

7 ways Web3 can enhance traditional loyalty programs



Challenges of traditional loyalty programs



1

Low engagement

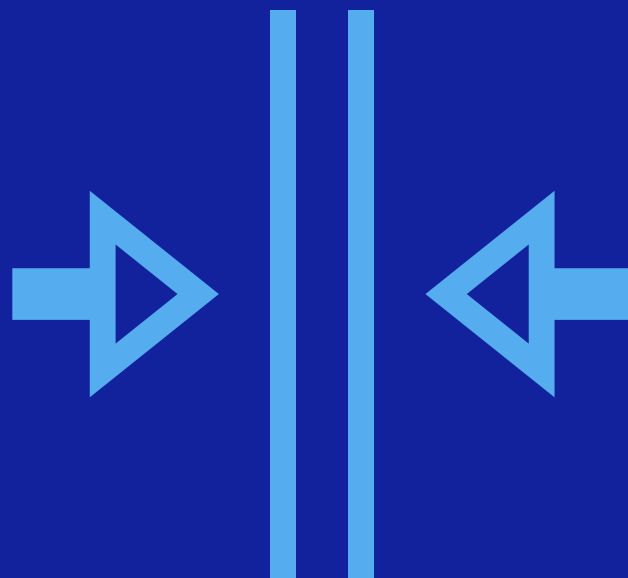
US consumer has on average
16.6 loyalty memberships, but
less than 50% are active.



2

Limited interoperability

Very complex for traditional loyalty programs to allow for companies to collaborate on loyalty initiatives.



3

Low rewards redemption

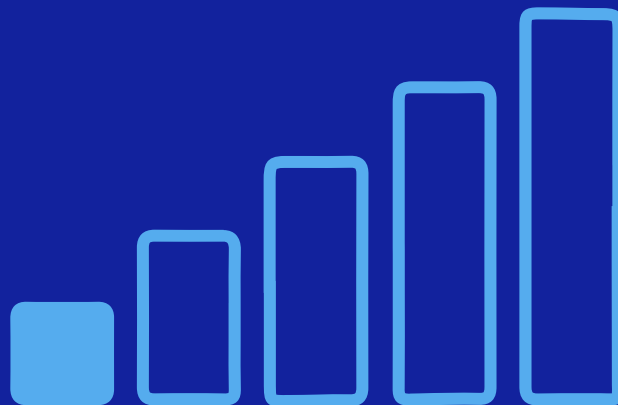
Billions of dollars worth of reward points go unredeemed each year.



4

Lower appeal to young customers

Traditional points-based loyalty programs don't resonate as strongly with younger Gen Z / Millennial customers.



5

**Limited control over
personal data**

**Traditional loyalty programs often
require lots of personal data to
join.**



7 ways Web3 can enhance traditional loyalty programs.



1

Ownership over data

Customers have full ownership and control over their data. Customers can reveal what information they desire – even if that’s sometimes only a wallet address.



2

Ownership over rewards

Customers have full ownership over their rewards with more flexibility on how they redeem or monetize their rewards.



3

Transparency and trust

Blockchain enables secure and transparent recording of how are rewards earned and how they are being used



Commercial break

Hit that follow button before it's
too late ...

+ Follow



**Thank you for the follow
and for putting a smile
back on this cat's face.**



OK let's continue ...



4

Interoperability

Interoperability between different loyalty programs enabling companies to scale x-brand partnerships.



5

Community driven incentives

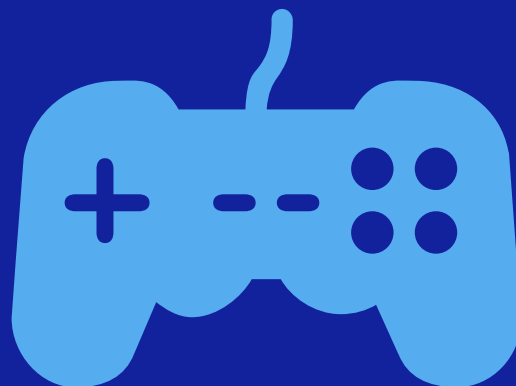
Customers can earn rewards by contributing to the community. Brands can create passionate communities leading to more authentic and meaningful relationships with their audience.



