

WHERE CONSUMERS' LOYALTY LIES

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



83%

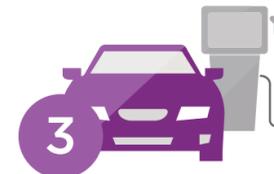
When asked to rank their top three choices, supermarkets were by far the number one choice with mobile providers and petrol retailers a distant second and third.



Supermarkets



Mobile



Petrol Retail

Italians are less concerned about data security. In contrast with the global average, fewer Italians have closed accounts due to data-privacy concerns.

 CLOSED ACCOUNTS DUE TO DATA CONCERNS

 10% 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.



 27%

Aged 18-34 yrs

 14%

Aged 65+ yrs

AVERAGE 21%

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

While consumers in other countries understand their personal data is worth something, Italians perceive their data has less value.

 PERCEIVED VALUE OF PERSONAL INFORMATION

 16% AVERAGE 29%

Also, Italians are less willing to share their information in exchange for relevant rewards.

 WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS

 53% AVERAGE 55%

Grocers looking to pry Italians away from their supermarkets of choice are going to have a tough time.

 Among the 10 markets surveyed, Italians are the most likely to place supermarkets in the top three of institutions to which they're most loyal

 62% AVERAGE 47%

That's because Italians like to shop locally, and competitors looking to lure in consumers will have to present a very compelling value proposition.

 Convenience is a bigger driver for loyalty to supermarkets for Italians

 20% AVERAGE 12%

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.