

End-to-End Loyalty Services



1 Loyalty translates to more revenue...

99%

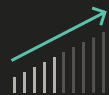
of cardholders who redeem remain loyal customers¹

72%

more earned by banks from reward redeemers¹

71%

of cardholders say rewards are a key feature when deciding how to pay¹



Cardholders who redeem rewards spend 10x more¹



2 ...but usability issues persist

60%

of loyalty program members can't redeem or don't know if they can redeem at the point-of-sale²

58%

of all loyalty program members are inactive³

47%

of those who switched cards since last year did so for a better rewards offer²

30%

have never redeemed loyalty rewards or haven't in the last year²



3 Consumers demand...



Real-time benefits & redemption



Experiences that matter



Personalized, relevant offerings

Strategy consulting

Rewards program design

Measurement through test and learn

Marketing service and support

Program management



4 Mastercard's loyalty expertise

Mastercard delivers best-in-class technology that leverages our data capabilities and our deep subject matter expertise.



1. The Future of Loyalty and How to Sell It White Paper, July 2018.
2. Mastercard, Reward Cardholder Study, September 2017.
3. The 2015 COLLOQUY Census Report.



Learn more at [mastercardservices.com](https://www.mastercardservices.com)

For more information on Mastercard Loyalty Solutions, please contact your account representative.