6

Gamification

Making earning rewards more fun and engaging for customers. This can include challenges, quests, and other game-like elements that encourage customers to stay active and earn more rewards.



7

New forms of rewards

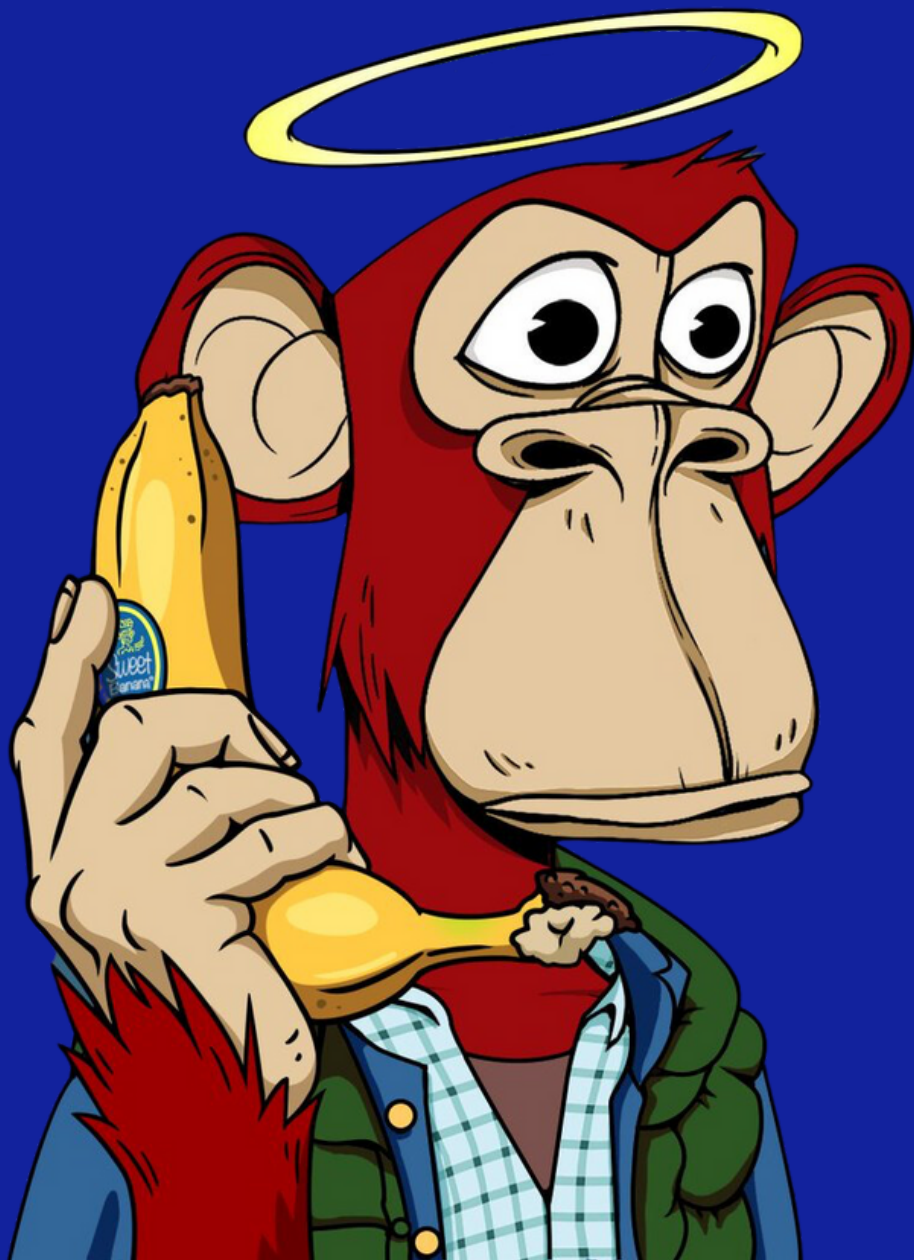
Ability to reward members not only with points but also digital collectibles or access to digital or other experiences created by the brand.



What else would you add?



Let me know if you
liked the post and ...



... get in touch
to begin your
brand's
Metaverse and
Web3 journey
today.