



STAMPIX
make moments matter



LOYALTY MINI GUIDE

Best practices to achieve emotional loyalty



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INTRODUCTION

In an increasingly busy market, customer retention and brand loyalty are essential to competing effectively. Naturally, these depend on an organisation's ability to satisfy customer needs and meet expectations in all its touchpoints.

The Net Promoter Score (NPS) has become a popular metric to measure levels of customer loyalty. Higher scores have been shown to positively influence business results. The NPS also has been adopted as a measure of Customer Experience (CX), as it is a key driver for loyalty. However, companies looking to increase loyalty via CX improvements require more insights from their customers' behaviour than NPS alone provides.

Brainstorms about customer loyalty typically centre around tactics to keep your customers loyal to you. In most cases, this leads to the creation of a points system, loyalty cards and – in the worst case – a 2023 calendar. Perhaps it's time we turned the question around: instead of searching for ways to enhance customer loyalty, let's start by considering how you can show your loyalty towards your customer. Why? it's simple: by showing your loyalty to customers when it matters to them, they will reward you with their loyalty.

This mini guide provides insights on the changing winds in loyalty marketing, a relevant case study and best practices for improving retention. We hope you enjoy it!

From: *How to make customers more loyal?*

to: *How can we be more loyal to our customers?*



Anton Mussche
Co-Founder

Simon Tavernier
Co-Founder & CEO

LOYALTY IS CHANGING

Why Loyalty?

Stats show that it costs 6 to 7 times more to attract new customers than it does to retain existing ones. Loyalty programs can positively impact the company's bottom line but are often considered cost drivers. This is reinforced by the typical transaction-based loyalty programs, where a customer is rewarded with discounts.

Loyalty programs are traditionally evaluated in two ways.

1. Does it have a positive impact on churn?
2. Does it increase the customer lifetime value (CLV)?

To most marketers it is however clear that successful loyalty initiatives also have the power to differentiate a brand and prevent commoditization of its offerings. Moreover, loyal customers can generate other, perhaps less direct, business value. For example:

- Customer Referrals;
- Social media exposure;
- Frequency of interaction (engagement);
- Insights to generate Business intelligence;
- Permission to share data;
- Ratings and reviews;
- Upselling and cross-selling.

The Era of Relevance

If your customer retention strategy relies on “buying” loyalty with rewards, rebates, or discounts, it is coming at a high cost. And these days, it could also mean that you're giving up something priceless: **your relevance**.

That's because the traditional “loyalty era” of marketing, as we've known it, is waning. It was built in part on the notion that consumers will keep buying the same things from you if you have the right incentives. Yet, according to recent consumer research from Kantar Retail, 71% of consumers now claim that **discount incentive programs don't make them loyal** at all. Instead, in this new era of digital-based competition and customer control, people are increasingly buying because of a brand's relevance to their needs at the moment.



“If your business offers discounts, another company can offer a better one. That's the problem with deal loyalty programs in an increasingly competitive market.”

— Jason Foo, CEO at BBD Perfect Storm

Trends in Loyalty

Reward beyond mere spending

The latest trends in loyalty programs show an increasing emphasis on experiences, with customer lifespan (=tenure) and engagement considered the desired loyalty behaviour, as opposed to spending. This could be caused by the increased competitive pressures resulting from digitalisation.

Several case studies are now emerging which demonstrate the benefits of rewarding many non-purchase brand interactions. An example of this is **Tarte Cosmetics**, which won an award at the 2019 Loyalty Magazine Awards for 'rewarding members for being engaged, not just for purchases' – and profitably so.

Entertainment and telecommunications provider Sky also introduced a reward program that recognises tenure. **Sky VIP** has four tiers of membership, with the highest tier recognising customers of longer than 15 years. Sky's Former Head of Customer Loyalty, Rob Chandler, says: "It's about us looking after them [customers], not demanding their loyalty. The tenure framework permits us to do that because it's all about how long we've been together."

UK retailers **Tesco and Sainsbury** have also updated their loyalty programs to reward long term use and deeper engagement, as opposed to levels of spending.

Deliver relevant rewards

The digital revolution of loyalty programs allows brands to collect valuable 1st and zero-party data around consumers; a must-have with the slow death of cookie collection and 3rd-party-data usage.

The main challenge for brands now is to put the data to use, offering consumers **personalised rewards** and mapping **key moments** for their different journeys and behaviour.

Customers today expect flexibility in terms of how rewards are accrued. For example, U.K. Network Operator **Giffgaff** rewards multiple forms of participation in the brand's community (referring new customers, providing customer support) with Payback points that can be redeemed for cash, mobile credit or a donation to charity.

