



Incentives: Why now?

Customer loyalty was the primary focus of 2021 as companies worked to hold on to loyal customers amidst shortages. Forrester reported that spending on loyalty and retention marketing would increase by 30% as CMOS asserted control over the full customer lifecycle.

30%
loyalty increase

In 2022, suppliers were challenged to differentiate, to gain and sustain partner mindshare, by targeting the best partner experience. There was a clear opportunity for a shift in supplier and partner relationships – putting the customer at the center – leading to an ecosystem aligned around the customer’s success. Many B2B suppliers still haven’t realized the critical role partners play in customer success.

>75%
revenue from existing costumers

Forrester’s B2B Benchmark Metrics Data indicates that revenue from existing customers represents **more than 75% of the total annual revenue stream.**

Companies with strong loyalty programs grow revenues **2.5 times faster** than their competitors and generate **100-400% higher returns to shareholders**

2.5x
faster than their competitors

77%
more likely to choose that brand

Members of top loyalty programs are **77% more likely to choose** that brand over the competition

Integrating a loyalty program with your e-commerce platform can **increase average order quantity by 319%**

319%
increase average order quantity

“The time is now to commit to a higher-performing incentive program so that you have an edge on the competition if the recession strikes. Investing now will ensure stability later.”

- Nichole Gunn, CMO