

## Mobile wallets & customer loyalty

Important insights for your business



### The importance of loyalty programs:

**69%**

of consumers expect their favorite brands to offer a powerful loyalty program with personalized offers.\*

**52%**

of clients appreciate the quick availability of offers and information.\*



### Facts about digital loyalty cards:

Two out of three consumers aged

**25-44 years**

prefer digital loyalty cards compared to physical ones.

**86%**

of users use mobile wallets for their loyalty cards.



### Push notifications and their impact:

**54%**

of 18- to 49-year-olds are influenced by push notifications.\*\*

An increase of

**52%**

in revenue per customer using mobile wallet push notifications.



### Various possible use cases for mobile wallets\*\*:

**42%**

use them as a payment method

**31%**

use them for plane and train tickets.

**23%**

use them for coupons and vouchers.

**19%**

use them for event tickets

With mobile wallets, companies can strengthen customer loyalty and increase sales. The use of digital loyalty cards (or similar) and targeted push notifications via the wallet creates a modern, customer-oriented shopping experience that fulfills customers' needs and promotes long-term relationships.