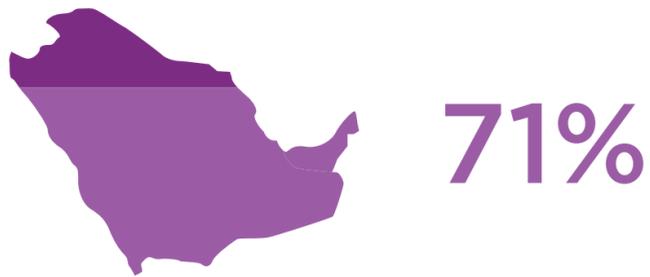


WHERE CONSUMERS' LOYALTY LIES

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



When asked to rank their top three choices, supermarkets were the number one choice with food and drink and technology brands second and third.



Supermarkets



Food and Drink



Technology Brands

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

 CLOSED ACCOUNTS DUE TO DATA CONCERNS

 12% 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.



Aged 18-34 yrs



Aged 55+ yrs

AVERAGE 34%

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

Inherently, 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

 34% AVERAGE 29%

Also, despite concerns over data security and collection, some consumers are still willing to share their information in exchange for relevant rewards.

 WILLINGNESS TO SHARE FOR OFFERS AND DISCOUNTS

 67% AVERAGE 55%

The increasingly cosmopolitan Middle East is creating new, digital avenues for marketers to engage consumers in those markets.

 Over half of consumers in the Middle East are likely to use a digital wallet on a mobile device compared to less than a fifth of German consumers.

 52%  19% (the lowest)

And while people from all over the world are flocking to the Middle East for both work and leisure, marketers are only going to capture the attention of consumers if they communicate in local languages.

 58%

of consumers in the Middle East think that it's very to extremely important for a loyalty program to communicate in the customers' mother tongue.

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.