Digital delivery of loyalty programs can be used to bring the business and the customer closer together, providing opportunities for more frequent and relevant brand interactions in the context of customers' lives. For example, digital mechanisms may enable companies to:

- Provide instant messages when customers check-in at specific locations;
- Utilise location-based information to personalise a service;
- Deliver 'deal of the day' offers in a non-intrusive way;
- Grow their social media communities.



"It's about us looking after them [customers], not demanding their loyalty. The tenure framework permits us to do that because it's all about how long we've been together."

– Rob Chandler, Former Head of Customer Loyalty at Sky



Curious about how a customer-led loyalty program ranks Sky in the number one position against the competition? Check out our Loyalty Expert Talks episode with Rob Chandler [here](#).

EMOTIONAL LOYALTY

According to AM Digital, **80% of the decisions we make on a day to day basis are based on emotion**. If your marketing is completely reliant on stats and data but has no emotional appeal, there's a strong chance you're not connecting with your target audience.

"If you're trying to build brand loyalty today, an emotional connection is no longer a nice-to-have, it's a need-to-have."

— René Vader

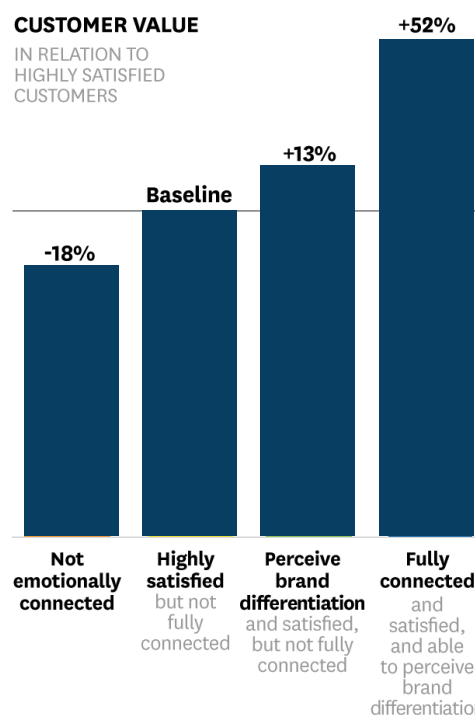
Evolved loyalty programs are designed to cultivate **emotional loyalty** by demonstrating a company's appreciation for their customer. To achieve emotional loyalty, a brand has to foster positive emotions such as joy, familiarity, and a sense of belonging. This can be achieved by a loyalty plan that rewards users for a wide variety of actions beyond purchases, such as spending time on your site, reviewing products or sharing related content across social networks.

The value of emotional connection

Harvard Business School dug deeper into the science behind customers emotions and how profitable it is indeed a consumer that has an emotional connection with a brand, in opposite to just being extremely satisfied.

Their research shows that in the pathway towards full emotional connection, consumers become more valuable each step of the way but there is a dramatic increase at the final step: fully emotionally connected, with **an increase of 52%** when compared to a highly satisfied customer, as shown in figure 2.

Even though this category constitutes only 22% of customers, they accounted for 37% of revenue and spent, on average, twice as much as highly satisfied customers. **This is your sign to build an emotional connection with those customers that are already happy with your brand and make them 52% more profitable.**



SOURCE: Harvard Business Review - The New Science of Customers Emotions

For some brands it's natural to create emotional connections, but a company doesn't have to be born with the DNA of Disney or Apple to succeed.

4 (more) reasons to invest in emotional loyalty

If you are still not convinced that an emotional connection between brand and consumer is paramount for true brand loyalty, we gathered a few more reliable statistics to support this trend:

1 HIGHER SPENDING

Emotionally connected customers are less likely to churn and 70% of emotionally engaged consumers say they **spend up to 2 times or more** on brands they are loyal to. In contrast, slightly less than half (49%) of consumers with low emotional engagement say the same. This data suggests that cultivating emotional connections with consumers could result in a significant increase in basket or transaction size.

2 INCREASE OF BRAND RECALL AND PURCHASE

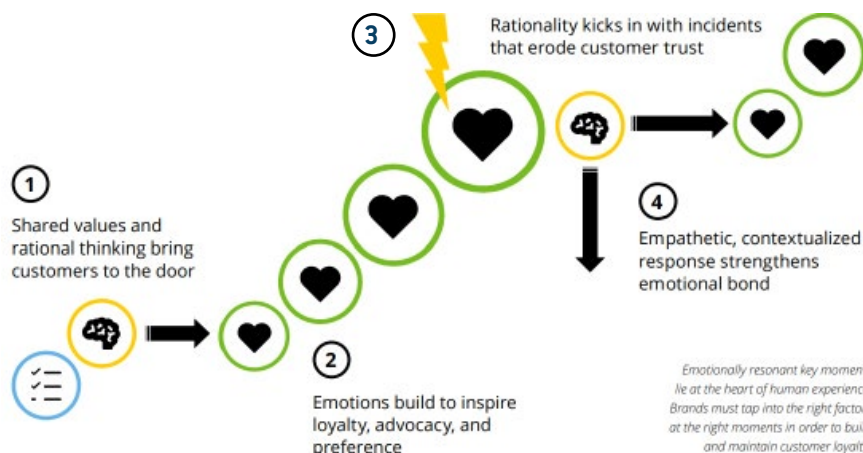
In our research, we found that 86% of consumers with high emotional engagement say they always think of the brands when they need something, and 82% always buy from the brand. This compares to 56% and 38% of consumers with low emotional engagement. By cultivating emotional connections with consumers, brands can reap the benefits, not only from greater wallet share of their loyal consumers, but also the positive word-of-mouth.

