



2025

Data Report.

500+ loyalty programs
benchmark



Introduction.

Today, the real difference between two brands is no longer determined before the purchase, but after. It is in the post-purchase experience, when the relationship truly begins, that loyalty, recommendations and sustainable growth are built.

The brands that perform well are those that transform their customers into active participants in their journey. Those that value opinions, encourage sharing, reward interaction, and make every gesture a sign of commitment.

This benchmark has been designed to give you concrete benchmarks on the performance of loyalty programs, based on actual figures from over 500 eCommerce brands.

Whether you are looking to evaluate your current strategy or imagine what you could achieve tomorrow, this data will help you position your brand, understand market dynamics and identify your levers for growth.

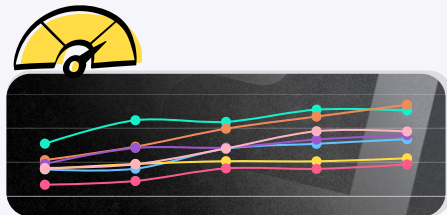


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Methodology.

The data presented in this benchmark comes from a panel of brands that are customers of the Loyoly platform, representing various eCommerce sectors.

The analysis is based on the observation of actual performance recorded during the reference periods, depending on the nature of the indicators studied.

Operational indicators (such as program activation rate, points and rewards usage rate, and referral indicators) were calculated over the last 30 days. This period reflects recent member activation and interaction dynamics.

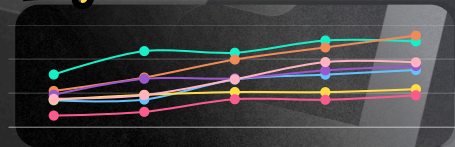
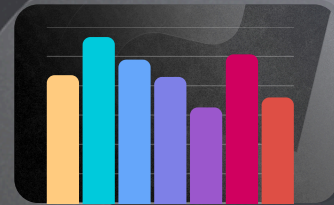
Long-term customer performance indicators (including lifetime value (LTV), average order value (AOV), average number of orders and engagement rate) were measured over a 90-day period to ensure a more stable reading of the behaviours and profitability associated with loyalty.

The results are expressed as sector averages, calculated from homogeneous customer cohorts within each sector. No weighting by company size or sales volume was applied.

All analyses aim to provide a comparative and objective reading of average performance, enabling brands to benchmark their own results against market standards.

9 KPI

to measure the impact
of a loyalty program.



1. Activation rate

The activation rate measures the proportion of orders that include a reward earned through the program.

$$= \frac{\text{Orders with reward used}}{\text{Total order volume}} \times 100$$

This is the benchmark indicator for assessing your customers' actual adoption of the loyalty program. A good rate reflects a clear perception of the programme's value: your members understand the benefits, use them and naturally integrate them into their post-purchase journey.



Key insights to remember

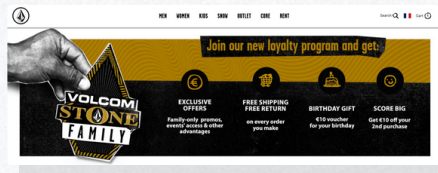
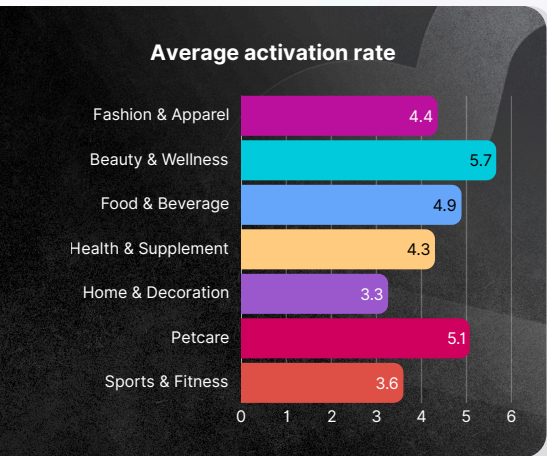
Sectors with high purchase frequency (food, beauty, health, etc.) have the highest activation rates, as their customers find it easier to find opportunities to use their rewards.

