

Best Of: Optimizing Engagement Between The Transactions.

Todd Denton, VP Client Services

K O B I E

A loyal customer is

More Than A Transaction...

they are your greatest assets

L O Y A L T Y



The screenshot shows the 'Beauty INSIDER COMMUNITY' page. At the top, it says 'Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?' followed by a 'COMPLETE YOUR PROFILE' button. Below this are three main sections: 'JOIN GROUPS' (Find others who share your beauty interests and concerns), 'TALK ABOUT IT' (Ask questions, post answers, and be part of relevant conversations), and 'GET INSPIRED' (Post and browse looks and videos from other Beauty Insider members). The page is decorated with various beauty-related icons like a hairbrush, a perfume bottle, and a woman's face.

The advertisement features a large yellow star on a dark grey background. The text reads 'MY STARBUCKS REWARDS' with two stars, followed by 'SIP YOUR WAY TO EXCLUSIVE REWARDS'. The word 'LOYALTY' is written vertically on the left side of the ad.

Engagement in between the transactions ultimately drives emotional loyalty.. which drives **future** transactions



Emotion is the Number One Driver of Loyalty

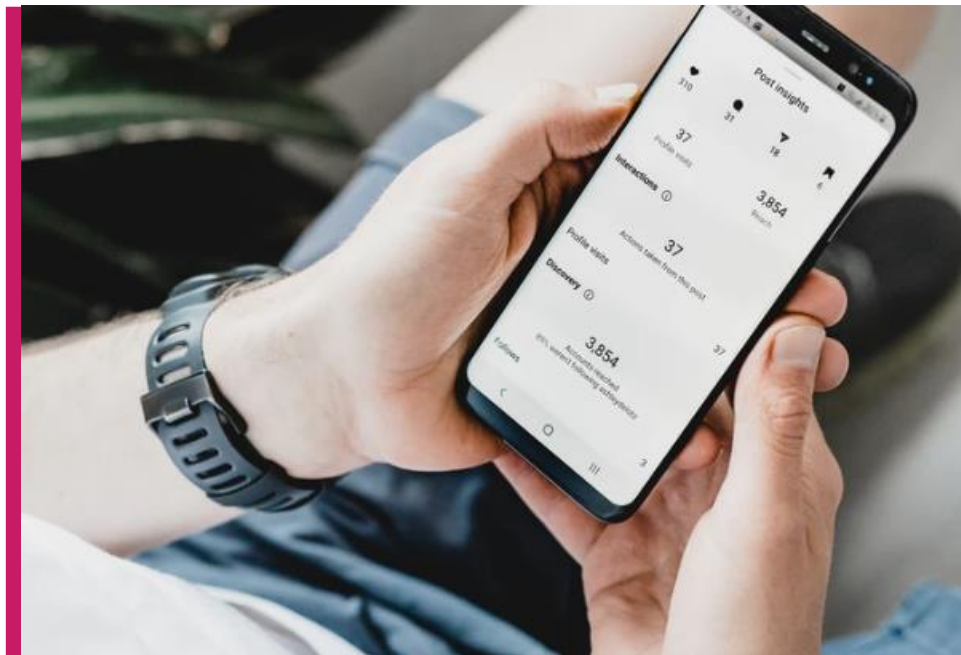
- Forrester Research

Consumers with High Emotional Engagement Buy the Brand 82% of the Time

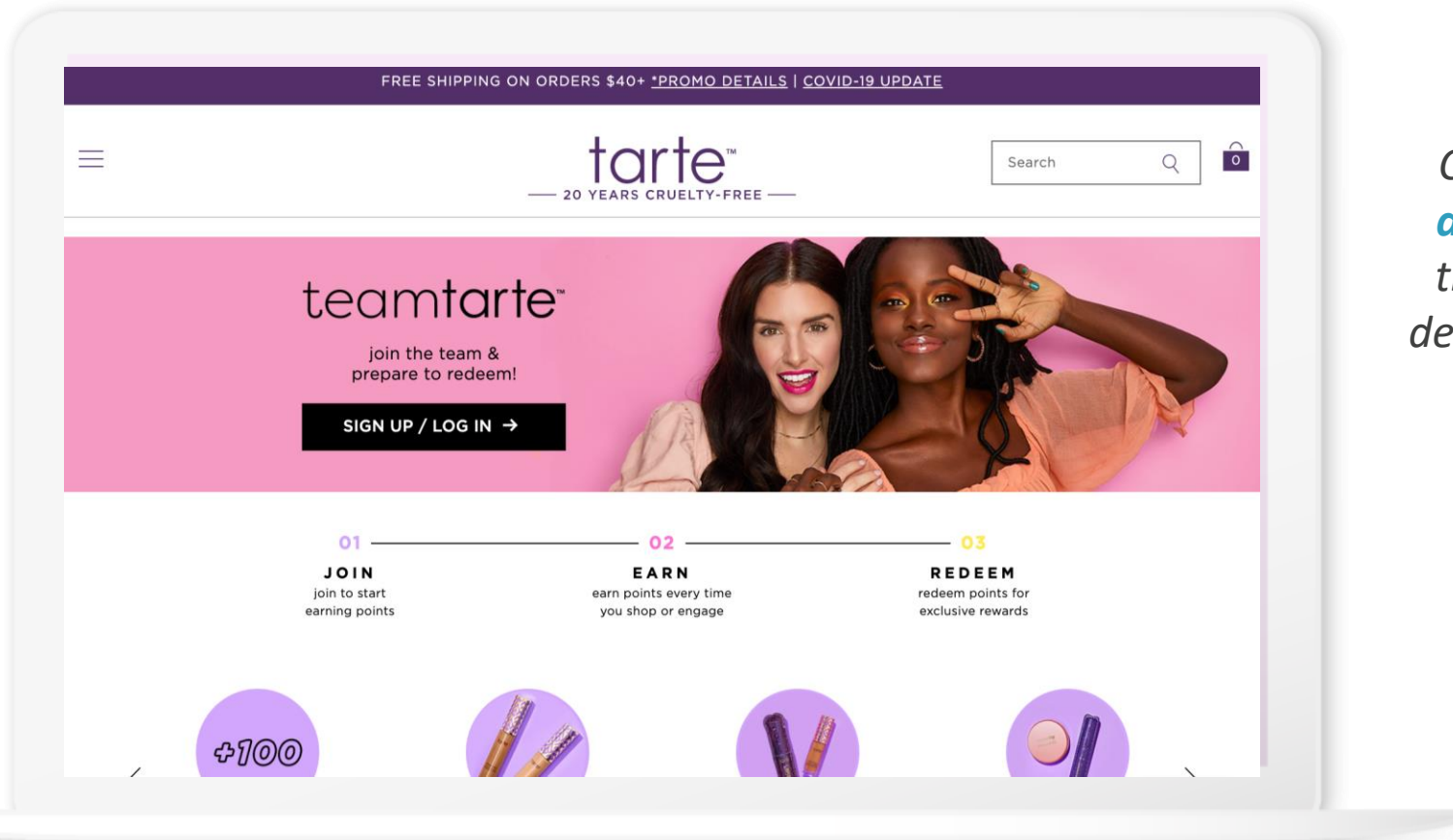
- Capgemini

The Dynamics Are Changing.

- Next best transaction vs. Future transactions
- Sales-driven vs. Engagement-driven
- Short-term opportunity vs. Long-lasting relationships



Engagement Done Well: Reviews.



Create **product review** and **surveys** to engage the member to provide details of their experience with the product and brand...

Even better –
Reward them for it!

Engagement Done Well: Personalized Content.



BTW, WE ALSO HAVE AN APP.

Keep the Fam in the palm of your hand. Track points, redeem rewards, and access app-only features.



