



RETAILER LOYALTY MEETS BRAND AFFINITY:

UNLOCKING DEEPER OMNICHANNEL SHOPPER ENGAGEMENT



Matthew Blacknell
Global Digital Customer
& Shopper Insights

MARS



Rob Downes
Loyalty
Consultant

SNIPP!



**UK RETAIL
LOYALTY
LANDSCAPE
CONVENIENCE-LED
LOYALTY**

UK grocery loyalty - **97% of shoppers** are members of 1 retail programme

Average shopper is a **member of 3 different supermarket programmes**

Cost-of-living crisis has increased loyalty programme sign-ups - **27% joined new one's** last year!

Loyalty is now expected - shoppers have accounts with **multiple apps/cards** linked programmes to access exclusive deals.

Rewards vary from cashback, discounts to experiences

POS integrated apps have become an everyday shopping tool.

UK'S LEADING RETAIL LOYALTY PROGRAMMES



Dominate with discounts
and spend-based
rewards.



21M+ users and 80% of
sales linked to the
programme.

Sainsbury's

18M users across its
coalition network.



Newer programmes
show **rapid adoption**.



17M users, accounting
for 50% of
transactions.



STANDALONE FMCG LOYALTY PROGRAMMES



Rewards receipt uploads with samples or donations



Uses codes for points toward experiences and rewards



Uses gamified draws to boost repeat purchases

Programmes foster brand community and first-party data collection

Often face friction and limited long-term engagement compared to retailers.

RETAIL vs FMCG LOYALTY PROGRAMMES OVERVIEW

Retail Loyalty

Functional and driven by convenience

- Habitual
- Convenience - location
- Price - discounts, cashback
- Always on everyday programmes

FMCG Loyalty

Emotional and driven by aspiration

- Brand affinity
- Big on non-purchase incentives (social shares etc.)
- Varied rewards (unique perks, personalised)
- Periodic campaigns

RETAIL vs FMCG LOYALTY PROGRAMMES COMPARISON

Retail Loyalty

- Reward total basket value
- Drive high-frequency purchase
- Greater flexibility to manage pricing - quick response to inflation, competitive pressures and market conditions
- Greater reach 80% of Tesco sales attributable to Clubcard user base
- Omni-channel - In-store and Online

FMCG Loyalty

- Reward individual SKU-level purchases as opposed to basket value
- Limited pricing control at POS
- More focus on gamification, spin-to-win, prize draws, event tickets, competitions.
- Omnichannel + Online, In-store and any physical locations where the product can be purchased, such as vending machines as well as 3rd party online merchants

THE CHALLENGES OF ENCOURAGING AND UNLOCKING LOYALTY ONLINE (MARS)

Savvy Shoppers:

- Multi-channel and multi-retailer
- Digital is an enabler to promo purchasing

Digital Shelf does not build habits:

- Daily shelf changes & changing competitive set

Shoppers can be habitual...

- **32%** utilised 'previously purchased' items
- **85%** online shoppers likely to buy the same things, weekly
- Shoppers are already using **subscribe & save**



**...WITH THE
SAME
OBJECTIVES**

- Drive incremental sales
- Drive repeat purchase
- Grow CLV
- Protect margins
- Reduce customer acquisition costs
- Drive higher marketing ROI
- Data - Zero & 1st party insights and analytics

POLL

What is the biggest challenge FMCG brands face when building loyalty?

1. Access to shopper data
2. Driving repeat purchases without pricing control
3. Creating emotional engagement beyond discounts
4. Standing out among multiple loyalty programmes
5. Integrating with retailer platforms and apps

A woman with long dark hair, wearing a light-colored ribbed sweater, is shown in profile, looking down at a product package she is holding in her hands. The background is a blurred supermarket aisle with shelves of products. The entire image has a dark purple overlay. The text is centered over the image.