3 BRAND ADVOCACY

Consumers' willingness to promote a brand shows significant variance: 80% of emotionally engaged consumers say they promote brands they are loyal to among their family and friends, compared to 50% of the less engaged. Companies with strong emotional connections will find their most loyal consumers acting as their marketers and brand evangelists.

4 BRAND LOYALTY

Research by Deloitte found that "As with any relationship, the connection between a consumer and a brand evolves overtime is based on a mix of factors. Emotional responses, rational considerations, and shared values all come into play at some point in the evolution of that relationship. (...) Emotions inspire and frame the depth of brand loyalty as well as advocacy. As the duration of a consumer's relationship and exposure to a brand increases, emotional attachment takes over and rational needs become less pertinent."



SOURCE: Deloitte Digital - Exploring the value of emotion-driven engagement

STAMPIX LOYALTY LADDER

To help brands understand where they stand in terms of loyalty in a simplified way, Stampix developed the Stampix Loyalty Ladder. We've identified 4 Loyalty Profiles that can be mapped using the brand's Engagement rate & NPS. The ladder illustrates how brands can evolve from a functional, transactional relationship towards an emotional customer relationship by increasing their performance on these 2 key metrics.

The key metrics for loyalty programs are:

- **Customer retention rate:** This indicates how long customers stay with you. In a successful loyalty program, this number should increase over time as the number of members grows.
- **Negative churn:** If churn is the rate at which customers leave the company, then negative churn measures customers who do the opposite by upgrading or purchasing additional services.
- **Net Promoter Score:** This is a customer satisfaction metric that measures, on a scale of 1–10, the degree to which people would recommend your company to others.

- **Customer Effort Score:** It measures actual experience, specifically how much effort a customer has to make to solve a problem with a company.

Trust and transparency are the foundations of a loyal customer base, which is achieved by engaging a significant part of the customer database. A digital loyalty program with small perks and easy to redeem gifts is one way for a company to scale up their engagement. It helps to collect data about customers individually and to use these insights to foster deeper relationships.

This is why we believe **Customer Engagement (%)**, measured as the portion of the database that participates in the program, definitely belongs in the list of metrics. Together with NPS, these are the two dominant drivers for a successful loyalty program. Companies that demonstrate a willingness to engage with their customers at scale can expect these customers to be more inclined to continue building relationships with the brand.