In sectors with longer purchasing cycles, such as home goods, the challenge is different: it is a matter of keeping the program in the customer's mind between purchases and making them want to activate it as soon as the opportunity arises.



The leverages to activate

- **Build a varied range of rewards**, tailored to different customer profiles (vouchers, exclusive access, charitable donations, etc.).
- **Simplify access to the first tiers** to quickly trigger initial activation and create a reflex to use the program.
- **Make the program omnipresent** in your ecosystem: home page, customer account, post-purchase email, social media, checkout.



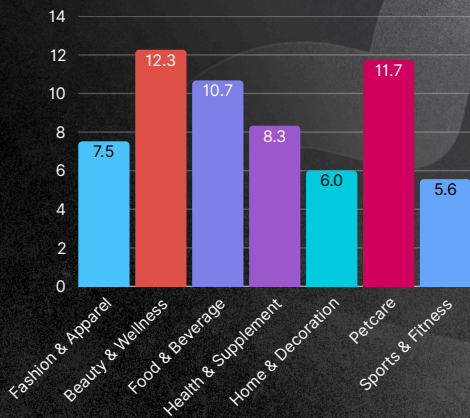
2. Points usage rate

The points usage rate measures the proportion of credited points that are actually spent by your customers.


$$= \frac{\text{Points used}}{\text{Points earned}} \times 100$$

This is a key indicator of your program's liquidity and the perceived value of your rewards. A good rate reflects a smooth journey and benefits that are attractive enough to encourage your members to take action. It is a true barometer of the effectiveness of your engagement mechanism.

Average points usage rate



Key insights to remember

When points accumulate without being used, the program loses momentum and its perceived value diminishes.

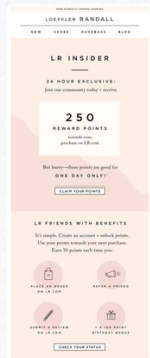
The most successful brands are those that make their rewards quickly accessible and visible throughout the customer journey.

Conversely, overly high thresholds or overly discreet communication hinder behavioural activation and limit the conversion of points into repeat purchases.



The leverages to activate

- **Make your first rewards achievable** from the very first purchases to create an immediate reflex to use the programme.
- **Set up automated reminders** of points balances via email, text message or WhatsApp to keep members engaged.
- **Create a controlled sense of urgency** with limited-time bonuses to stimulate spending.



3. Reward redemption rate

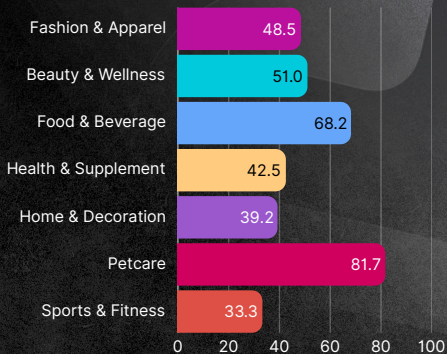
The reward redemption rate measures the proportion of claimed benefits that are actually used by customers.



$$\left[= \frac{\text{Used rewards}}{\text{Claimed rewards}} \times 100 \right]$$

This is a key indicator of the actual activation of the program and the perceived value of the benefits offered. A good rate reflects a smooth, understandable and motivating experience, while a low rate often signals a lack of clarity, visibility or overly restrictive terms of use.

Average reward redemption rate



Key insights to remember

When a customer claims a reward without using it, this usually indicates a break in the loyalty program: lack of reminders, technical friction or lack of perceived value.

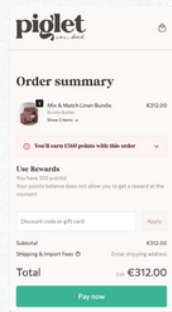
Conversely, when the reward is easy to activate and valued at the right moment in the customer journey, the usage rate rises significantly.

A point spent must translate into a tangible and immediate experience to nurture satisfaction and loyalty.



The levers to activate

- **Automate multi-channel reminders** (email, SMS, WhatsApp, push notifications) to encourage your customers to use their rewards before they expire.
- **Simplify the terms and conditions of use:** fewer restrictions = more activation.
- **Position rewards at key moments** in the purchase journey: in emails, customer accounts or at checkout.



