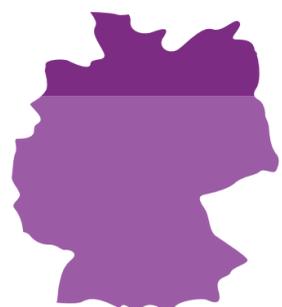


WHERE CONSUMERS' LOYALTY LIES

According to Loyalty Lens research, consumers are high users of loyalty cards.



72%

When asked to rank their top three choices, supermarkets were the number one choice with banks second and pharmacy retailers a distant third.



Supermarkets



Banks



Pharmacy Retail

But deep loyalty shouldn't be mistaken for trust. In fact, almost the same number of Germans as the global average have closed accounts due to data-privacy concerns.

 CLOSED ACCOUNTS DUE TO DATA CONCERNS

 18% AVERAGE 20%

IT'S TIME FOR CLARITY ON HOW COMPANIES USE CUSTOMER DATA

Older consumers are more likely to think that companies aren't clear about how they use their information.



 20%

Aged 18-34 yrs

 16%

Aged 65+ yrs

AVERAGE 16%

WITH ALL THIS DOUBT, IT WOULD SEEM THAT CONSUMERS ARE WARY OF SHARING THEIR PERSONAL DATA. BUT ARE THEY?

Inherently, German consumers understand their personal data is worth something and that they deserve a better customer experience if they choose to share it.

 PERCEIVED VALUE OF PERSONAL INFORMATION

 36% AVERAGE 29%

Due to concerns with data security and collection, German consumers are less willing to share their information in exchange for relevant rewards.

 WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS

 39% AVERAGE 55%

Marketers operating in Germany need to be extra careful about how they use consumers' personal information, as Germans are particularly protective of their personal information.

 Germans are the least likely to share their personal information in exchange for rewards.

 39%  74% (the highest) AVERAGE 55%

German consumers may be the most savvy in the ways of marketing and as such may expect a little more for giving up their personal information.

 Among the 10 markets, Germany has the highest proportion of respondents rating their information as 'very valuable'.

 36%  16% (the lowest) AVERAGE 29%

THE
BOTTOM
LINE?

Transparency around the use and collection of data will become a key differentiator for brands going forward. Those that are clear and offer a better experience through the use of personal data will build greater trust and win their customers' loyalty.