

Loyalty Programs

Bandwagon or an opportunity to offer time well-spent?

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Before we start...



#1

Smoke Free
Product in the
world



IQOS

TOGETHER. FORWARD.

IQOS CLUB is the largest IQOS engagement platform

The image displays the IQOS CLUB engagement platform on both a laptop and a smartphone. The laptop screen shows the website's main page for a challenge titled "Νέος διαγωνισμός με την ξεχωριστή γεύση του IQOS CLUB". It features a progress bar with a score of 1405 and a deadline of 27/01/2024. The smartphone screen shows a challenge card with a "Quiz" button and a "Kάνε το Quiz" button.

IQOS CLUB

Η γεύση είναι το θέμα Σωλήνες πόντους Εξοργισμοί πόντους Τα νέα του IQOS CLUB Βαθμίδες & προνόμια Together X

*** PLATINUM 1952 πόντους εξοργισμοί

Νέος διαγωνισμός με την ξεχωριστή γεύση του IQOS CLUB

Αυτό το προϊόν καπνού βλάπτει λιγότερο τους πνεύμονες και είναι εθιστικό.

1405

Μέχρι τα 1.500 Μέχρι τα 3.000 Μέχρι τα 10.000

Ήρθε η στιγμή να ανακαλύψεις το δικό σου τρόπο απόλαυσης καπνού. Θέλουμε να μάθουμε την πραγματική σου ανάγκη γύρω από την απόλαυση με τα TEREΑ. Μέχρι και τον Απρίλιο, θα έχεις την ευκαιρία να ανακαλύπτεις το διασκεδαστικό και παράλληλα εκπαιδευτικό περιεχόμενο, που θα δημιουργούμε μαζί με στόχο να κατακτήσεις αυτό που σημαίνει για εσένα απόλαυση.

Πάρε μέρος στο challenge αυτής της εβδομάδας

Σε εξέλιξη Ολοκληρωμένα

+ 500 ☆ Already a pro

+ 150 ☆ Quiz

Έως: 27/01/2024

Ποια γεύση TEREΑ προτιμάς;

Κάνε το Quiz

Why companies invest in Loyalty Programs?



84%

of consumers are more likely to **stick with a brand** that offers a loyalty program



95%

of companies reported that **loyalty members spend** than **non-members** annually



80%

of companies that measure the ROI of their loyalty programs, reported a **positive ROI**

Strengthen retention | Drive sales | Stand out

In fact, we see some of these benefits at IQOS too!



-62%

Club members are less likely to churn vs non-club members



+ 10 points

Club members have higher NPS than non-club members

Why do customers join a Loyalty Program?



60%

of customers in loyalty say they have **better experiences with brands** due to various **engaging activities** offered



7 out of 10

of consumers **expect discounts** in return to joining loyalty program



1 in 3

consumers found exclusive or early access to products valuable.

Closer connection | Discounts | Exclusive benefits

Consumers are after 2 main resources:

Rewards

VS.

Exclusive Experiences



1. Cashback

Simple Point
Loyalty Scheme



2. Hybrid

Cashback & Experiential
Rewards



3. Experiential

Members Benefits &
Experiential Rewards

BRAND LOVE

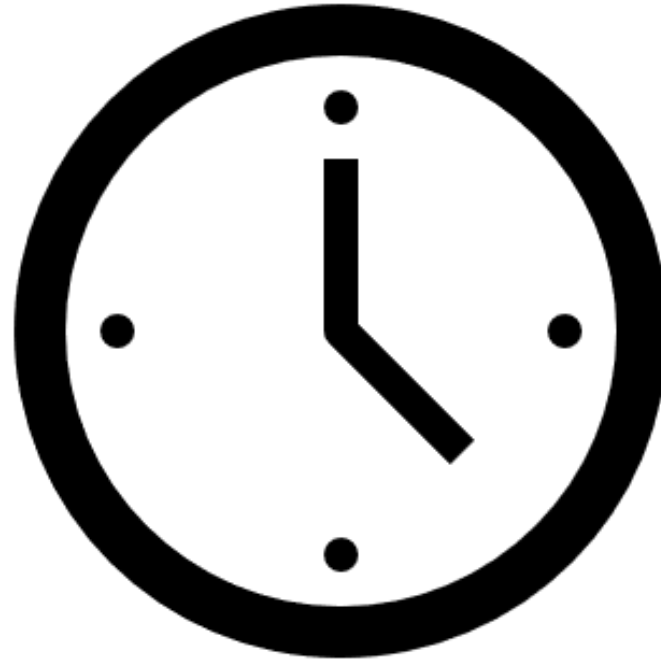
NO OF ACTIVE MEMBERS

Zooming out: what is the scarcest resource in the world?