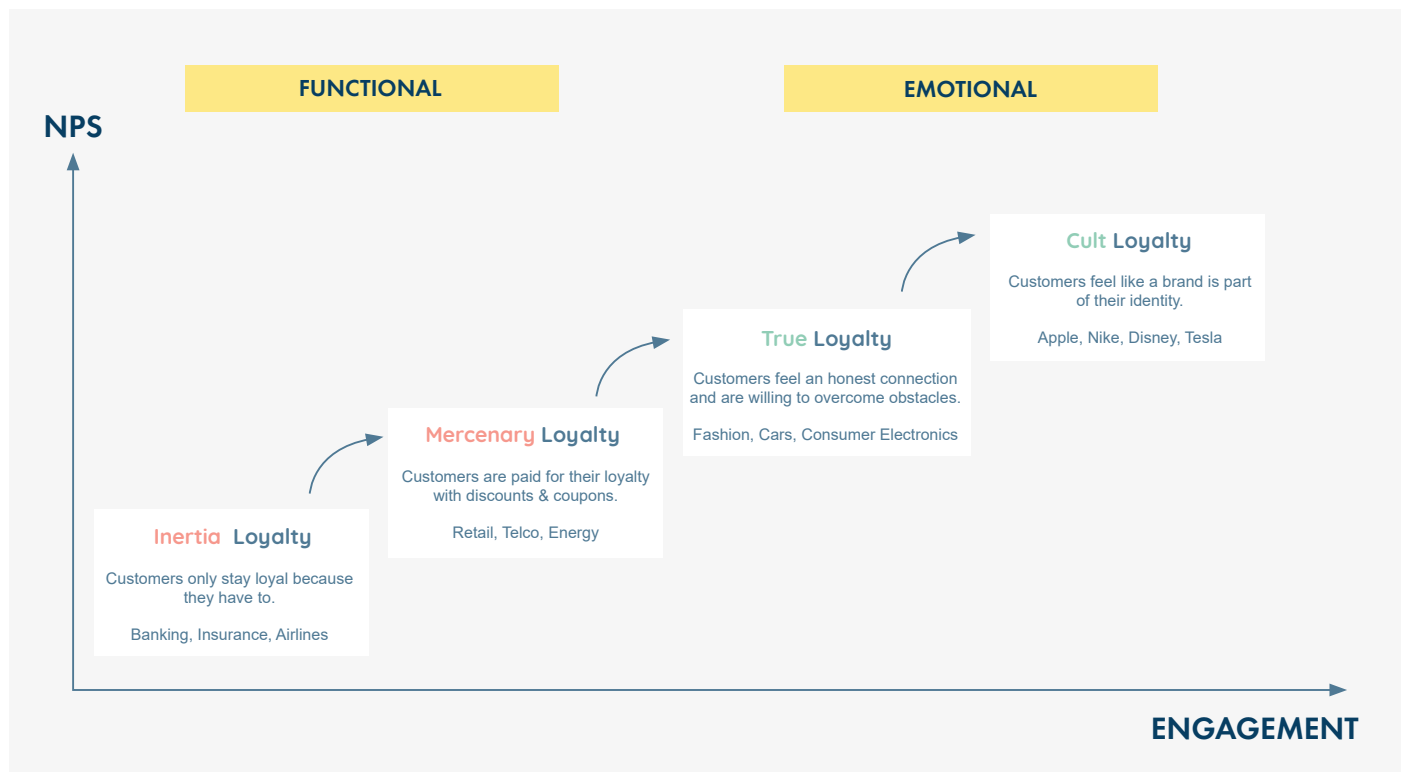


Figure 1: the Stampix Loyalty Ladder with 4 different loyalty profiles

The 4 company Loyalty Profiles are described below:

1. **Inertia Loyalty** occurs when customers do not have adequate options and only stay loyal because they have to. Typical market characteristics are high barriers to exit, low customer involvement and monopolistic markets. Examples: Banking, Insurance & Airlines.

Customer engagement rates are <10% or negligible due to the absence of a loyalty scheme, while NPS is typically below -50.

2. **Mercenary Loyalty** occurs when customers are paid for their loyalty with discounts, coupons etc. Typical market characteristics are high competition, cost-based churn and low barriers for switching. Examples: Retail, Telco & Energy.

Customer engagement rates are usually between 10-40% depending on the industry and the incentives of the loyalty plan. NPS will usually range between -50 and 0.

3. **True Loyalty** occurs when customers feel an honest, emotional connection to the brand and are willing to overcome obstacles to engage with a company. Typical market characteristics are high customer involvement and highly visible products. Examples: Fashion, Cars & Consumer Electronics.

Customer engagement rates usually are between 40-70% and NPS should be positive.

4. **Cult Loyalty** is the highest level of true loyalty. It occurs when customers feel like a brand is part of their identity. Market characteristics are similar to True loyalty, and classic examples are Apple & Tesla.

Customer engagement rates and NPS are statistically significantly higher than competitor benchmarks.

Leader on the Ladder



"I would say that T-Mobile Netherlands is moving from Mercenary Loyalty to True Loyalty with the actions that we've put into place in the last couple of years.

Having an Always-On Loyalty Program with seasonal surprise & delight campaigns during the year is one of the reasons why T-Mobile ranks ahead of the competition in the Loyalty Ladder."

- Boris Helleman, Former Head of Marketing at T-Mobile Netherlands



Curious to learn how T-Mobile's actions are moving them from functional to emotional loyalty? Watch our Loyalty Expert Talks episode with Boris Helleman [here](#).

CASE STUDY: TELCO

Engaging 1.3M customers in loyalty with personalised rewards

Telecom operator Orange Belgium offers a good example of a successful loyalty program in the Telco Industry. The Belgium-based mobile phone company operates in a highly competitive market, ranking 3rd in market share after Proximus and Telenet.

Back in 2016, a GFK-Study revealed alarming results with NPS scores far below zero and rising issues in terms of customer churn. At that moment, the management decided to turn the

tides and launch a state-of-the-art loyalty program: **Orange Thank You.**

Orange wanted to “**surprise and delight**” its customers. Working closely with their technology partner Evolving Systems and reward partners like Stampix, they were able to develop, deliver and support emotional experiences at scale. They designed a program based on the premise that “loyalty doesn’t expire every two years”. Telco customers are used to traditional points systems, but these were proving increasingly ineffective.



“We wanted something that would reward tenure...not only the amount spent but the number of years with us. Spend is not a reflection of loyalty yet most loyalty programs prioritize short-term spending. As a result of the innovative loyalty program, we now have a customer engagement rate of more than 50% - defined by customers redeeming in the last 12 months - far exceeding the industry average. So we are very happy.”

