

## INSIGHTS

# How Brand Loyalty Can Boost Your Bottom Line

Claritas **Consumer Insights** can help you find and win loyal customers



## Consumer Loyalty Is An Expression Of Trust

Building brand loyalty is the primary objective for virtually every company. Research shows that loyal, emotionally connected customers will buy more from you and pay more for your products.

In fact, **emotionally connected customers will spend up to 2X or more** with retailers than simply “satisfied” customers. And they have **a 306% higher lifetime value**. They also recommend brands at a much higher rate – 71% versus 45%.

But which customers are the most likely to become loyal to your brand? And how can you best leverage this loyalty? Those are exactly the kind of questions Claritas can help you answer.

*Willingness to pay more for a trusted product or service is the ultimate indicator of loyalty.*

Claritas Helps You Turn Customer Loyalty into Profits by:

- **Putting the right products in front of the right customers** - Customize your marketing campaigns based on which customers are willing to pay more for specific products or services
- **Targeting customers that represent a greater lifetime value for your company** - Discover which customers are likely to spend more with your company in the long-term
- **Leveraging influencers to increase customer recommendations** - Determine which customers are most likely to recommend your brand, both online and in person

## Claritas Delivers Customer Data You Can Count On

Claritas has nearly 50 years of experience in providing its clients with unparalleled insight into American consumers and businesses. Its insight into brand loyalty has been developed based on in-depth research from multiple sources, including the Claritas *American Marketscape Datastream* 2019 series, the Claritas *Consumer Spending Dynamix* 2019 series, the Claritas *Small Business Behavior Track* survey 2018 and the Nielsen Scarborough *National Survey* 2018/1-2.

Together, these sources represent insights from more than 215,000 consumers and businesses. Claritas also conducts customized research for clients who want to dig deeper into customer loyalty as they seek to identify and engage their best customers.

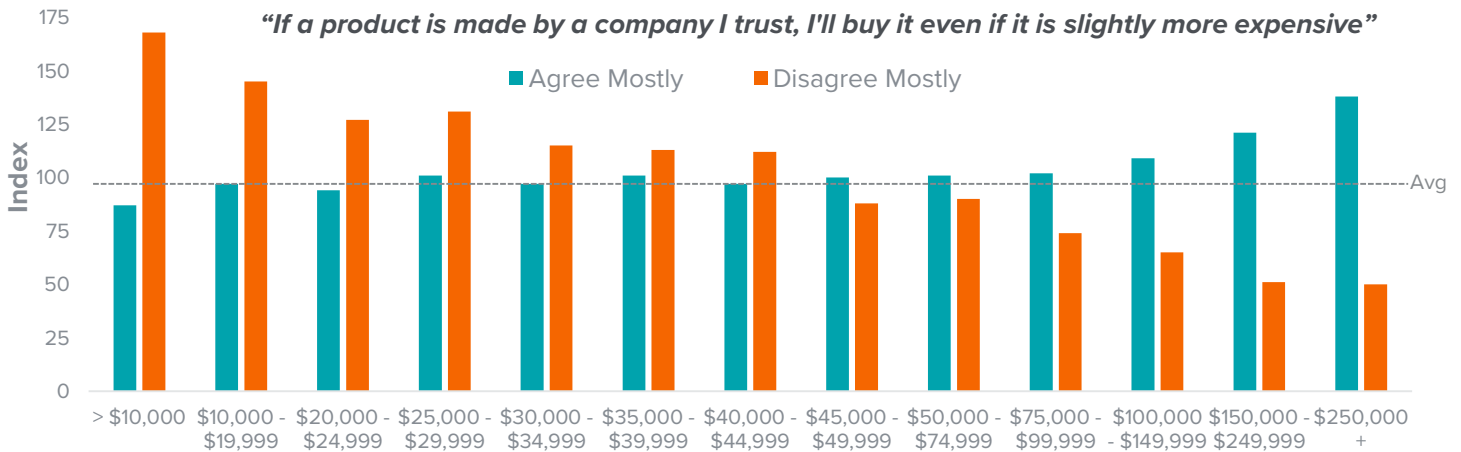


*Loyal Black and Hispanic consumers are more likely to recommend trusted brands to friends – specifically when recommending financial, technology or food products.*



