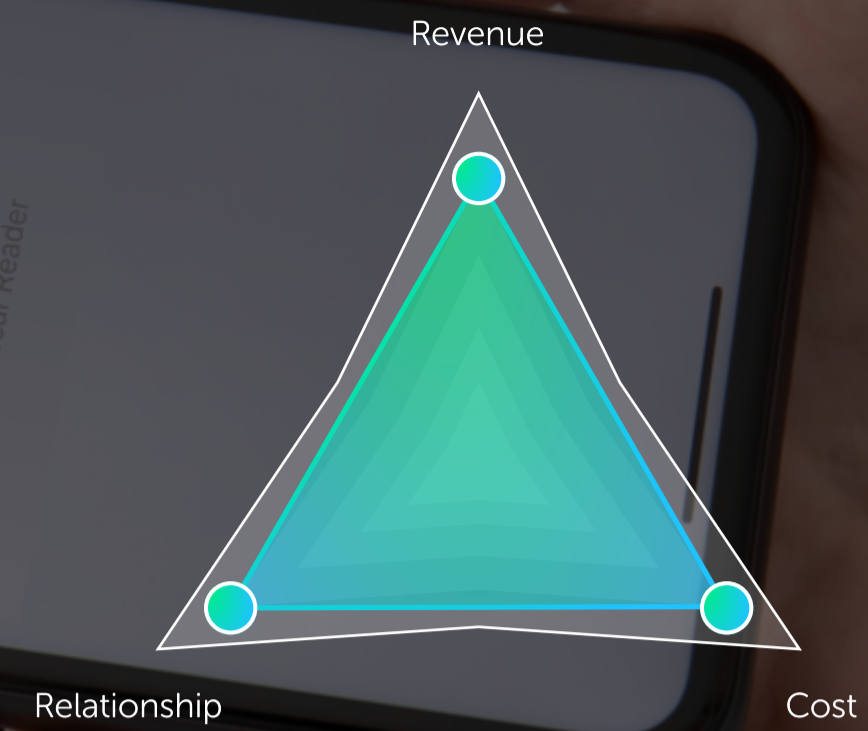


Growing share of wallet and repeat purchase with new e-commerce partnerships

✈️ Travel

Middle East



Challenge

- Etihad Guest wants to be one of the most versatile and widely redeemed loyalty currencies in the world.
- Etihad Guest members are highly engaged with the program and want the flexibility to spend their miles in exciting new ways.

Let our experts guide you
in detail

info@loylogic.com



Solutions

- Loylogic worked with VISA to design the world's first globally accepted, multi-currency and fully flexible reward card.
- A virtual reward card was recommended due to its ability to be added to a mobile wallet, cost savings and environmental benefits.
- A customised shopping allowed members to get special discounts when you shop with strategic retail partners.



Results

- Increase in reward shopping frequency and basket value.
- Strategic retail partnerships in top spending categories.
- A scalable, cost-effective and loved redemption option, especially for smaller international markets.