Alexandra Monet, Mobile Marketing Manager at Orange Belgium

Mechanism & Results

The program consists of 3 fundamental pillars:

- 1. Key moments:** customers can select 1 gift out of 3 offerings for their Birthday and Christmas. They also receive free mobile data based on how long they are a customer.
- 2. Engagement/Gamification:** customers can collect badges linked to their status (convergent customer, My Orange app user, cloud service user, abroad, Tribe forum community). Per three badges collected, the customer receives a gift.
- 3. Experiences:** Orange customers have access to exclusive experiences or emotional offers like their best moments printed for free through Stampix.

In a nutshell: the longer a customer is loyal, the better the advantages become.

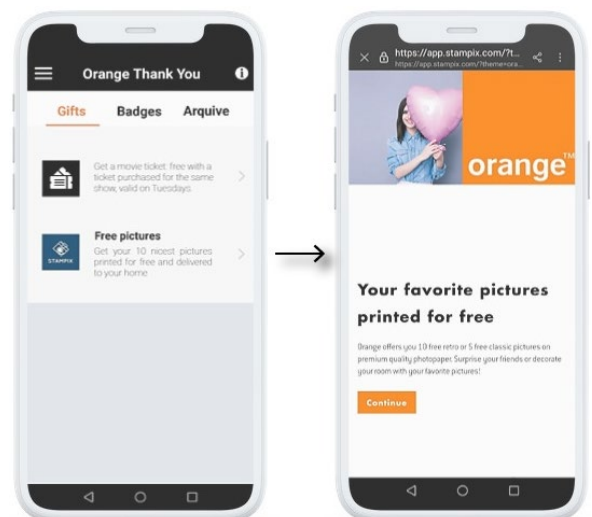


Figure 2: In the MyOrange App (left) customers can click on a gift, which opens a branded microservice (right) to redeem it.

The Orange Thank You program enabled Orange Belgium to distribute **2.3 million gifts** to its customers in 2018 alone. The multi-tiered program rewards customers via the celebration of key moments, gamification (badges linked to completing Orange “missions”) and access to experiences such as cinema advantages, discounts in museums, personalized photo products, etc. This has led to a significant increase in Orange Belgium’s Loyalty Net Promoter Score, +30 points in four years. Additionally, by integrating Orange Thank You in the MyOrange App, the program has hugely increased the penetration and usage of this mobile app.

