

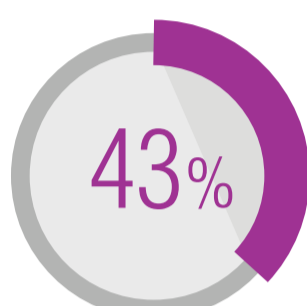
FOUR TYPES OF LOYAL CUSTOMERS

YOU NEED TO KNOW

Your most valuable customers can be identified by four types according to new research from the UK's Direct Marketing Association (DMA). Meet the four types of loyal customer and read our tips for appealing to each segment in your loyalty marketing.



ACTIVE LOYALS



Stay loyal to brands for both routine and special purchases. Tend to be both older and younger.

ROUTINE PURCHASES:



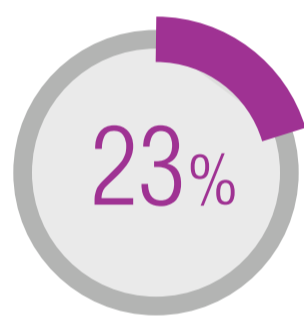
SPECIAL PURCHASES:



LOYALTY LEVEL:



TIP! COLLECT BASKET DATA AND GET TO KNOW THEM BETTER!



HABITUAL LOYALS

Stay loyal for routine buys but shop around for special purchases. More men than women.

ROUTINE PURCHASES:



SPECIAL PURCHASES:

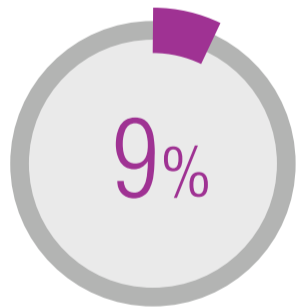


LOYALTY LEVEL:



TIP! CATCH THEIR ATTENTION WITH LOCATION TARGETING

SITUATIONAL LOYALS



Flexible for routine buys but loyal for special purchases. Proportion rises to 15% of 16-24 year olds.

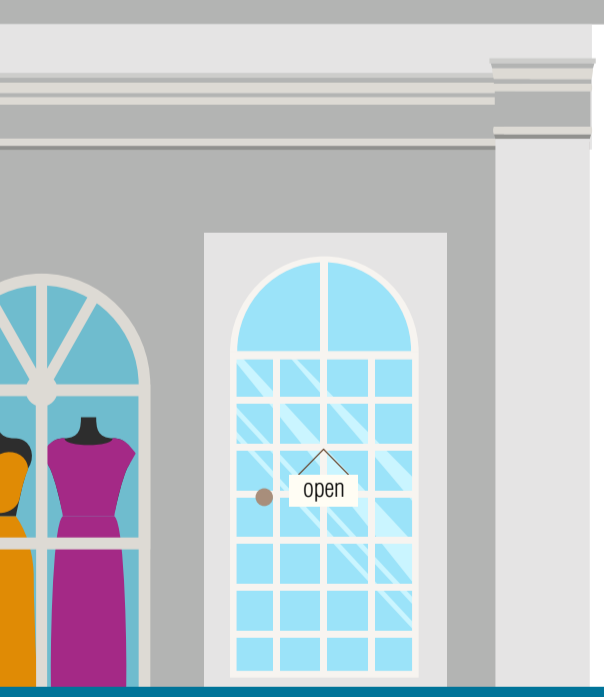
ROUTINE PURCHASES:



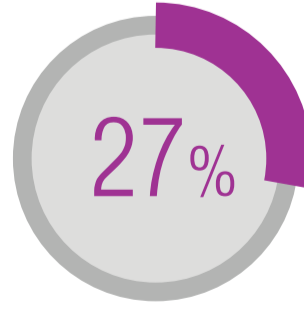
SPECIAL PURCHASES:



LOYALTY LEVEL:



TIP! ENCOURAGE MORE FREQUENT VISITS WITH AN OFFER OR COUPON



ACTIVE DISLOYALS

Have no brand loyalty. More women than men and more likely to be aged 45-64.

ROUTINE PURCHASES:



SPECIAL PURCHASES:



LOYALTY LEVEL:



TIP! THEY NEED REASONS TO BE LOYAL! INCENTIVISE AND REWARD THEM!