stream
loyalty

'Keep' Campaign

Loyalty programmes too often only focus on new customers or high growth potential customers. It might seem that you can't change the behaviours of your key customers so why create a loyalty programme for them? The simple fact is that you want to ensure that these key customers are staying with you and referring and recommending you wherever possible.

Our 'Keep' Campaigns allow you to provide different loyalty campaigns for different audiences, so you can be confident that your key accounts are also being rewarded for their value. A deeper understanding of their buying behaviours will allow you to develop stronger relationships with those customers. Your key accounts need to understand the value in the relationship above and beyond just the delivery of the product or service. The value could be delivered as rewards, service levels or something more personal. This type of campaign is all about personalisation.

Examples of 'Keep' Campaigns

Changing Behaviour Objective #1:
Encouraging customers to build their profile and association with you. Reward customers for:

- Completing an online profile

- Providing regular feedback on service and products

- Recommending your business or service

Changing Behaviour Objective #2:
Improving customer retention. This could be encouraging repeat subscriptions. The time periods will depend on your service or product. Reward your customers for:

- Subscribing for 3 months

- Subscribing for 1 year

- Subscribing for 2 years

Our programmes have delivered these results:

39%
of total sales were delivered by members who were part of a keep campaign

79.4%
of key customers registered within 5 days of our programme launching

£6.2m
of previously unallocated cash sales were able to be attributed to specific customers through their loyalty profile

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Increasing customer retention by just 5% boosts profits by 25% to 95%

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Data Integration

Reporting Suite

Customer Management

Campaign Mechanics

Communication Analysis