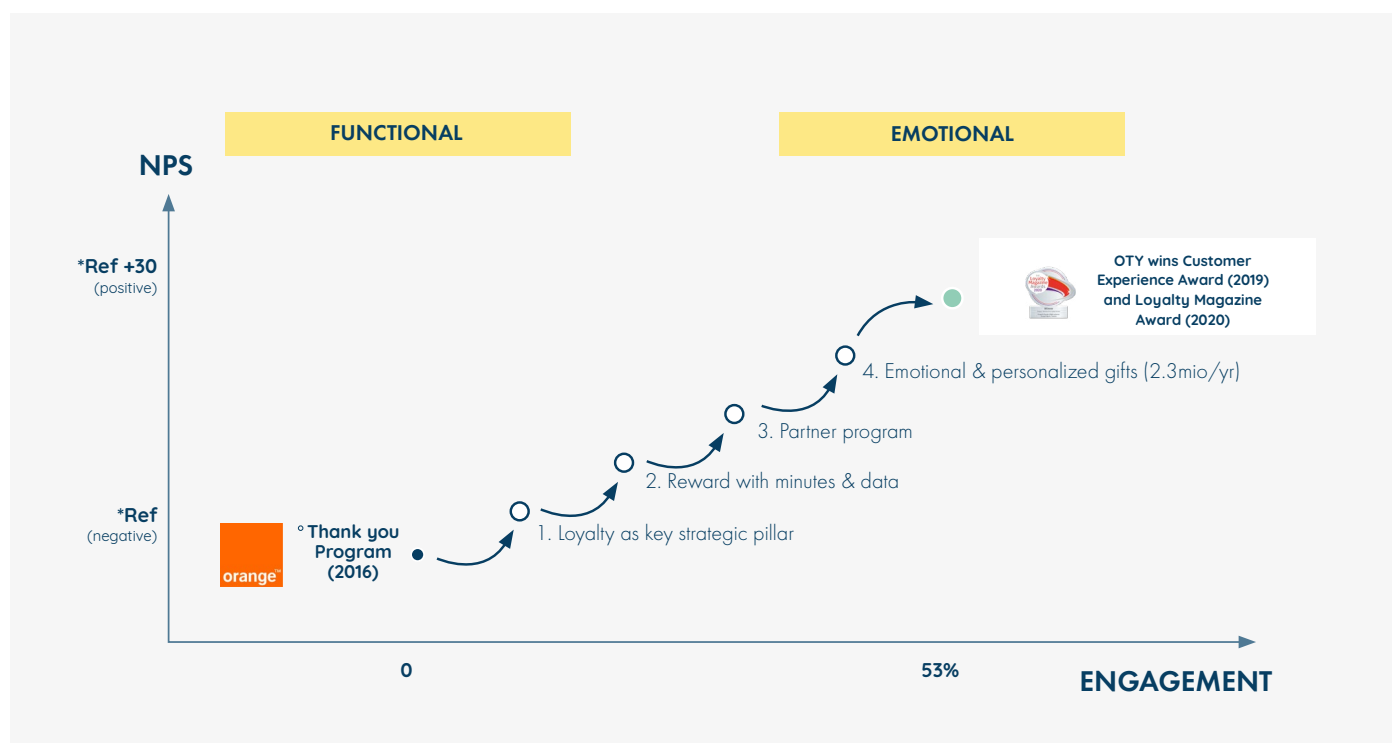


Figure 3: How Orange evolved to Emotional Loyalty by investing in personalized and branded rewards.

As shown in Figure 3 the implementation of the Orange Thank You program has had a large impact on both metrics of the Loyalty Ladder: their NPS increased by +30 points with an Engagement Rate exceeding 50%. The step-by-step improvements on both metrics have guided Orange from a **functional** customer relationship to an **emotional** one.

21st World Communication Awards

By winning the Customer Experience prize at the 21st Annual World Communication Awards, Orange Belgium and its technology provider Evolving Systems are recognized for the continued management, enhancement and expansion of the Thank You loyalty program.

For over two decades, the World Communication Awards have recognized innovation and excellence for global telecoms, and continue to be the most revered mark of achievement in the Telecom industry. In keeping with the increasingly fluid relationship between vendors and operators, the categories presented are changed every year to reflect the latest trends of 5G, AI, transformation, NFV and IoT as well as the traditional awards such as the global and wholesale operator.

The Loyalty Magazine Awards - Orange & Stampix

By partnering up with **Stampix**, Orange has won the Award for “Best Short Term Loyalty Initiative” on The Loyalty Magazine Awards in June 2020. As a fixed partner in the Orange Thank You program, Stampix delights thousands of Orange customers on a daily basis with personal photos - printed & shipped right to their doorstep.

Research with over 4.000 consumers showed that the average **lifespan of these branded photos exceeds 2 years** and that the perceived value of photo rewards is as high as 5-10€. Compared to the actual cost (which is volume-based) this implied an opportunity to reach a broad audience during their 2019 Christmas campaign. By expanding the offering beyond birthdays, a significant uplift in engagement, NPS and customer satisfaction was measured, with over **73% giving positive feedback to the brand**.

WHAT THE JUDGES SAID...

“This is an original idea and a successful application that used a short term loyalty initiative and embedded it in a long term loyalty programme.”



ENGAGE 1.3M CUSTOMERS IN LOYALTY WITH PERSONALIZED REWARDS



Case Study

loyalty as key differentiator
in a saturated market

CONTEXT

Our Client, a large **Telco provider and market challenger** in 8 European countries with 2.5mio customers was losing market share due to retention issues across far below 0. of its database with NPS-scores as low as -40.

SOLUTION

By implementing a loyalty **program with personalized rewards** our Client was able to :

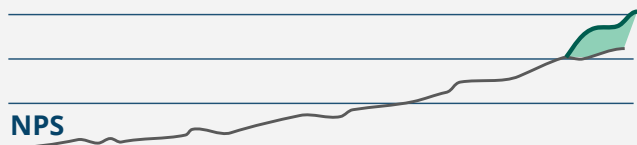
- Let 53% of customers participate in the program
- Reach engagement rates of 65%
- Implement a constant feedback loop via surveys
- Achieve a positive NPS-score, a unique position in the Telco market

Positive ROI

on Thank You
program

KEY DRIVERS

- 53% participation in program
- 28% higher retention
- NPS +30 points



“Our **gamified loyalty concept** results in engagement rates of >50% – far exceeding the industry average – and with an overall positive ROI.”



