

Best Of: Strategy to Drive Greater Enterprise Value.

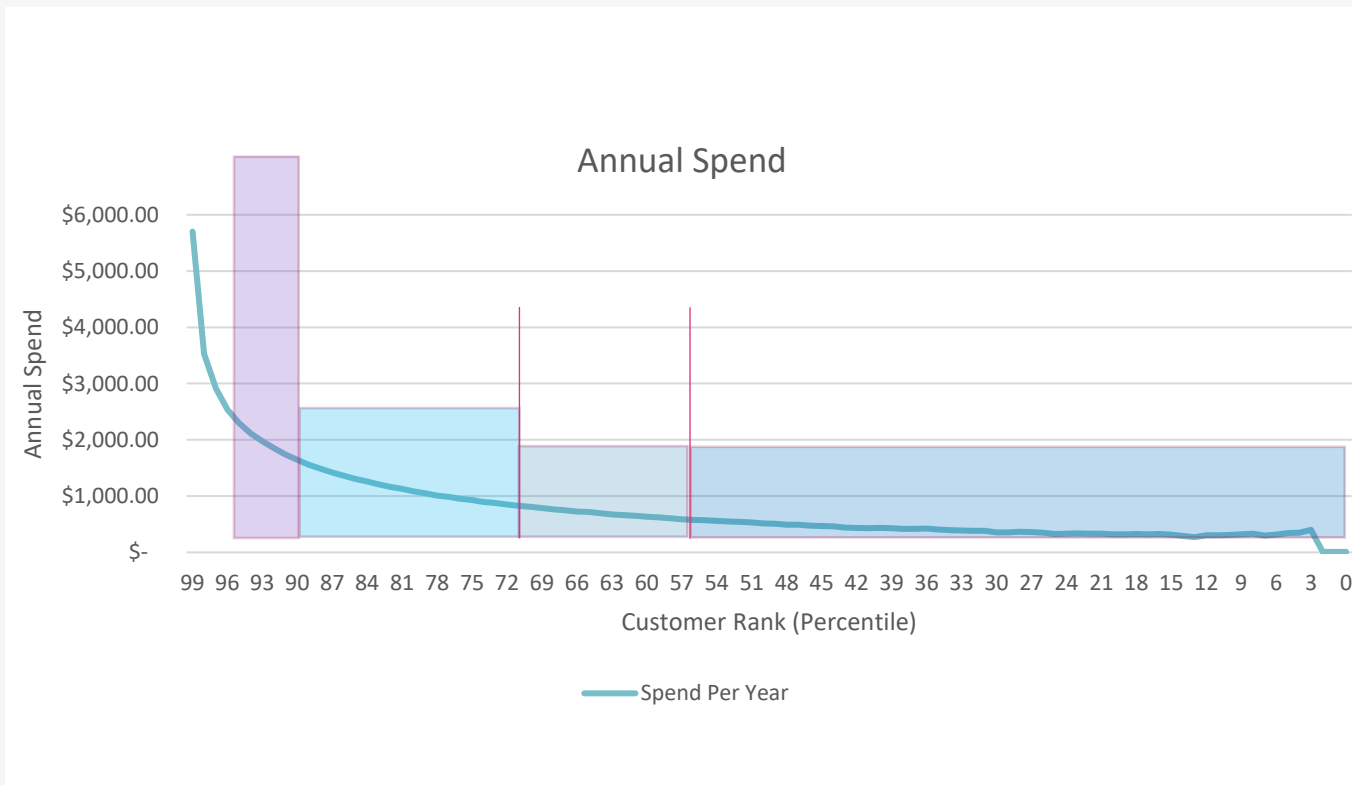
Armando Pando, VP, Client Services

Little L Loyalty & Big L Loyalty

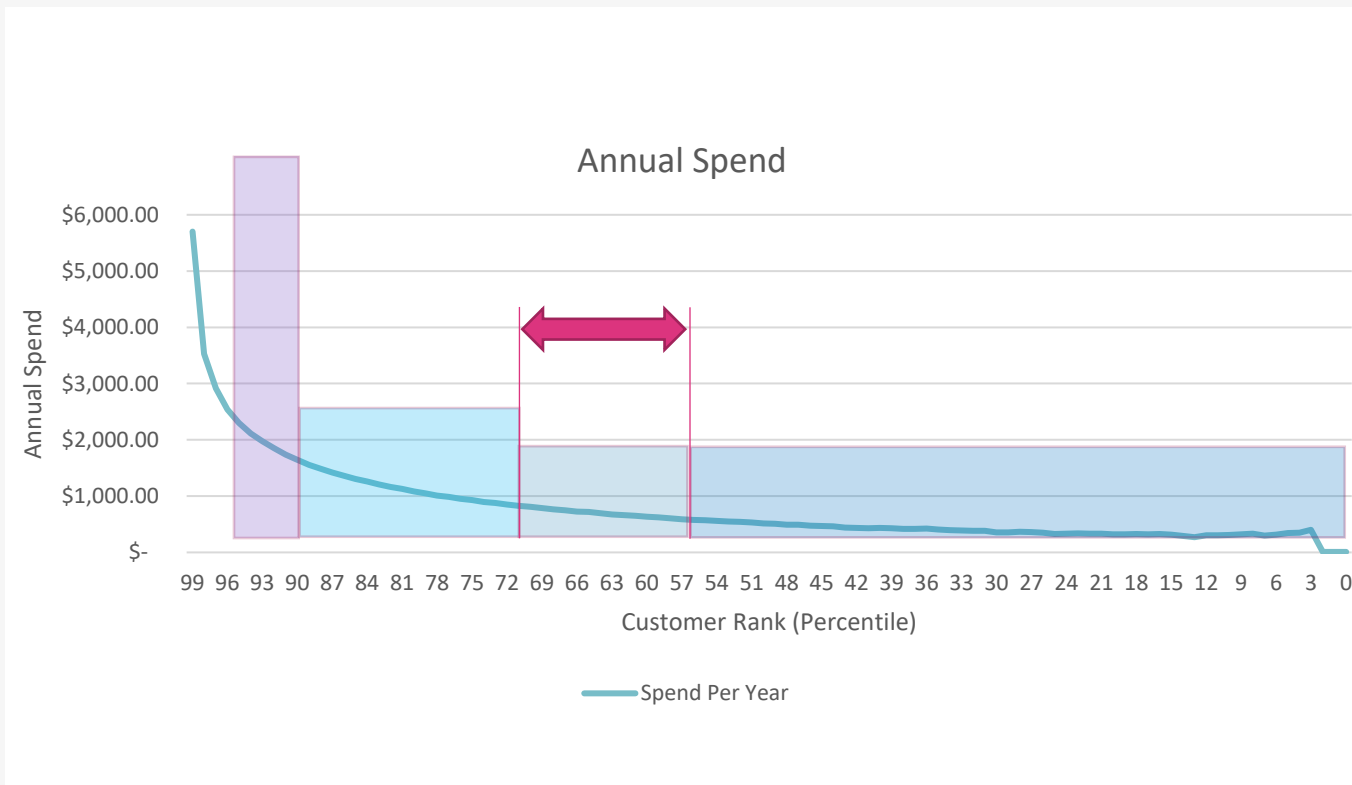
In the market, loyalty is defined two ways: **Big L Loyalty = Brand loyalty** and **Little L Loyalty = Programmatic loyalty**

- The most effective mechanism to impact Big L loyalty is through a thoughtful Little L loyalty strategy
- A well-designed loyalty program can be the most effective way to drive brand loyalty
- If done properly, all customers should be part of your loyalty program

Stuck In The Middle And Aspiring For More.