VANS
Family

#VANSFAMILY

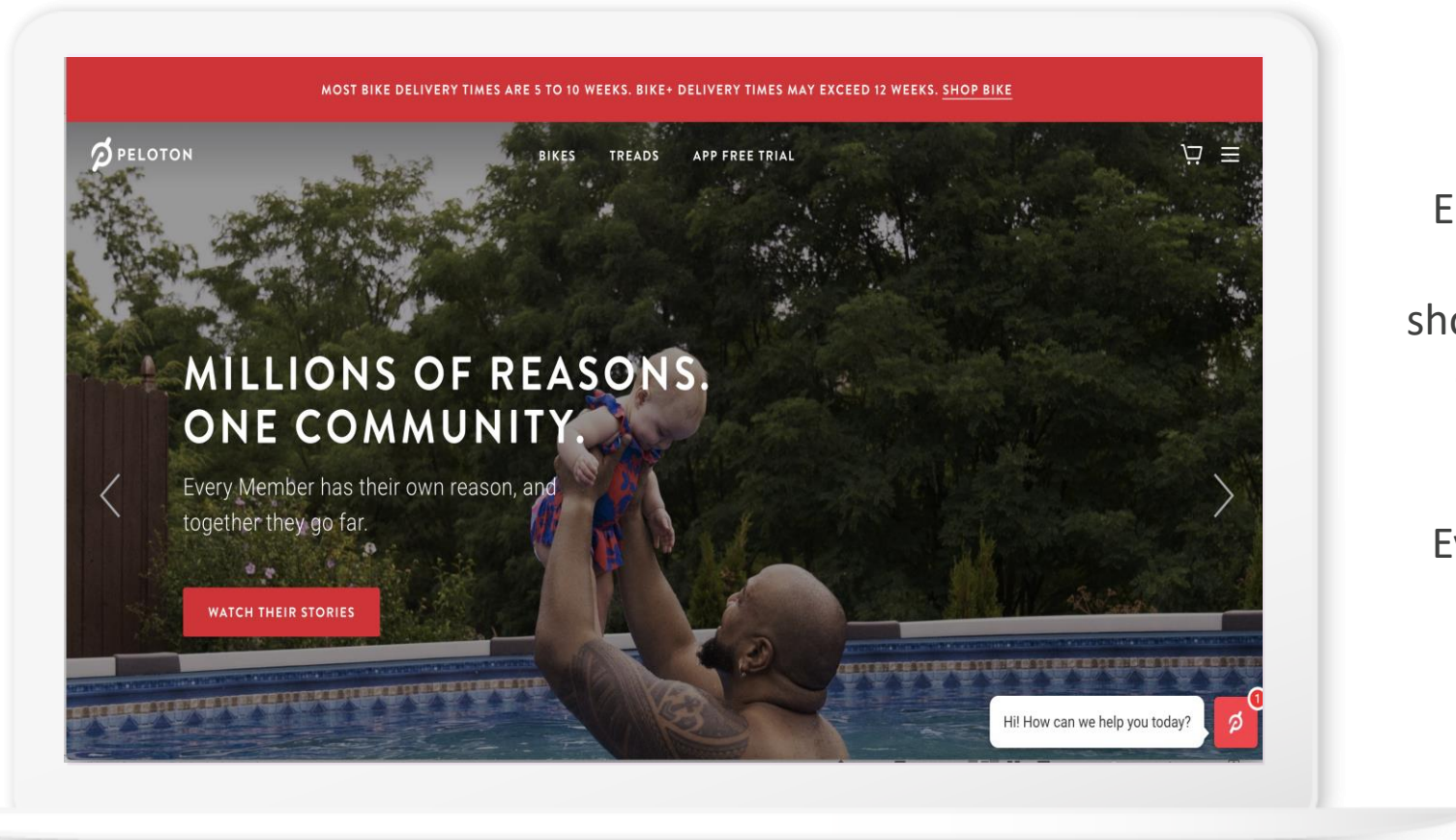
Tag your photos with #VANSFAMILY to be featured on our site.



Create and utilize
personalized content to
drive deeper sentiment
and engagement...

Even better – reward
them for it!

Engagement Done Well: Member Stories/UGC.



Encourage and utilize **member stories** to showcase members and create moments of engagement...

Even better – Reward them for it!

Key Takeaways.

Are you integrating engagement in between the transactions or delivering authentic engagement tactics that add value for the long-term loyalty relationship?

01

Determine the tactics that will drive engagement with your members and build a meaningful value exchange

02

Define a strategy to engage your members at all available touchpoints

03

Develop the measurement of defining the tactics to your engagement scores and overall loyalty of your members

04

Deploy those tactics, and utilize measurement to determine engagement post-activation



Best Of: Optimizing Engagement Between The Transactions.

Todd Denton, VP Client Services