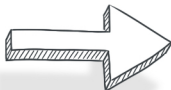
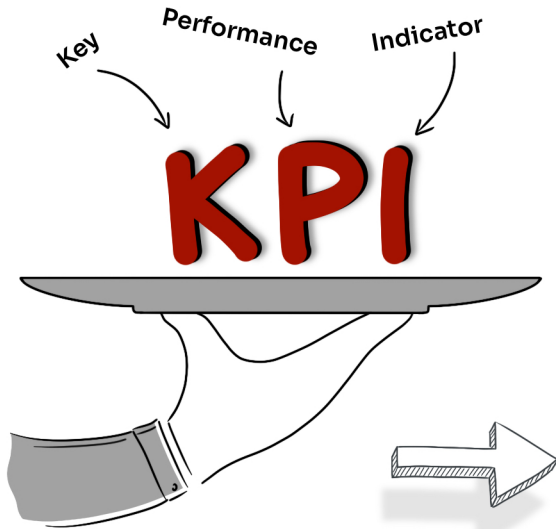


# Six KPIs that will tell you how good your loyalty programme is.

Six performance indicators helpful in programme assessment that will move you out from “vanity metrics”.

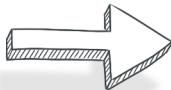




# 1. Member's penetration

**% of members out of all customers**

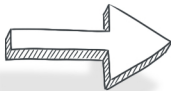
Instead of the “number of members”, this metric will tell you the real strength of your programme by putting it in a certain context.



## 2. Communication

**% of member base digitally communicable**

Communication is the foundation of every programme. Having direct access to your members gives you a substantial competitive advantage.

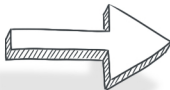


# 3. Interactions

## (interaction + purchases)

% of active members  
(interactions and purchases)

Interactions are new transactions.  
Most customer journeys start  
online so recognising the starting  
point is the base for successful  
conversion.

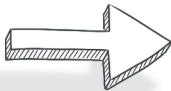


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## 4. Activation (purchases)

**% of active members  
(purchases only)**

All roads lead to transactions.  
It's the ultimate goal for your  
programme — convert  
members to shoppers.

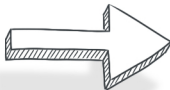


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# 5. Member share of sales

% of members' transactions

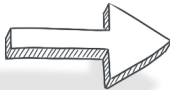
It shows the percentage of our turnover you can assign to individual people you know.



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## 6. Return on Investment (ROI)

Thanks to this simple metric, you can compare your programme performance with other marketing investments and every single investment in your organisation.





Write in the comment...

**What is your favourite  
loyalty programme metric?**



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