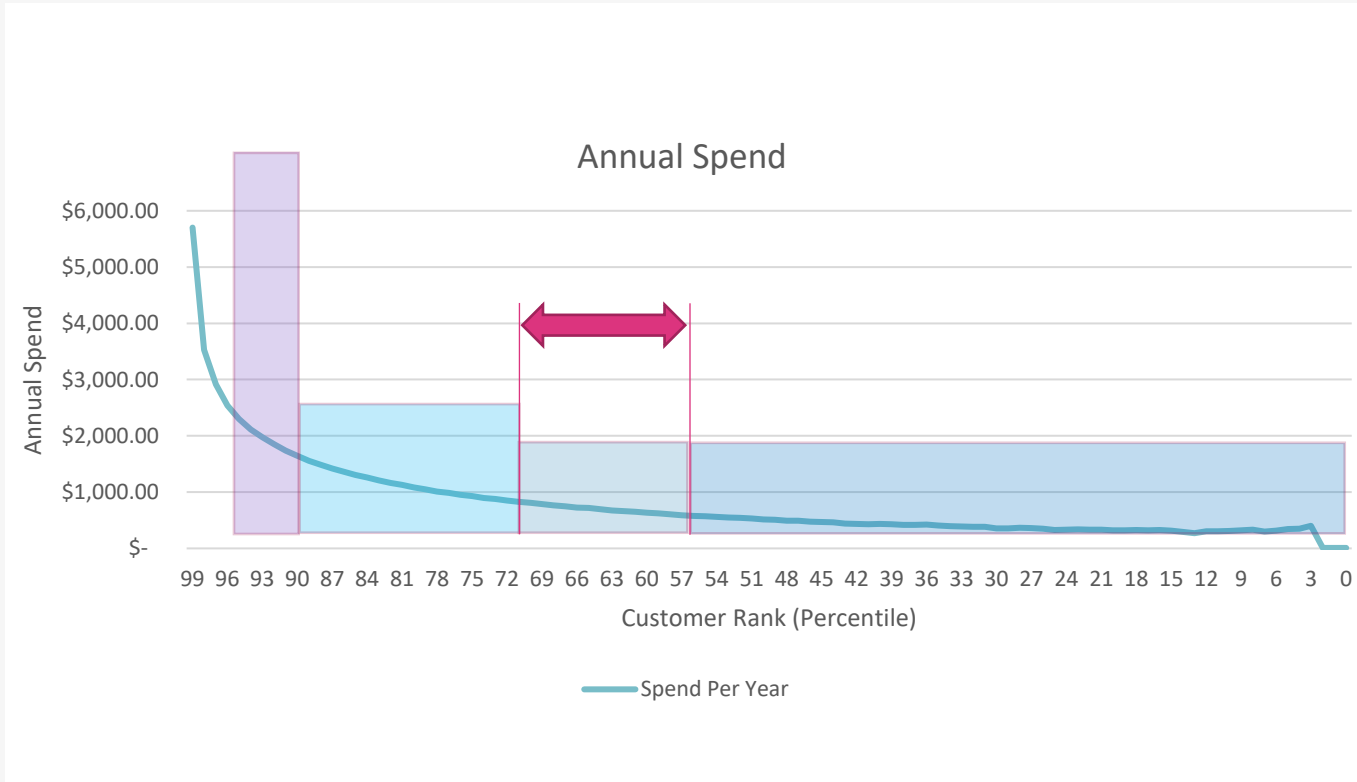


Stuck In The Middle And Aspiring For More.

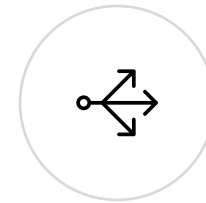


Stuck In The Middle And Aspiring For More.

LOYALTY



INCREMENTALITY FORECASTING



SCENARIO PLANNING



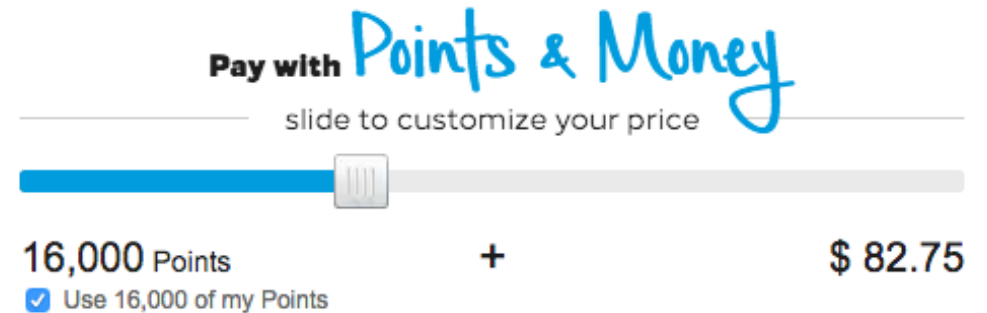
REAL WORLD VALIDATION

Points + Money.