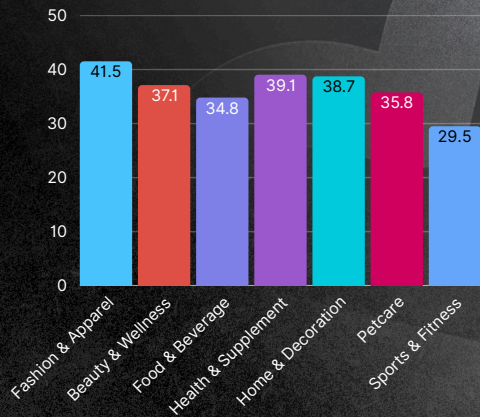
4. Referral conversion rate

The referral conversion rate measures the proportion of referrals who make a first purchase after receiving an invitation or referral code.


$$\text{Referral Conversion Rate} = \frac{\text{Number of referrals who made a purchase}}{\text{Total number of referrals invited}} \times 100$$

It assesses your brand's ability to convert a referral into an actual acquisition. A good rate reflects a clear promise, a well-positioned advantage and a frictionless purchasing journey for the referred customer.

Average referral conversion rate



Key insights to remember

Conversion rates generally range between 30% and 40%, a satisfactory level that illustrates the power of customer recommendations.

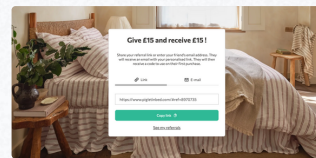
The best performance is seen in areas where trust and product evidence play a central role, such as fashion, beauty and health.

Overall, conversion increases when the offer is immediate, understandable and balanced between the referrer and the referee. Everyone must perceive a clear and rapid gain.



The levers to activate

- **Take care of the referral experience:** from clicking on the link to making a purchase, the journey must be smooth, mobile-first and friction-free.
- **Integrate referrals into your CRM flows:** post-purchase emails, customer area, thank you page, etc. to multiply natural entry points.
- **Reach out to inactive referrals** via an automated sequence (email, SMS or WhatsApp) before the code expires to maximise conversion.
- **Test different incentives** (vouchers, discounts, loyalty points) to identify the most effective lever based on your average order value.



5. New customer rate

The new customer rate measures the proportion of buyers acquired through referral, relative to the total number of new customers over a given period.

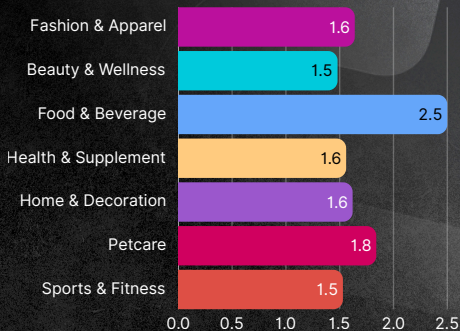
$$= \frac{\text{New customers via referral}}{\text{Total new customers}} \times 100$$

It highlights the program's ability to generate organic growth and turn your satisfied customers into genuine acquisition channels. A good rate reflects an active community, a well-integrated referral experience and a marginal acquisition cost of almost zero, all of which are major assets for a profitable growth strategy.

The leverages to activate

- **Personalise the referral message:** an authentic tone, coming from the referrer, generates more trust than purely promotional communication.
- **Make sharing easy** (copy-and-paste links, email, SMS, etc.) to remove barriers to spontaneous recommendations.
- **Regularly promote your program** with double bonus campaigns, community challenges or seasonal activations to maintain virality.

Average new customer rate



Key insights to remember

Industries with high purchase recurrence perform best: interpersonal trust and order frequency facilitate the conversion of referrals.

In more aspirational sectors (fashion, beauty, home décor), referrals often play a role in visibility and social credibility, amplifying brand awareness among new audiences.

