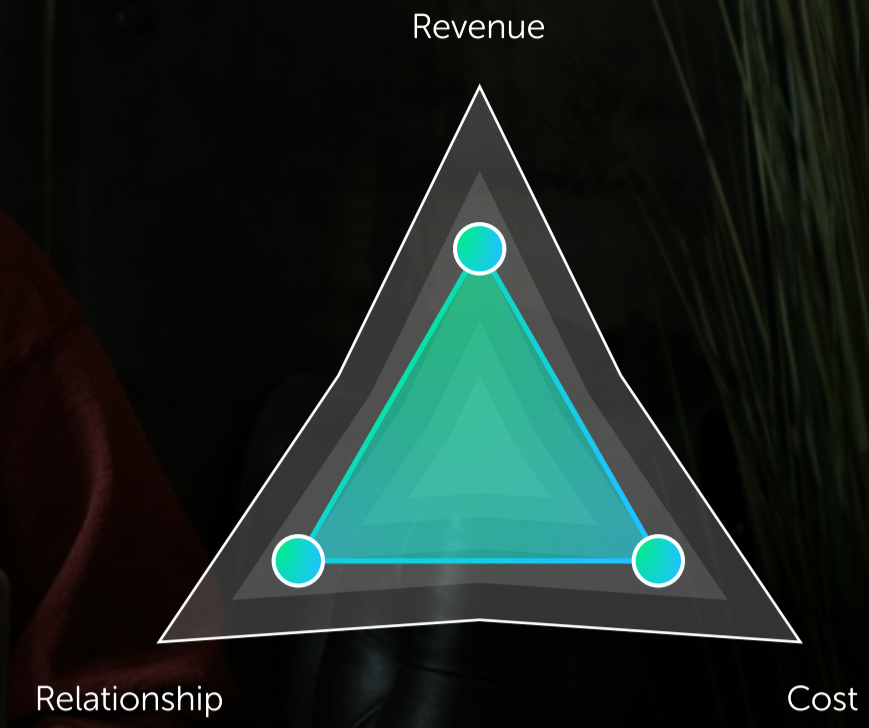


Jumeirah ONE

## Engaging low balance members with exciting monthly redemption offers

✦ Travel

Middle East



### Challenge

- Jumeirah One wanted to engage members in rewards earlier in lifecycle to build the cycle of earning and burning.
- Insight showed a significant segment of members were unlikely to achieve reward status and would churn without meaningful engagement.

Let our experts guide you  
in detail

[info@loylogic.com](mailto:info@loylogic.com)



### Solutions

- A Jumeirah One branded monthly raffle was launched to drive more fun and engagement from lower balance members.
- Each month an exciting new raffle prize based on customer aspirations and seasonal themes is promoted.
- Members can purchase a ticket from as little as 200 points and purchase as many tickets as they wish.
- Members are kept up to date via email, raffles page and mobile app notifications.
- The lucky winner confirms their details and their rewards are fulfilled instantly through the Loylogic reward network.



### Results

- 15%+ growth in mileage redemptions.
- Lowered the average cost per point of redemption due to low redemption cost.
- Increased customer satisfaction for members with lower balances.
- Incremental sales in the reward shop for engaged customers.