Brands strive to offer experiences that

Create time well
saved



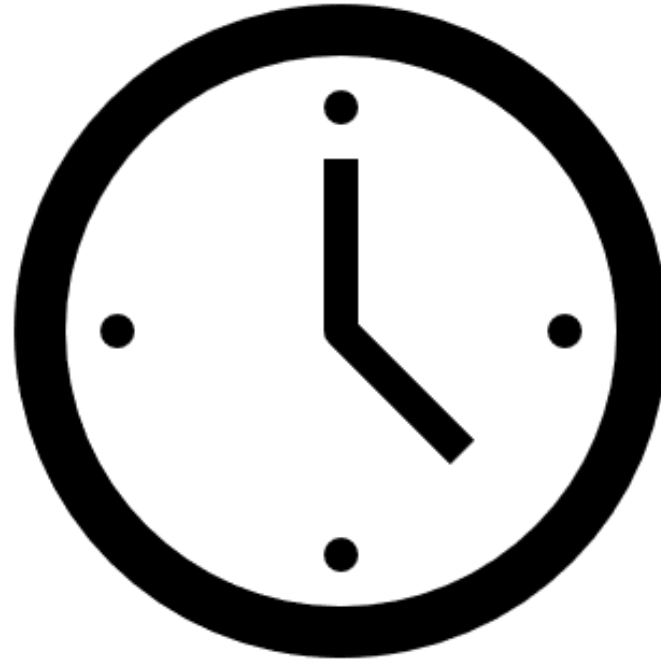
Create time well spent

Brands strive to offer experiences that

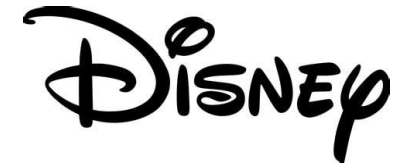
Create time well



Lemonade



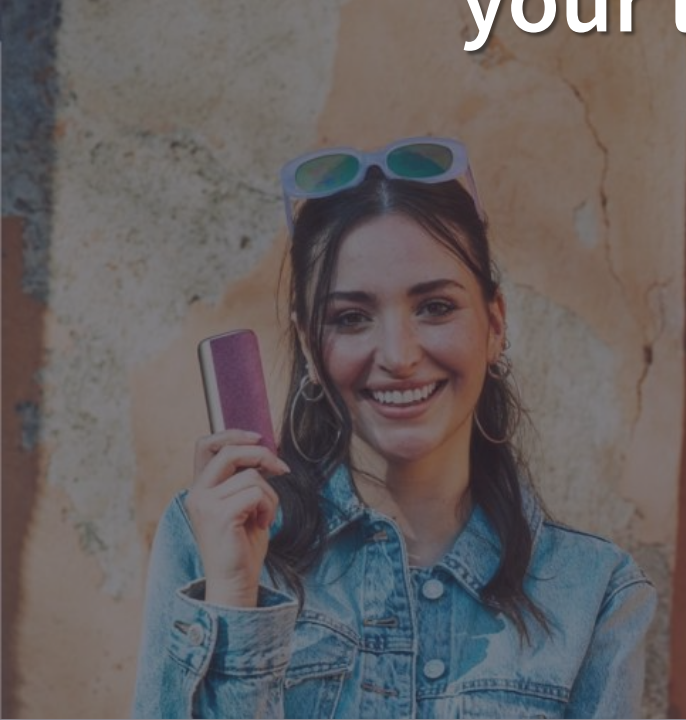
Create time well
spent



NETFLIX



So how do you create time well-spent for your loyalty members in a hyper fast and fragmented world?

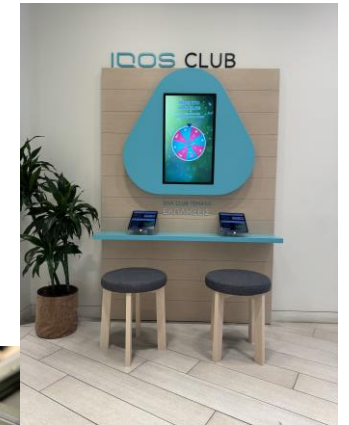
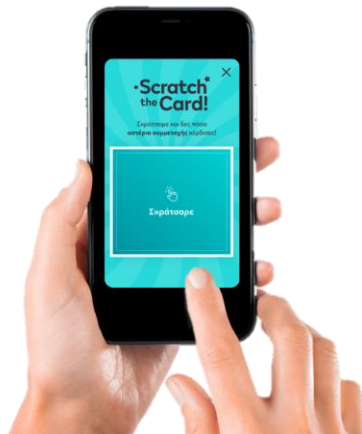


For IQOS, it's all about blending digital with physical XPs

Mission hunt online and offline

Unique online experiences

Exclusive engagement in physical channels



And it does help to build emotional connection with our consumers! In 2024, we achieved...

Over 25%

Engaged users every month
on IQOS CLUB

+ 20 points

Brand NPS of IQOS Stores
that featured IQOS CLUB
exclusive engagements

+70%

In unique user participation
in emotional activities vs.
2023

Key takeaways

1. **No silver bullet when it comes to resources – need to strike the right balance between reward and exclusive XPs**
2. **Saving time for the consumer, albeit necessary, needs to be coupled with creating opportunities for offering time well-spent**
3. **A blend of digital & physical XPs can be an answer to the time-well spent enigma and can help create emotional connection with customers**

Thanks very much!