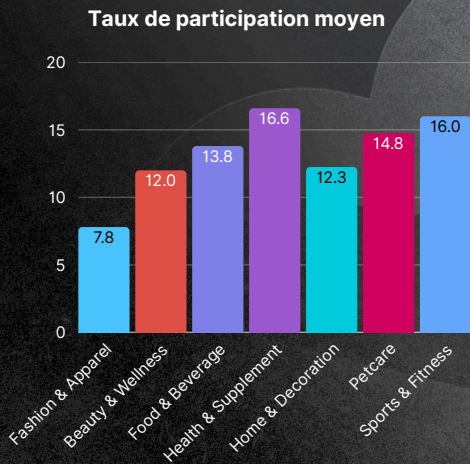
The performance of this KPI depends as much on the structure of the offer as on community engagement: the more committed customers are, the more word of mouth becomes a lever for sustainable acquisition.

6. Participation rate

The participation rate refers to the proportion of customers who completed at least one engagement mechanism during the period observed.

$$\left[\begin{array}{l} \text{number of clients who completed a mission} \\ = \frac{\quad}{\text{total number of active customers}} \times 100 \end{array} \right]$$

It reflects the relational vitality of your program and your brand's ability to create interactions beyond the purchase. A good rate shows that your customers do more than just consume: they participate, share, give their opinions and contribute to your brand's organic visibility. A true indicator of community performance.



Key insights to remember

Sectors with high purchase frequency and a community dimension have the highest engagement rates. These brands have successfully turned their programs into spaces for interaction where customers can express themselves and feel valued.

Conversely, more transactional or aesthetic environments still struggle to stimulate participation, often due to a lack of mechanisms that are perceived as relevant or rewarding.

The more the proposed actions are consistent with the brand identity and provide genuine recognition, the more participation takes off.



The leverages to activate

- **Diversify engagement mechanisms:** opt-in, reviews, UGC, social interactions, surveys, etc.
- **Make engagement mechanisms visible and accessible** throughout the customer journey: in emails, loyalty accounts, etc.
- **Gamify the experience** with symbolic rewards or temporary bonuses to boost long-term participation.
- **Regularly promote your program** around key events (new products, events, seasonal campaigns) to renew interest.



7. Impact of engagement mechanics

This analysis measures the effect of engagement mechanisms (reviews, UGC, opt-ins, social interactions, etc.) on 3 key indicators:

- the average number of orders,
- the average order value (AOV)
- and lifetime value (LTV).

The objective is to quantify the business impact of customer engagement in the post-purchase journey.

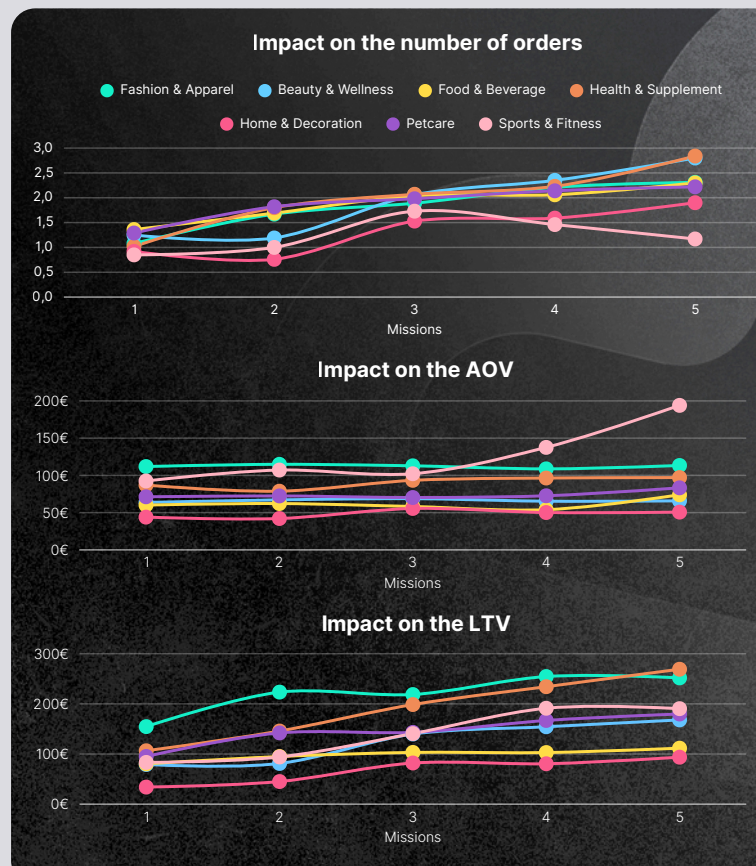
Key insights to remember

The figures speak for themselves: the more customers interact, the more their LTV increases.