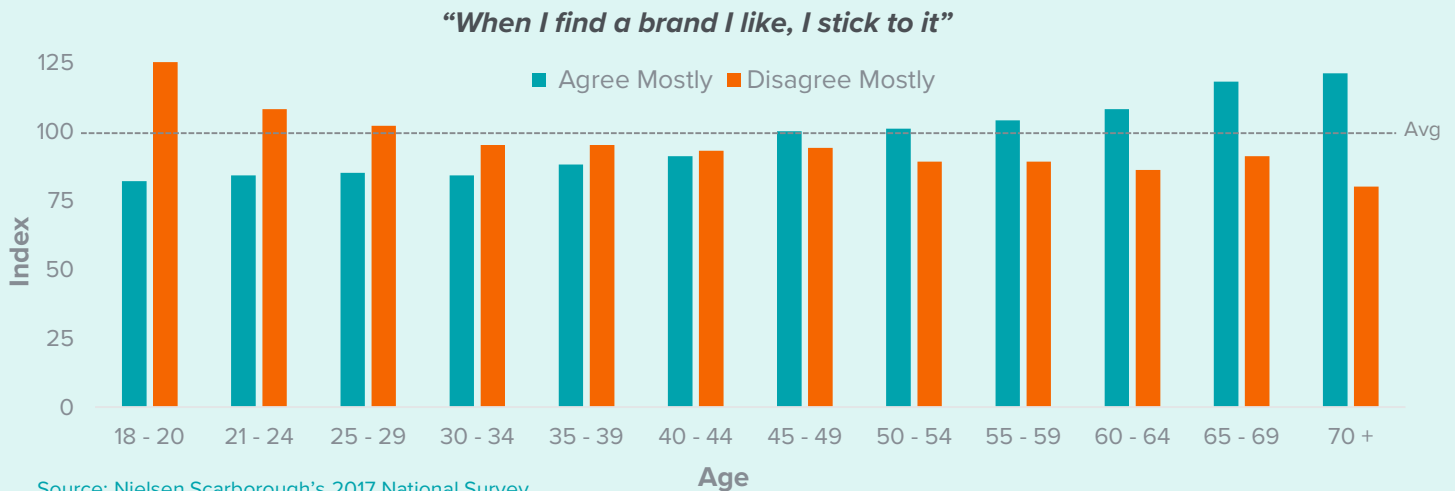
# Insights Into: Consumer Loyalty

## Genuine Loyalty is Expressed More Often by High Income Households



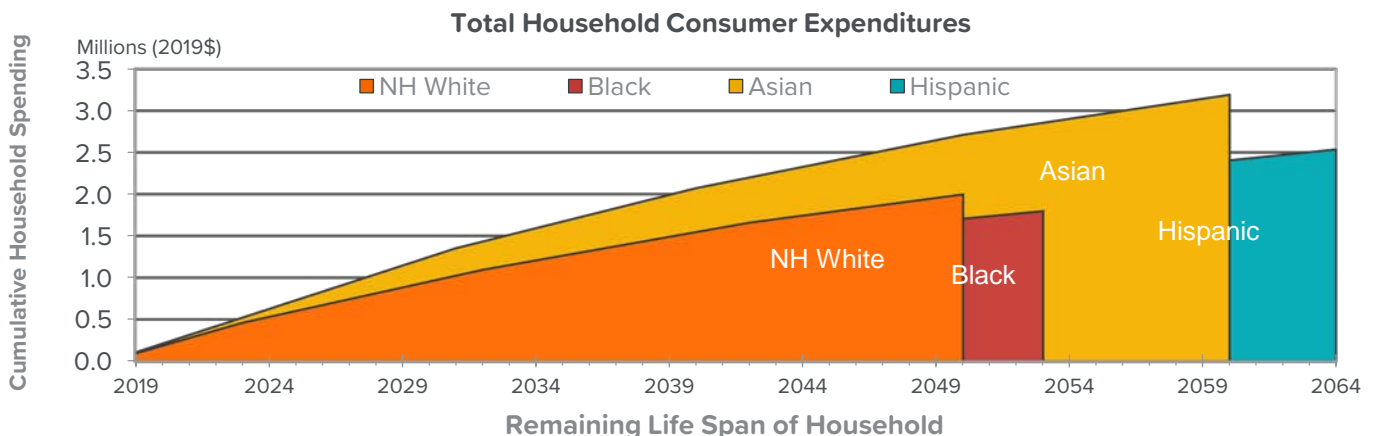
Source: Nielsen Scarborough's 2017 National Survey Household Income

## Older Consumers Age 45+ are More Likely to be Loyal than Younger Consumers



Source: Nielsen Scarborough's 2017 National Survey

## Multicultural Consumers Will Spend More on Products/Services per Household than General Market Households over their Remaining Lifetimes



Source: Claritas Consumer Spending Dynamix 2019

<https://www.motista.com/new-retail-study-shows-marketers-under-leverage-emotional-connection>

For more consumer insight on how to turn brand loyalty into higher sales, contact your Claritas representative at 800.234.5973 or visit [www.claritas.com](http://www.claritas.com)

