

LOYALTY BENCHMARKS REPORT

Q3 2024

BACKGROUND

Inveterate is the **Loyalty Experience Platform**, creating holistic loyalty solutions that drive incremental growth for Shopify merchants.

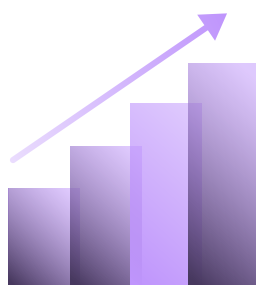
We aggregated and analyzed the data of our merchant partners to determine the impact that Inveterate loyalty programs have on customer LTV. This report compares the revenue driven by members of the loyalty programs to customers that are not to create a benchmark of success.

OVERALL BENCHMARKS

By Transforming Customer Behavior, Inveterate Loyalty Programs Drive Members to Shop More and Spend More Than Non-Members

2.5%

Increase in Monthly Revenue from Increase in Member Spend



158%

Increase in Spend per Customer Amongst Members



15%

Increase in Average Order Value



125%

Increase in Shopping Frequency

35%

Of Members Joined As New Customers



KEY INSIGHT:

MERCHANDISING YOUR LOYALTY PROGRAM IS ESSENTIAL

2%

Attach Rate when merchandising is limited, usually only header or promo banners



COMPARED TO



6%

Attach Rate when the loyalty program is merchandised across the shopping journey, including the product page and shopping cart

FEATURED VERTICAL: CONSUMER PACKAGED GOODS

By providing highly valuable membership rewards, CPG had the highest increase in shopping frequency of any vertical.



Ready to introduce a **game-changing** loyalty program for your brand?

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