

# PDI Loyalty Tiers Implementation

Elevate your loyalty program with tiers that drive engagement

In a highly dynamic industry with aggressive competition, long-term loyalty requires more than the traditional earn-and-burn programs. You need to motivate your already loyal customers to actively pursue deeper investment in your brand. With loyalty tiers, shoppers easily spot opportunities to seize greater rewards while spending more in your stores.



Appeal to the shopper's competitive side and drive deeper loyalty

Effective loyalty programs don't just make it easier to retain customers, they continually drive increasing shopper engagement, and they assure customers that their loyalty investments will be rewarded.

77%

of consumers are more likely to continue using brands with loyalty programs\*

70%

of consumers are more likely to recommend brands with loyalty programs\*

63%

of consumers are more likely to modify their spend to maximize loyalty benefits\*

*\*Source: 2018 Bond Brand Loyalty Report*

Reward customers with prestige loyalty status as they spend more on fuel.





In a year, a tier program drove a 10–12% increase in same store sales.\*

*\*Based on a case study from Fuel Rewards.*

## Fostering a relationship with your customers

Adding tiers to your loyalty program keeps customers motivated to reach the next level while you build a relationship with repeat customers. Investing in this relationship is easy with the PDI Loyalty Tiers Implementation program, where customers enjoy rewards, services, or benefits based on their rank or status.

## Customize your offers and rewards

Reward loyal customers with exclusive offers and higher value as they rank up their loyalty membership. Redefine your loyalty market offering by implementing a tiers strategy.



Loyalty Tiered System



Customizable Offers by Tier

To learn more about the PDI Loyalty Tiers Implementation program, contact us today.



Contact Us Today