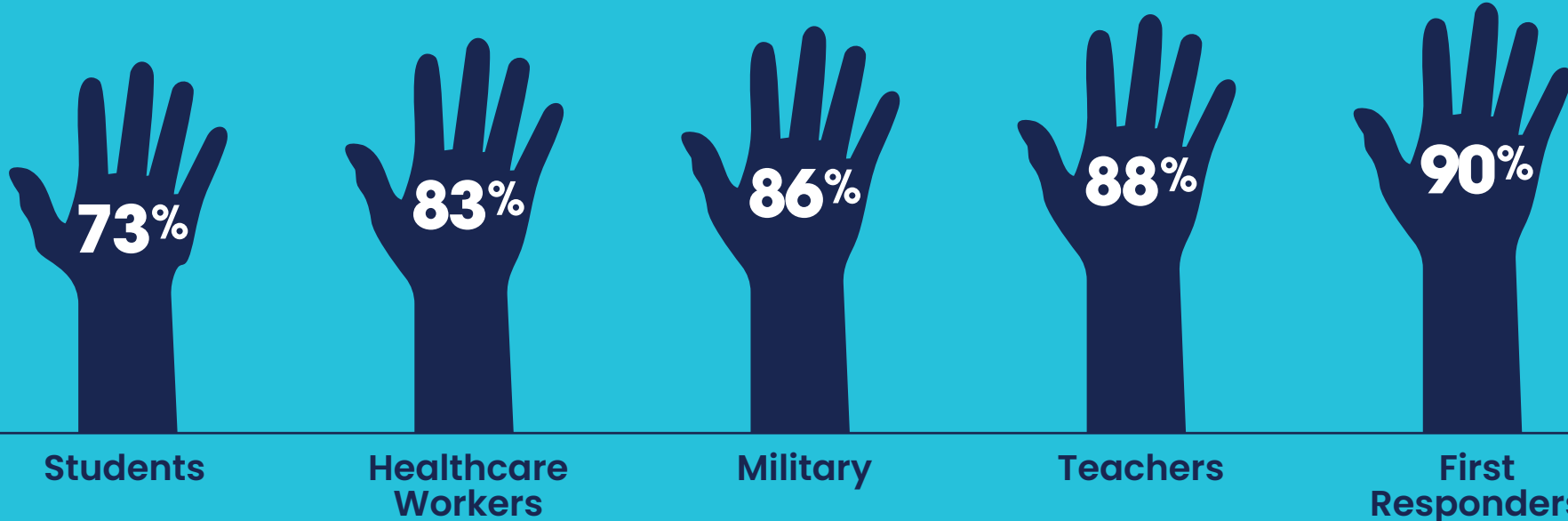
Integrating verification into your enrollment process enables you to immediately use the first-party data you collect to re-engage customers. And when you know what community a customer belongs to, you can create highly personalized loyalty campaigns that deepen the emotional connection the offer triggered.

TAKEAWAY

Exclusive offers that are easily verified motivate consumers to join your loyalty program.



I am likely to join a brand's loyalty program to receive an exclusive offer.



EXCLUSIVE OFFERS BUILD LOYALTY THAT ENDURES AND SPREADS

Once a member of a consumer community signs up for your loyalty program you need to keep them from jumping to the next brand that's running a sale. According to our survey, the personal recognition a customer feels when they receive an exclusive offer makes it compelling for them to buy again. More than two in three consumers that belong to a consumer community said they are more loyal to brands that give them an exclusive offer.

Our survey also showed that exclusive offers create the kind of brand devotion that can make campaigns go viral. More than 96% of consumers who receive a community- based exclusive offer would share it with others in their group.

TAKEAWAY

Rewarding customers with an exclusive offer makes them return and bring their community with them.



71%

of members of a consumer community are more loyal to brands that give them an exclusive offer.

96%

of consumers who receive a community-based exclusive offer would share it with others in their group.

NURTURE LOYALTY BY MAKING YOUR CUSTOMERS FEEL EXCLUSIVE



In an economy that has consumers stretching their dollars, you need to offer more than perks to create true customer loyalty. The key is to create an emotional connection with your customers, and the most effective way to do that is to reward their communities with an exclusive offer.

When you recognize customers for belonging to groups they strongly identify with, they purchase from your brand over and over again and share your offer with others in their community. This kind of community marketing has big returns—greater customer lifetime value and a customer base that naturally fills with your best customers.

See how SheerID has helped other brands boost customer lifetime value with exclusive offers.

[LEARN MORE](#)



SheerID is the industry's only open verification platform, enabling brands to completely own their customer verification experience, own their customer data, and own the marketing of their community offers across digital platforms.