**HOW DO FMCG PROGRAMMES COMPETE IN A SPACE
DOMINATED BY RETAIL PROGRAMMES?**

MEMBER UX

EASE OF USE - ENGAGING UX



- Beyond Points : speed, simplicity, immediate value
- Mobile-first (push notifications, QR codes)
- Low-friction UX (member portal, low barriers to entry, auto-redeem etc)
- Instant digital rewards
- Incentivise and reward behaviours, not just transactions

PERSONALISATION

CREATE EXCLUSIVITY



- Reflect shoppers' unique preferences and habits
- Tailored rewards based on members past purchases, habits and preferences (e.g., vegan offers, personalised treats boxes...)
- Exclusive content (recipes, factory virtual tours...)
- VIP Perks

IMPROVING LOYALTY (MARS)

We aim to redefine success KPIs towards **Impulse**

- **63%** of Confectionery shopping online currently is planned
- Driving more impulsive purchasing = more loyalty

And to providing more **engaging shopper experiences**

- We are obsessed with Search, but ignore the full site & shopper journey
- We avoid friction but clicks can mean more engagement!

Customisation & Personalisation will drive shopper relevance

- **87%** are open to being monitored, if it leads to personalised rewards
- **75%** are likely to make another purchase after receiving an incentive
- Opportunity to tap into shoppers' moments and special occasions

Let's collaborate to make sites and apps a destination for shoppers!

COMMUNITY BUILDING

CREATE BELONGING



- Build emotional connection: community forums, storytelling
- Social sharing
- Challenges and leaderboards

GAMIFICATION

ENGAGEMENT & ACHIEVEMENT



- Boost program usage: spin-the-wheel, AR games, weekly missions...
- Drive member engagement: gamified tasks to unlock upper tiers
- Appeals across demographics: Gen Z seeks novelty, older users seek value

DIGITAL REWARDS

MOTIVATE & INCENTIVISE



- Reflect brands and members' values
- Effort-worth balance
- Behavioural-based
- Omnichannel redemption

PARTNERSHIPS & INTEGRATIONS

AMPLIFY AND GROW



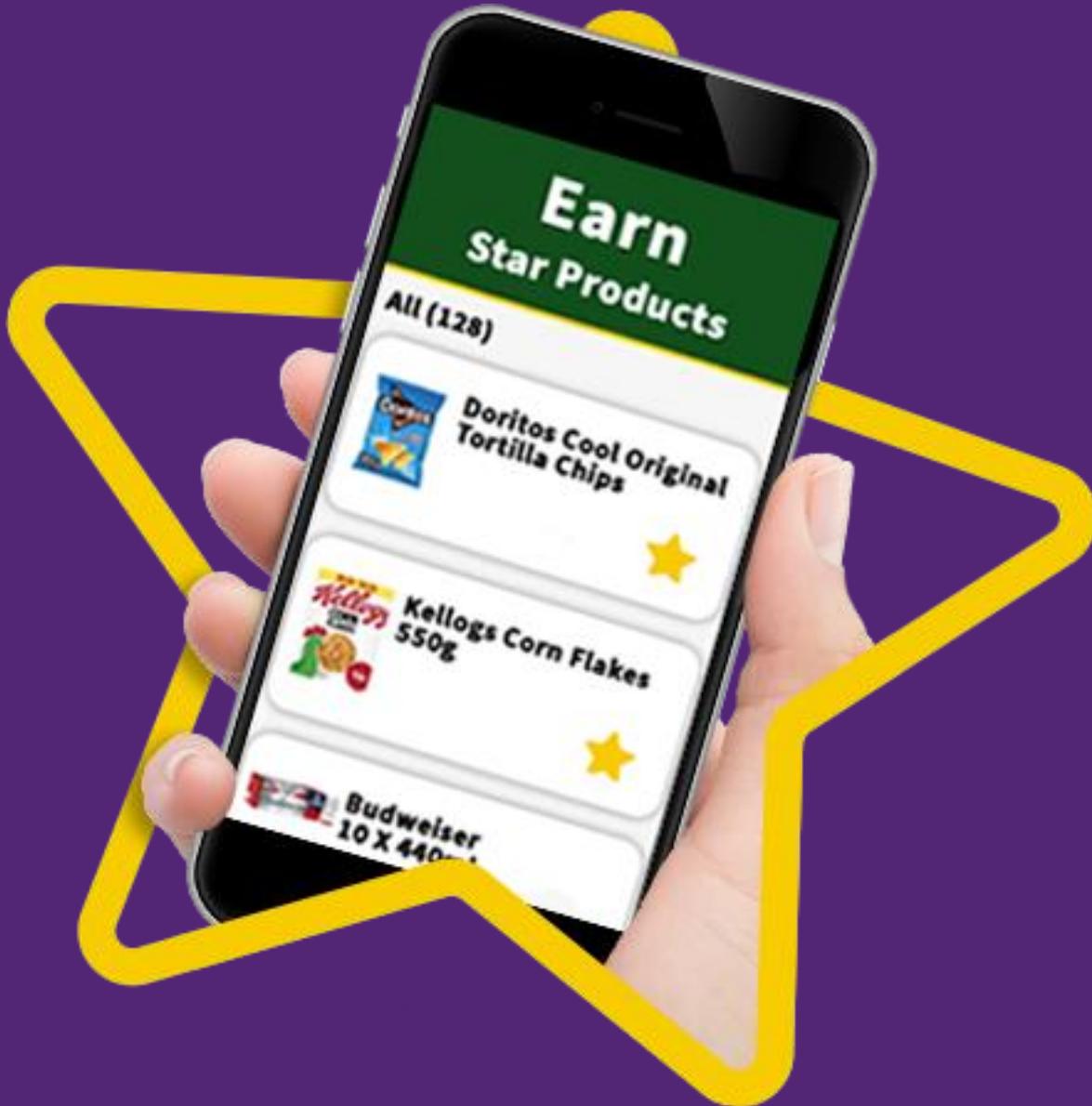
- Integrate with retailer apps integrations for increased bonus points/cashback
- Build coalitions with complementary brands or lifestyle services
- Tie your programme to delivery, finance, or entertainment to boost convenience and reach.

