

Waarom je in een loyaliteitsprogramma moet investeren

24-08-2017 10:47



Nieuwe klanten binnenhalen is belangrijk, maar het behouden van bestaande doet er zeker niet voor onder. Loyale klanten besteden meer en na ieder bezoek, neemt de kans dat zij nóg een keer terugkomen weer toe. In deze infographic van Zinrelo staan nog meer redenen op een rij om in een loyaliteitsprogramma te investeren.



WHAT IS THE VALUE OF A REPEAT CUSTOMER?

41% of an ecommerce store's revenue is created by 8% of its customers who are repeat. - Marketing Metrics

Any investment in improving the percentage of repeat customers or increasing the size of each repeat order delivers an exponential Return on Investment (ROI).



WHY IS A LOYAL CUSTOMER SO VALUABLE?

Loyal customers buy more often

After one purchase, a customer has a 27% chance of making the next purchase. However, you have to make an effort to get the customer back to visit your store. Similarly, after the customer makes a second and third purchase they have a 45% chance of making another purchase! For most businesses, a 3-peat customer becomes a loyal customer with a life time value of **10x** compared to their initial purchase.

Likelihood of another purchase after 1,2,3 purchase

27%



1-peat

45%



2-peat

54%



3-peat

Loyal customers are more likely to convert every time they visit

Typical sales conversion rates for a new customer is about 5-20%. A visit from repeat customer can convert at over 60%, about **12x** higher than a new customer.



A repeat customer has **60% - 70%** chance of converting. - Marketing Metrics



Loyal customers spend more

A new customer is trying out your product. Hence, she tends to make a small initial purchase. A loyal customer has already purchased and experienced your product. Typically, a repeat customer spends **3-5x** more than a new customer.



90%

Your average customers



10%

Your top customers (Repeat customers)



1%

Your best customers (Loyal customers)

Loyal customers make more referrals

Loyal customers are also your most passionate brand ambassadors. Ben & Jerry's found that the more purchases a customer makes, the more likely they are to talk about your store. A customer that has purchased from you 10 times, refers **3x** more people than a first time customer.



Source: Ben & Jerry's Company, "Marketing Online: Building Strong Brands" (2008), December 2009

Through referrals, loyal customers bring new customers to your business. Such referred customers tend to convert at **7 times** higher rates than traditional paid campaigns.

HOW TO CREATE LOYAL CUSTOMERS ?

A 360-degree loyalty rewards program is the best way to create customer loyalty for the following reasons:

- It creates a reason for new customers to buy from you again. It is critical to get customers to buy from you at least three times to make them loyal to your brand.

- 360-degree rewards program encourages users to stay engaged with your brand even in between their purchases. The more they engage, the more brand equity you build and the more they are likely to buy from you again.

- By rewarding customers for their loyalty, you make them feel appreciated and special. It guarantees their ongoing patronage of your business.

A loyalty rewards program delivers meaningful ROI

A good loyalty rewards program increases the percentage of your repeat customers and the size of each repeat order. If implemented correctly, it should easily generate a high ROI and should have the greatest impact on your bottom line.

+2.4x

Revenue per Customer

+80%

Repeat sales

+33%

Average Order Value

References:
"How to Increase Ecommerce Revenue: Getting the Balance Right Between Acquisition and Retention"
- March 2016

"The ROI from Marketing to Existing Online Customers"
- Adobe Analytics

Infographic by

inrelo

inrelo.com | info@inrelo.com | +1 855 761 7759
102 Pershing Drive Suite 410, San Francisco, CA 94109