In fashion, LTV increases by more than 60% between a low-engagement customer and a highly active customer. In beauty, purchase frequency doubles once three engagement mechanisms have been completed.

High-recurrence sectors (food supplements, pet food, etc.) confirm this trend: relational engagement directly fuels commercial performance.

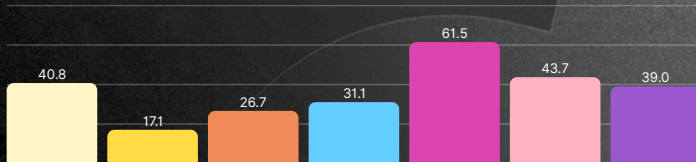
By multiplying emotional and experiential touchpoints, brands extend the relationship beyond the transaction and transform their customers into true brand partners.



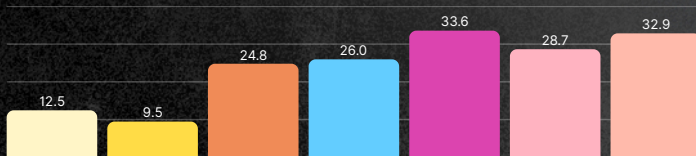
8. Impact on overall program

Average growth rate in the number of orders

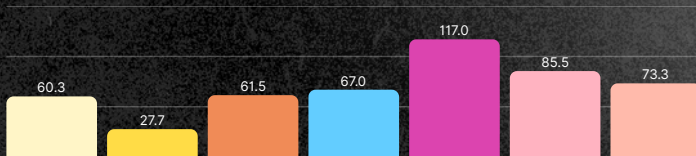
● Fashion & Apparel ● Beauty & Wellness ● Food & Beverage ● Health & Supplement
● Home & Decoration ● Petcare ● Sports & Fitness



Average growth rate of AOV



Average growth rate of LTV



After observing the effect of engagement mechanics, this analysis broadens the scope to measure the overall impact of the program on purchasing behaviour. It compares the performance of engaged customer cohorts* with that of non-engaged customers in order to assess the real effect of activation on profitability and lifetime value.



***Engaged customers* cohort = customers who have placed at least one order containing a reward obtained through the program.*



Key insights to remember

The differences between cohorts are clear: activating the program significantly boosts customer performance.

In Home & Decor, LTV increased by +117%, driven by a +61% increase in the number of orders. Food supplements, food and pet products saw LTV growth of between +60% and +85%. Even in more volatile sectors such as fashion and beauty, engaged customers still record an additional 40% to 60% LTV.

A customer enrolled in a consistent loyalty program does not just buy more often: they become structurally more profitable.

Each additional point of penetration of the program contributes directly to revenue growth and improved overall ROI.

9. Return on Investment (ROI)

ROI measures the direct profitability of the loyalty program. It is the ultimate indicator for assessing the economic performance of a relationship strategy: it reflects the program's ability to convert customer engagement into measurable revenue.

A good ROI demonstrates that, beyond the connection created with the community, the program generates profitable and sustainable growth.

Only direct conversions are counted (when a loyalty or referral code is actually used).

$$ROI = \left[\frac{\text{Additional revenue generated}}{\text{Total program cost (tool + rewards)}} \times 100 \right]$$

Key insights to remember

The highest ROIs are seen in sectors with high purchase frequency and stable average order value, such as sports and pet products. These brands capitalise on a loyal customer base and regular activation mechanisms, where each interaction directly feeds into profitability.

