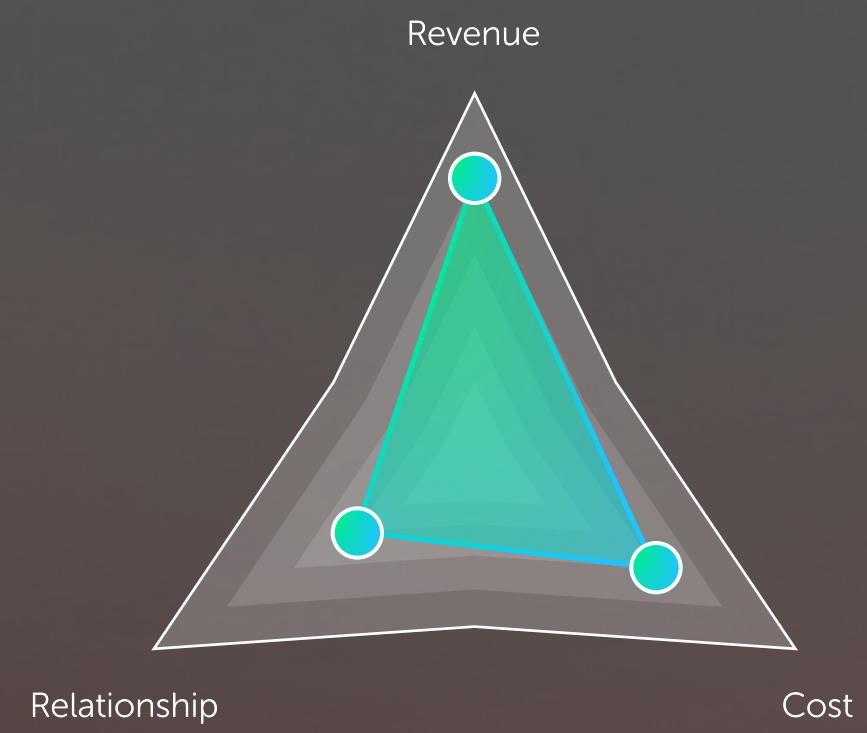




Reducing the cost of the rewards program to support wider business objectives

Consumer Packaged Goods

North America



Challenge

- Due to a challenging economic climate and the strong customer value perception of cashback programs a decision was taken to reduce investment in a traditional rewards program.

Let our experts guide you in detail

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Solutions

- Loylogic facilitated the transition to the Pampers Cash program with conversion from the existing points currency.
- New redemption experiences for own brand products and coupons were added.
- Enhanced in-store gamification via scan and win prizes.



Results

- Successfully achieved redemption cost budget.
- Increased customer transactions by 10%+.