Hilton credits **Points + Money** for:

- Increased enrollment (50%)
- Increased penetration of nights (30% to 65%)
- Increased redemption (38% of members to 70%)





Dynamic Rewards.

Enables Southwest to revenue manage rewards the same as fares.

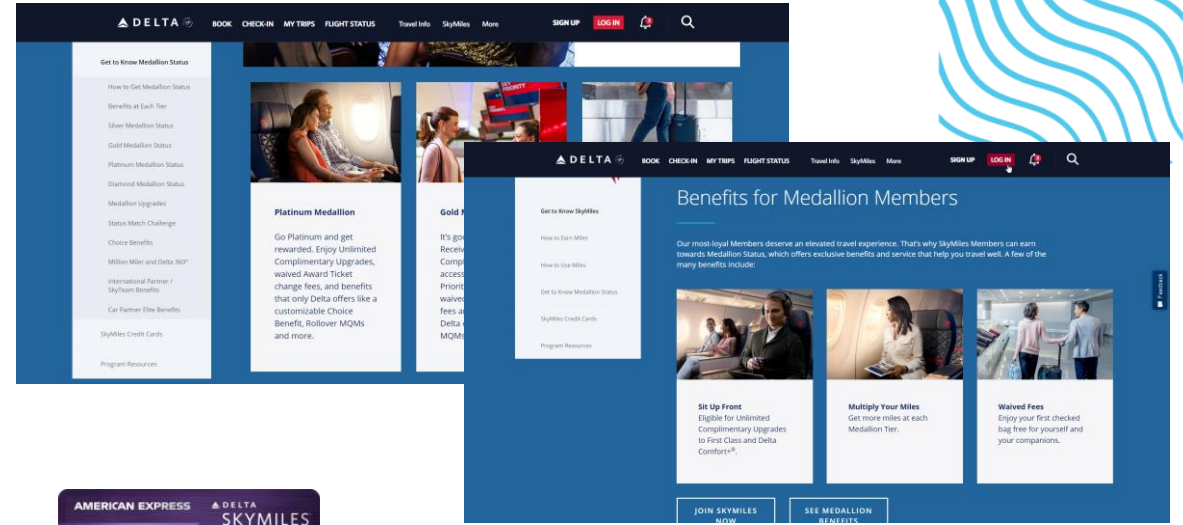


Departing flights

= Change planes

		Business Select	Anytime	Wanna Get Away
1 stop # 443 / 1753	2:10 _{PM} → 10:15 _{PM}	30,742	29,146	8,127
2 stops # 443 / 475	2:10 _{PM} → 11:00 _{PM}	30,742	29,146	19,228 <small>1 left</small>
1 stop # 1660 / 2304	3:50 _{PM} → 10:45 _{PM}	30,742	29,146	14,222

Partnerships.



SkyMiles Reserve

70K + 10K MQM's / \$5K



SkyMiles Platinum

60K + 5K MQM's / \$3K



SkyMiles Gold

50K / \$2K



SkyMiles Blue

\$10K / \$500

Key Takeaways.



01

Loyalty should be the lens by which you engage with all of your customers and can be “Built for All” in support of your business objectives.

02

Financial Modeling can help identify opportunities to make adjustments such as program mechanics, messaging strategies and partnership opportunities

03

Personalization can now be part of your arsenal by identifying the right consumers deserving unique treatment. From here you can layer further segmentation like Emotional Loyalty Scoring to effectively communicate with your customers.

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