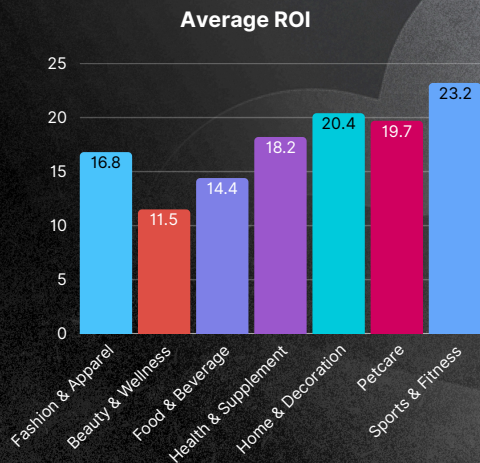
Sectors with more modest ROIs do not necessarily indicate underperformance: these are often recent programs that are still ramping up, or schemes based on higher-cost rewards.

The leverages to activate

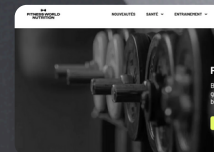
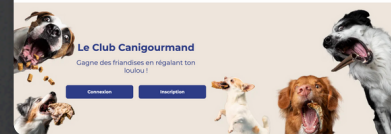
- **Optimise the rewards/margin mix:**
focus on benefits with high perceived value and low operational costs (e.g. exclusive access, dedicated after-sales service, etc.).
- **Segment your promotional efforts:**
focus incentives on your highest-potential segments (top spenders, VIPs, dormant customers to reactivate).
- **Use data to drive your campaigns:**
use engagement signals (unused points, unconsumed rewards, thresholds almost reached) to trigger targeted and profitable reminders.



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jan 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Feb 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mar 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Apr 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
May 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jun 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Jul 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Aug 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sep 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Oct 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nov 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dec 2020	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



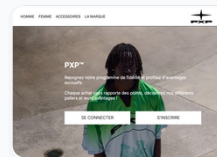
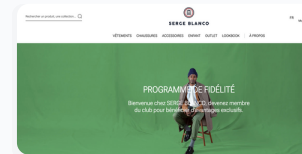
Focus on 7 industries



1. Fashion & Apparel

The ready-to-wear sector is performing well overall, driven by strong adoption of the program and a significant increase in LTV.

Engagement plays a key role in repeat purchases, although seasonality and the diversity of collections can slow down frequency. Brands have every interest in enhancing the visibility and attractiveness of rewards to encourage more customers to activate the program and extend the post-purchase relationship.



Transactional



Activation rate: **4,4%**

Program activation funnel



Points usage rate



Reward redemption rate

Referral



Conversion rate

1,6%



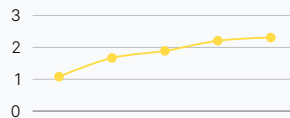
New customers rate

Relational

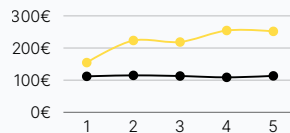
Participation rate

8%

● Number of orders



● AOV ● LTV



Business



Orders: **+41%**



AOV: **+12%**



LTV: **+60%**



Monthly ROI: **16,8**

2. Beauty & Wellness

The beauty sector stands out for its high level of customer engagement and effective program activation. Brands in this sector benefit from naturally high purchase frequency and a strong emotional connection with their customers.

Loyalty creates tangible value, but performance still depends on the ability to convert engagement into repeat purchases through ongoing engagement and personalised post-purchase experiences.



Transactional



Activation rate: **5,7%**

Program activation funnel



Points usage rate



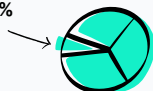
Reward redemption rate

Referral



Conversion rate

1,5%

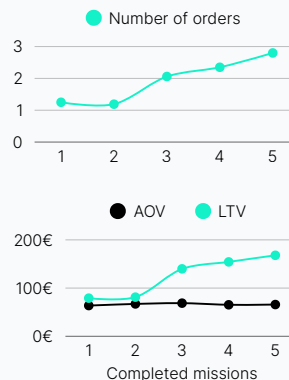


New customers rate

Relational

Participation rate

12%



Business



Orders: **+17%**



AOV: **+9,5%**



LTV: **+28%**

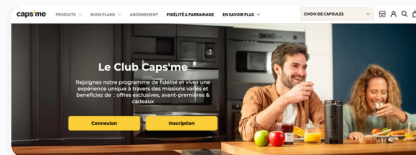


Monthly ROI: **11,5**

3. Food & Beverage

The food and beverage sector shows a strong correlation between engagement and customer performance. Active members of the program buy more often and have a significantly higher than average LTV.

