



9 Reasons Why Your Business Needs to Invest in Customer Loyalty

A 5% increase in customer retention can boost profits by **25% - 95%**.



Loyal customers are worth up to **10** times as much as their first purchase.



Millennials are more brand-loyal than any other age group.

The cost of bringing a new customer up to the same level of profitability as an old one is up to **1,600%** higher.



People who use **facebook & Instagram** 5+ times a day are **125%** more likely to be brand loyalists than people who use social media less often.

The top 2 factors for creating brand-loyalty are:

-  **Likability** (86%)
-  **Trust** (83%)



Customers spend **3% - 20%** more on items from businesses that engage with them through Twitter, and are **30%** more likely to recommend the brand to others.

Existing customers are **50%** more likely to try new products, and spend **31%** more than new customers.



41% of consumers say they purchase more from retailers that send them personalized emails based on past behavior.



Learn how SpotOn can accelerate your revenue with a digital loyalty program: bit.ly/SpotOnLoyalty