

#InsightsByXPDEL

Winning Hearts While Boosting Profits

Strategies to Attract & Retain Customers



Why Their Loyalty to Your Brand Matters?

Loyal customers are your brand's best advocates. Here's why turning casual buyers into loyal ones matters.

81%

base their purchasing decisions on the trust they have in a brand.

56%

remain loyal to their trusted brand, even when cheaper alternatives exist.

50%

of loyal customers actively advocate for their preferred brands.

65%

of a brand's purchases are made by returning customers.

52%

of customers are willing to make extra efforts to buy from a brand they are loyal to.

43%

are willing to spend more on a brand to which they are loyal.

How Loyalty Programs Play A Key Role

Did you know 87.5% of businesses plan to engage with customers non-transactionally within 3 years? That's why loyalty programs are now essential for attracting and retaining customers.



84%

of buyers are more likely to stay loyal to brands with rewards programs.



60%

of customers report better brand experience, building connections beyond transactions.



15-25%

annual revenue boost comes from top-performing rewards programs.

Loyalty Program Trends Across Generations

Here's a quick look at the loyalty program preferences across generations: Gen-X emerges as the most loyal demographic followed by Gen-Z and Millennials.

85%

of Gen-X consumers stick with brands because of their loyalty programs.

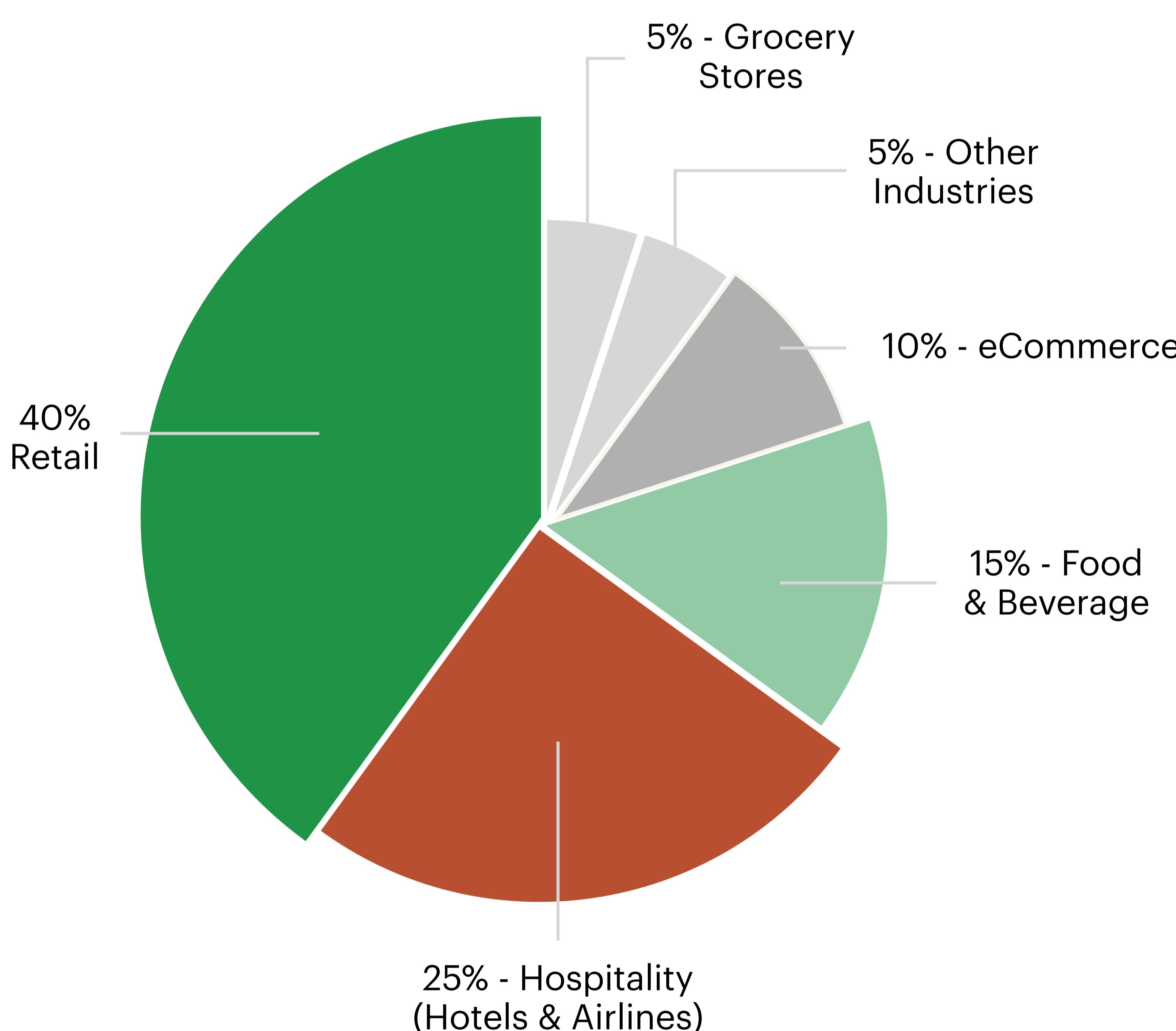
80%

of Gen-Z shoppers shop more often when loyalty programs are available.

70%

of Millennials are drawn to loyalty program rewards during the holiday season.

Industry Leaders In Loyalty Programs: A Breakdown By Sector



Strategies To Attract Customers

Emphasize your brand's unique qualities, like quality, affordability, design, or sustainability.

<p>Fast Delivery</p> <p>Offer same-day or next-day shipping to meet customer expectations.</p>	<p>Free Shipping</p> <p>Attract buyers by providing free delivery on all orders or above a set amount.</p>	<p>Quick Checkout</p> <p>Simplify and speed up the online or in-store checkout process for a seamless experience.</p>	<p>Exclusive Discounts</p> <p>Provide special offers and loyalty rewards to keep customers coming back.</p>	<p>Personalized Experience</p> <p>Tailor product recommendations and promotions based on customer preferences.</p>
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How XPDEL can Help?

The customer journey doesn't end at purchase. Timely deliveries and well-packaged orders are just as critical as loyalty programs in shaping the customer experience, making or breaking their satisfaction. That's where XPDEL, a global 3PL, comes to your rescue—ensuring fast, reliable delivery and meticulous packaging that leave a lasting positive impression on your brand.



LET'S CONNECT AND GROW YOUR BUSINESS