Integrated programmes must offer shared value for retailers, brands, and shoppers.

THE ASDA REWARDS PARTNERSHIP

Asda Rewards winning loyalty ecosystem based on brand-funded perks:

- Immediate, tangible value for members (Cashpot in £, not points), tailored offers on day-to-day purchases
- Sales uplift and basket share for brands
- Increased traffic and basket value for Asda





HOW TO INSPIRE & ENGAGE SHOPPERS ONLINE (MARS)

- Shoppers seek **inspiration online** – retailer sites are not yet delivering
- **Engage shoppers** to drive traffic + build brand equity
- **Connected journeys** between social and retail sites to encourage clicks & actions
- **AI** can power customer engagement & conversion



Creating traffic and encourage shoppers to spend more through personalised experiences and gifting options.

m&m's shop celebrate explore fun club business

Colors Designs Packaging

design your candy
Create up to 4 designs. Tap each to edit.

Nice designs! I couldn't have done it better myself.

Loyalty Rocks #1 CUSTOMER

Pick up to three flavors

flavorreMix
pick up to three flavors

select a flavor

choose packaging

design your own mix your flavors

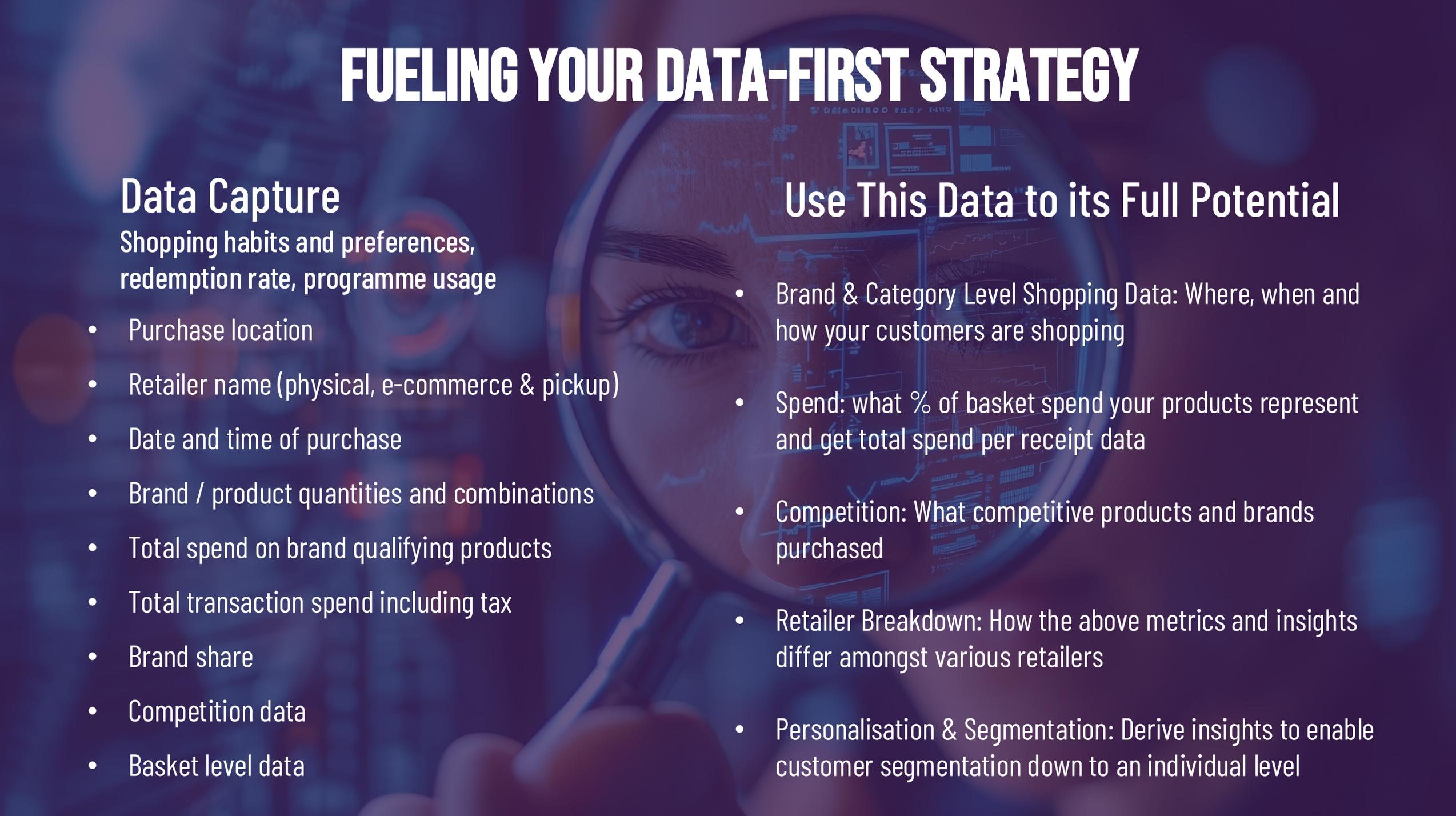
buy, scan & watch

& you could win an ultimate movie night prize pack

Paramount+

claim a 30-day trial on us
valid with purchase of ANY ONE (1) participating product!

FUELING YOUR DATA-FIRST STRATEGY

A woman's face is shown in profile, looking through a magnifying glass. The magnifying glass is focused on a data dashboard with various charts and graphs. The background is a dark blue gradient with faint data visualizations.

Data Capture

Shopping habits and preferences, redemption rate, programme usage

- Purchase location
- Retailer name (physical, e-commerce & pickup)
- Date and time of purchase
- Brand / product quantities and combinations
- Total spend on brand qualifying products
- Total transaction spend including tax
- Brand share
- Competition data
- Basket level data

Use This Data to its Full Potential

- Brand & Category Level Shopping Data: Where, when and how your customers are shopping
- Spend: what % of basket spend your products represent and get total spend per receipt data
- Competition: What competitive products and brands purchased
- Retailer Breakdown: How the above metrics and insights differ amongst various retailers
- Personalisation & Segmentation: Derive insights to enable customer segmentation down to an individual level

POLL

What mechanics have been most effective for your brand?

1. Receipt submission with rewards
2. Gamified promotions (e.g., spin-to-win)
3. Points-based programmes
4. Social engagement and user-generated content
5. Partnered offers via retail stores/apps



THANK YOU



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