Alexandra Monet
Marketing Manager Mobile chez Orange

EMOTIONAL LOYALTY CHECKLIST

As this Mini-Guide for Loyalty illustrated, the greatest customer value is often now created by small, manageable quick wins. Find below a step-by-step checklist you can use for your own brand:

STEP	WHAT	HOW	ORANGE BENCHMARK
1. Baseline	Map your current Loyalty Profile and situate your brand position on the Loyalty Ladder	Measure your actual NPS & Engagement rate and compare with competitors. Validate your loyalty profile via surveys & research.	Mercenary Loyalty (2016) with NPS far below 0
2. Strategy	A fundamental belief in loyalty is needed within the organisation, with a clear ambition to put the customer first. Define clear KPI's for NPS & Engagement.	Demonstrate a positive ROI to the higher management through a detailed business case and relevant case-studies.	Launch of Orange Thank You program
3. Technology	To deliver an unmatched customer experience (CX) you need to gather data in entirely new digital environments.	Find reliable technology partner(s) to provide real-time digital engagement solutions that match the customer journey and gather data. Obtain the flexibility to perform experiments with your in-house Loyalty team.	Partnership with Evolving Systems
4. Define a Framework for Tenure	Little customer passion exists for transactions. Instead reward customers on their history, status or engagement towards your brand.	Identify the key loyalty moments for your industry. Work out a reward strategy that incentivizes customers to tell you what they care about (start a conversation + collect insights).	Multi-tiered program which rewards customers on key moments, gamification and experiences
5. Scale Up Redemption	Make the majority of your customers feel special by solving broader customer problems, and offering surprising gifts.	Collaborate with other complementary brands to find an affordable approach to engage the mid-tail and longer-tail customer. Push rewards to consumers via proven mobile optimized channels.	Partnerships with over 40 partners. Over 2.3mio rewards delivered per year.
7. Personalized & Emotional Rewards	Offer gifts that "surprise & delight" customers and which evoke emotions.	Test & iterate with rewards. Select partners that offer: - emotional gifts with a high perceived value - that are easy to claim - helps build you brand or collect data	Most popular gifts include Cinema tickets, Personalized Photo Products* & Flowers
8. Foster Emotional Loyalty	Continue your long-term investment in customer loyalty and try to capture additional business value (likes, reviews, data)	Measure NPS and Engagement rate, and demonstrate a higher retention within segment of engaged users. Calculate your business case.	NPS +30 points Engagement rate +50% ROI = positive

*Orange Thank You has integrated the Stampix platform to deliver thousands of personalised photos and collect valuable data

KEY RECOMMENDATIONS

1. Customer Experience

The Customer experience (CX) has become a game-changer in highly competitive markets, and leaders must demonstrate commitment to delivering an unmatched customer experience. The struggle for many established brands is how to achieve this technologically. Cloud-based technology can solve this problem, and agile microservices exist that can be integrated into your system within a matter of hours – with hardly any dependency on the IT department & legacy systems.

2. Engage all Customers

A second challenge is how to activate more customers in the loyalty program. Engaging only 20% of the customer base is not enough - to generate impact, brands should strive for engagement rates higher than 50%. Most loyalty programs target highly-frequent customers, as they are the most profitable (such as business travellers), but they represent only a fraction of the customer base.

Although the mid-tail has less frequency, many of them do spend heavily in your category. Even some long-tail customers are big spenders, but in this segment there is little data available, hence no insights to draw on. As a result, mid-to-long tail customers have not been prioritized by traditional loyalty programs. Most of these people can, however, be activated in the loyalty program, just not with the current marketing mix. To influence customer behaviour across the market we recommend to:

- offer rewards in every spending category
- target the mid-tail & long-tail customers
- work with complementary partners
- capture insightful data

"Frequent customers generate 40-50% of your profits, the other 50% is largely due to the mid-tail and long-tail customers. By not engaging with the other half, businesses are missing a great opportunity."

-Charles Ehredt, CEO of Currency Alliance



3. Put your data to use

It's no secret to marketers that loyalty programs are a great way to collect consumers data. But let's not forget that consumers that are willingly sharing information expect a high level of personalisation in return and this is where your brand needs to stand out from the competition.

According to OptiMonk, up to **75% of customers get frustrated when online content is irrelevant to their needs**, and many won't waste time opening future communication after a brand fails at personalising.

4. Emotional Loyalty

The third challenge for brands is an affordable way to achieve emotional loyalty. This is what 'surprise & delight' initiatives are founded on. However, programs built entirely on 'surprise & delight' can turn out to be expensive to operate beyond your most frequent customers. To make the majority of your customer base feel special and participate, a more affordable approach is needed. Fortunately, a lot of great emotional loyalty can be created at an acceptable cost. By scaling up your participation towards the mid-tail and long-tail customer, bulk pricing and 'pay per consumption' can be negotiated with partners, significantly reducing the cost per reward.







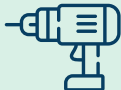





























5. Relevant and Personalised Rewards

Last but not least, "choose your own reward" initiatives are gaining momentum in the industry. **Vodafone's VeryMe app** encourages users to shop from a wide range of rewards and effectively nurture their loyalty.

Co-creating rewards with customers is another way of boosting engagement. Your points/miles have an estimated cost of redemption, so it makes sense to let the customer use that economic value to redeem for something they would like. It will cost you no more than other products or services aggregated in your catalogue.

