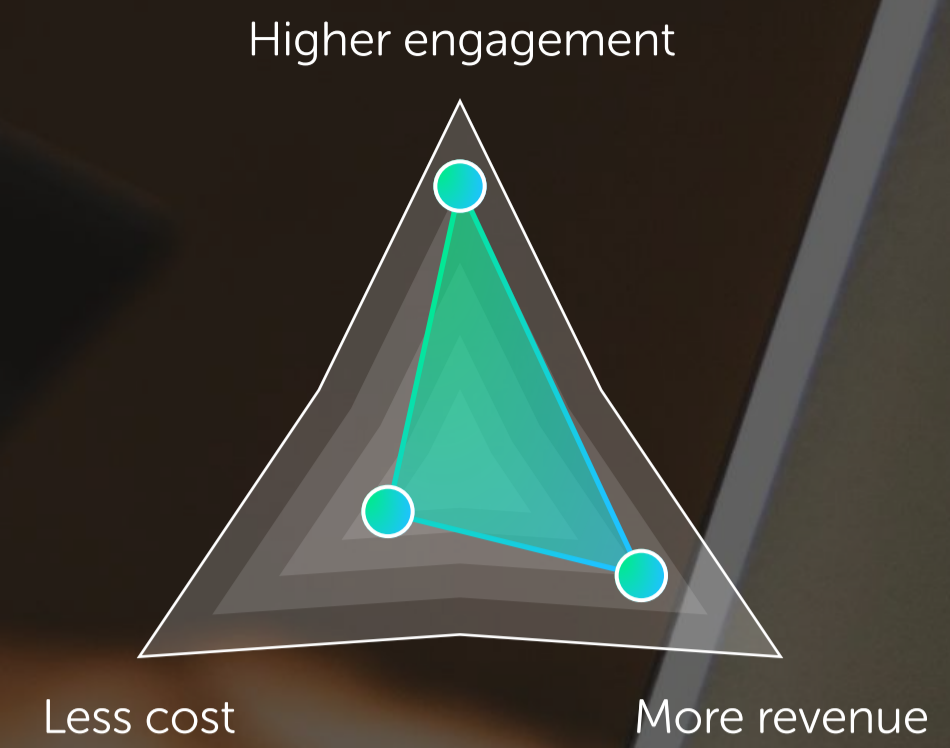


Miles & More

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

Travel Europe



Challenge

- Swiss Miles & More wanted to capture more of their most engaged customers' spend in online categories like grocery retail and general merchandise.
- Swiss Miles & More wanted more varied partnership to offer rewards in more relevant and exciting categories for customers.

Let our experts guide you in detail. Drop us mail at info@loylogic.com.



Solutions

- A curated portfolio of online shops and brands were identified for accrual and redemption partnerships.
- A customized Swiss Miles & More e-commerce experience was built for members to discover their favourite brands and special offers.
- A payment solution was integrated into the participating brands websites to facilitate real time earn and burn of the Miles & More currency.



Results

- **More revenue:** Significant growth of the merchant ecosystem.
- **Higher engagement:**
 - a. Deep collaboration between brands and programs to drive customer frequency of purchase.
 - b. Repeat shoppers increased by 88%.