

When brands consistently turn interactions into meaningful experiences, consumer loyalty grows.
As AI evolves, it opens opportunities for marketers to build, grow and expand their programs in creative ways.

This [AI-enabled loyalty marketing](#) overview breaks down how AI can be used to remove key barriers—revealing consumer insights, powering efficiency and fueling growth in ways that shape smarter decision making for more connected, personalized loyalty.

Solve, simplify and scale with smarter loyalty.

Marketer lens

Consumer lens

Strategic impact

Efficiency

"We know it could be great, but lack the resources to act."

Takes too long to test and optimize

Limited program insight

Scattered data

Offer management is time consuming

45%

of consumers said they don't take advantage of hard benefits offered by their loyalty programs because it's too complicated to redeem offers.*

[AI-driven loyalty efficiency](#)

Instantly adjust members' status and rewards

Automatically tailor offers for every customer

Fine-tune campaign messages across channels

Monitor your program's performance in real time

Insights

"We don't know what's working."

Hard to really know members

Struggle to see patterns

Can't spot problems early

Guessing strategy works

80%

of consumers said they like it when brands personalize their communications with them based on their loyalty program status and interactions.*

[AI-driven loyalty insights](#)

Tailor offers so rewards feel relevant

Churn prediction allows you to intervene before members leave

Show what works and what doesn't, so your program can improve continuously

See how changes to rewards, tiers and campaigns might perform before launch

Growth

"Despite our best effort, we're leaving future growth to chance."

Poor ROI

Low engagement

Hard to attract new customers

Programs feel stale

85%

of consumers said that as a loyalty program participant, they actively intend to buy from that brand.*

[AI-driven loyalty growth](#)

Drives engagement and keeps members active

Makes loyalty fun, increasing participation and referrals

Brings in new members who are likely to engage

Encourage spending or activity by tailoring rewards to what motivates members

*Want to go deeper? Explore our [consumer loyalty report](#) for more insights.

If you're ready to discover what AI can do for your brand, connect with an [industry-leading loyalty partner](#) today.