6. Loyalty Moments

The greatest challenge you will face in enhancing retention is to activate customers in your loyalty program at all. This can be achieved with rewards that surprise them, are useful and motivate them to return. Companies need to think about loyalty moments, i.e. the point in the customer journey that a reward should be offered to maximize redemption. Research across several industries shows that personal attention on one's birthday is a very relevant touchpoint, particularly if women are your target audience. When broken down by age, it turns out that millennials (aged 18-34 years) are also more susceptible to small perks and unexpected attentions that can be instantly redeemed online.

 CARS	 BANKING	 INSURANCE	 TELECOM	 ENERGY	 FASHION	 RETAIL DIY	 RETAIL HOME	 SUPERMARKETS
 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY	 MY BIRTHDAY
 WELCOME ME AS A CLIENT	 NEW YEAR / CHRISTMAS	 WELCOME ME AS A CLIENT	 BIRTHDAY RELATIONSHIP	 BIRTHDAY RELATIONSHIP	 NEW YEAR / CHRISTMAS	 EVENT OF A BRAND	 NEW YEAR / CHRISTMAS	 NEW YEAR / CHRISTMAS
 EVENT OF A BRAND	 STATE OF AFFAIRS UPDATE	 STATE OF AFFAIRS UPDATE	 STATE OF AFFAIRS UPDATE	 STATE OF AFFAIRS UPDATE	 WELCOME ME AS A CLIENT	 NEW YEAR / CHRISTMAS	 WELCOME ME AS A CLIENT	 GET INFORMATION FIRST

About Stampix

Stampix is a personalised photo reward solution that helps brands in Telco, Insurance, Energy & FMCG **engage & retain** customers, while driving **long term brand building** unlike any other reward in the market.

We bring our clients to the frontier of customer engagement, offering their audience **a reward they will truly remember**: their best moments printed for free and delivered to their doorstep, **with your brand's tailor-made message on the reverse**.

You offer the gift to your audience via your preferred channel of communication and we make it happen: from setting up and hosting the Microsite, to data collection, printing, shipment & customer care.



We provide your brand with a scalable reward solution that is relevant to all customers in your database and drives an emotional connection that goes beyond the lifespan of a digital campaign.

What is in it for your brand?



Reduce customer churn



Increase brand equity and NPS



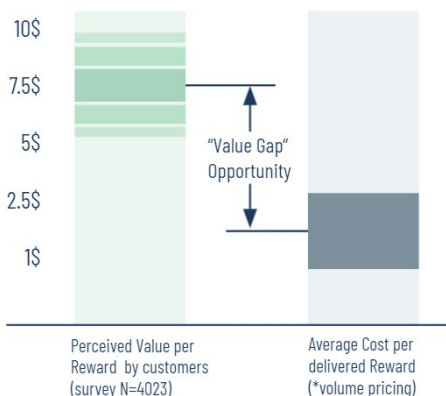
Collect genuine data & opt-ins



Create meaningful connections



Extend campaign impact into the real world



Perceived value vs. cost

Stampix' branded photo products are a great fit for loyalty programs or engagement campaigns thanks to their high perceived value vs. actual cost. Most emotional gifts are non-branded or too expensive to offer to your long and mid-tail customers. Thanks to an optimized workflow for mass mailing and the flexibility of a Whitelabel solution, we can offer our service at a lower cost for higher volumes.

Consumer prices for similar products typically range up to 10\$ incl. shipment, which was recently confirmed by a survey among +4.000 people who received Stampix photo prints.

Curious about our products? Request your free samples on business.stampix.com/sample.

Resources

- [Delloite Digital - Exploring the value of emotion-driven engagement - The dynamics of customer loyalty \(2019\)](#)
- [AM Digital - How to Use Emotional Marketing to Drive Website Conversions](#)
- [Currency Alliance Loyalty Strategy 2020](#)
- [Evolving Systems & Orange Belgium win WCA 2019](#)
- [How Santander's using first-party data to increase loyalty](#)
- [Bain & Company - Closing the Delivery Gap](#)
- [2017 Gartner Customer Experience in Marketing Survey](#)
- [2018 Digital Strategies and Best Practice in Loyalty Programs \(Mobile Market Development\)](#)
- [The Key To Loyalty, Cap Gemini Digital Transformation Institute Survey, 2017](#)
- [BPost Pulse study, The importance and impact of relational marketing for Belgian advertisers & consumers \(2019\)](#)
- [Brierley & Company - Plug Into The Emotional Power Of Loyalty To Supercharge Brand Energy](#)
- [2019 Salesforce - Best Examples of Customer Loyalty and Retention Marketing](#)
- [2018 Harvard Business Review - Marketers Need to Stop Focusing on Loyalty and Start Thinking About Relevance](#)



Have a look at
[BUSINESS.STAMPIX.COM](https://business.stampix.com)
for more information