Driven by a naturally high purchase frequency, this sector demonstrates how loyalty and referral mechanisms can have a direct and measurable impact on recurring revenue.

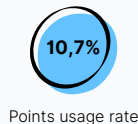


Transactional

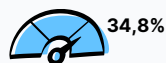


Activation rate: **4,9%**

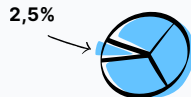
Program activation funnel



Referral



2,5%

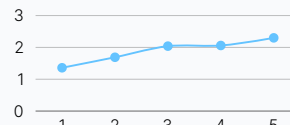


Relational

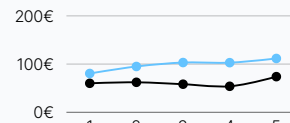
Participation rate

14%

● Number of orders



● AOV ● LTV



Completed missions

Business



Orders: **+27%**



AOV: **+25%**



LTV: **+62%**

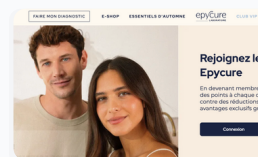


Monthly ROI: **14,4**

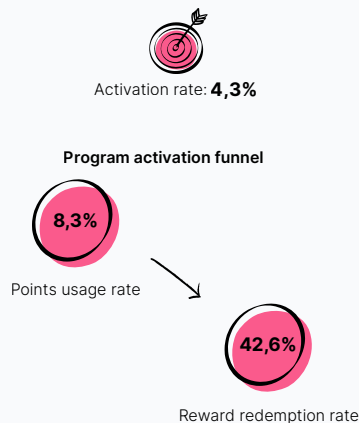
4. Health & Supplements

The health and supplements industry is characterised by high retention and particularly strong customer engagement. Programs in this sector directly support repeat purchases, driven by regular product needs and a strong relationship of trust with the brand.

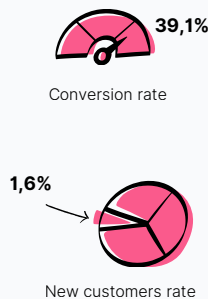
Engaged cohorts have some of the highest LTVs in the benchmark, confirming that a well-structured system can become a real driver of loyalty and sustainable growth.



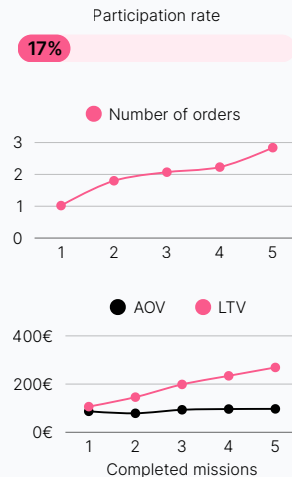
Transactional



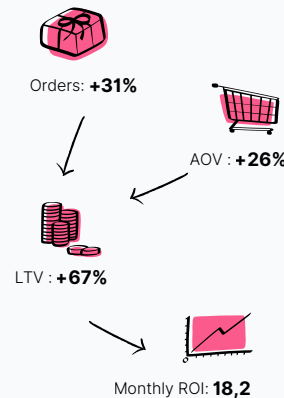
Referral



Relational



Business



5. Home & Decoration

The home sector stands out for the program's remarkable impact on customer value, with LTV more than doubling among active members. In a world where purchases are often one-off, the post-purchase experience becomes essential for creating loyalty and stimulating repeat purchases.

There remains considerable potential for brands that are able to maintain interest between two purchase cycles through relevant and inspiring engagement mechanisms.



Transactional



Activation rate: **3,3%**

Program activation funnel



Points usage rate



Reward redemption rate

Referral



38,7%

Conversion rate

1,6%

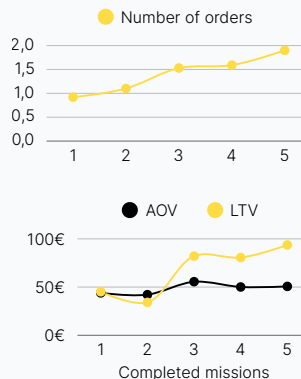


New customers rate

Relational

Participation rate

23%



Business



Orders: **+61%**



AOV: **+34%**



LTV: **+117%**

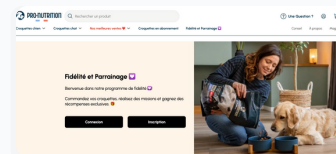
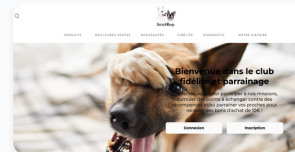
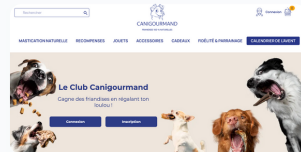


Monthly ROI: **20,4**

6. Petcare

The pet care sector is one of the best performers in the benchmark, driven by high purchase frequency and strong emotional attachment between customers and their favourite brands.

Engaged members have a significantly higher than average LTV, confirming that loyalty and referral are natural drivers of long-term growth and retention in this sector.

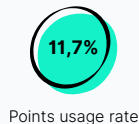


Transactional



Activation rate: **5,1%**

Program activation funnel

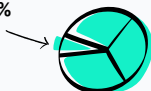


Referral



Conversion rate

1,8%

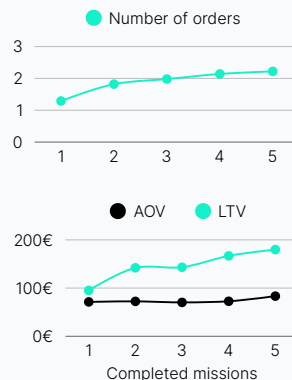


New customers rate

Relational

Participation rate

15%



Business



Orders: **+44%**



AOV: **+29%**



LTV: **+85%**

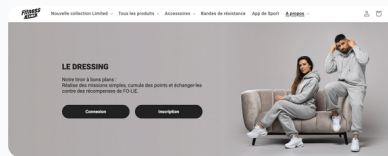


Monthly ROI: **19,7**

7. Sports & Fitness

The sports and fitness sector boasts an excellent ROI and high customer profitability. Programs in this sector effectively stimulate purchase frequency, particularly for brands with a strong community identity.

While seasonality can limit recurrence, relationship engagement and referral mechanisms help to build lasting loyalty and strengthen customer lifetime value over time.

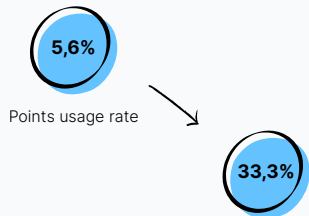


Transactional



Activation rate: **3,6%**

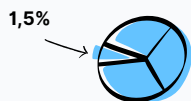
Program activation funnel



Referral



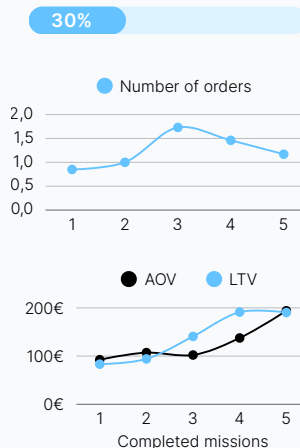
Conversion rate



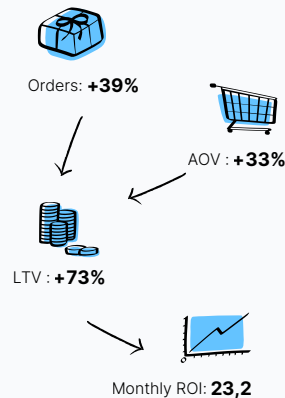
New customers rate

Relational

Participation rate



Business





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