Loyalty Management

Build lifetime loyalty through connected and differentiated experiences.

Built on the world's #1 CRM, Loyalty Management is a standalone product that can be integrated into any ecosystem. It empowers organizations to create intelligent, personalized engagements for their customers, increasing customer lifetime value (CLV), and powering positive ROI.

Transform loyalty with the world's #1 CRM.

Flexible, End-to-End Platform

Configure Programs to Fit Your Needs
Whether you're creating a B2B or B2C program, Loyalty Management gives you complete flexibility in designing programs across any industry.

Built on the Trusted Salesforce Platform
Rest assured that your loyalty platform will be able to scale with your business as your needs change over time.

Manage Your Programs from Beginning to End
Loyalty Management UI makes it easy to set up programs, tiers, currencies, and benefits.

Accelerate Time to Value for the Business and Customers

Get to Market Quickly with Underlying Infrastructure
Launch your program faster than a custom build with Loyalty Management's underlying infrastructure, reducing your time to value.

Customize Programs to Deliver Unique Experiences
Maintain the flexibility to customize your own unique program and create experiences that best engage your customers.

Ensure You're Generating Value for Your Business
Drive program success by tracking ROI for your program and promotions through powerful analytics.

Deliver an Integrated Loyalty Experience

Create a Connected Program with an Integration-Ready Platform
Leverage out-of-the-box integrations to the Salesforce ecosystem and integration-ready APIs to connect Loyalty Management to your tech stack.

Increase Program Stickiness
Experiences that span different parts of your business and are delivered across different channels will increase program engagement.

Diversify Benefits, Promotions, and Rewards
Use Benefits Management to trigger benefits outside of Loyalty Management and leverage your partner network to create a wide range of options.

Generate a Single Source of Truth

Unify Customer Data for a 360-Degree Member View
Get a holistic view of your relationship with your customers through integrations that combine loyalty member data with other customer data.

Deliver Personalization at Scale
Better target your members with more personalized loyalty engagements that deliver value for members and your business.

Activate Your Members Across the Business
Leverage Loyalty Management data across your business to better engage your members through other channels such as sales, service, and frontline operations.

Loyalty Management Features and Benefits

Program Setup
Set up B2B and B2C programs in any industry. An intuitive UI makes it easy to set up tiers, define currencies and benefits, and establish all other program constructs.

Member Administration
Aggregate information for a 360-degree view of member details and loyalty activities. Enable admin actions, such as point adjustments, on individuals or in bulk.

Partner Administration
Drive greater program value, onboard cross-industry partners, and manage agreement terms for member rewards and redemptions.

Rewards Management
Rapidly deploy loyalty rules for accruals and redemptions based on member activities. Define and track member behaviors aligned to program objectives.

Benefits Management
Automatically trigger actions in the Salesforce ecosystem such as service entitlements or vouchers, or push these benefits to other systems to create a connected customer experience.

Loyalty Process Administration
Set up and manage accruals, redemptions, tier processing, point expiration, and more. Configure and schedule processes to effectively manage transaction workload.

Dynamic Promotions Management
Manage time-based promotions for targeted segments defined in Loyalty Management or in your CDP. Set up promotions for partner and/or product combinations to deliver through each customer's preferred channel.

Voucher Management
Set up vouchers for discounts and product or service experiences to reward eligible behaviors, or to surprise and delight. Track redemptions and query vouchers from third-party systems.

Loyalty Management Integration with Marketing Cloud
Connect Loyalty directly to Marketing Cloud, pushing segments and promotions for omni-channel activation.

Loyalty Management Integration with Customer 360 Audiences
Create segments based on any criteria in Customer Audiences 360 and connect those segments to Dynamic Promotions Management in Loyalty Management, enabling a personalized Loyalty experience.
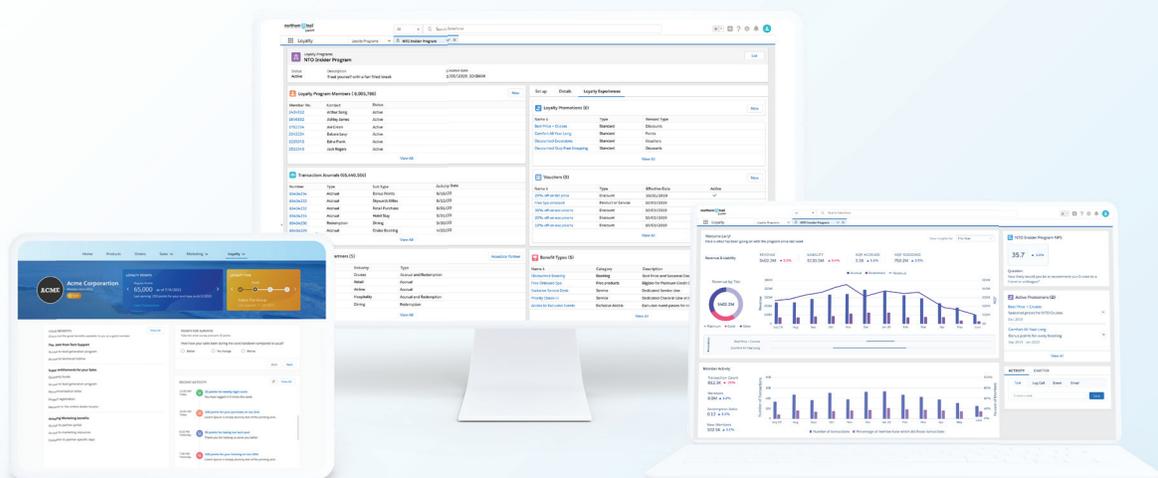
Loyalty Management APIs
Connect any CDP or marketing automation solution to Loyalty using extensible, integration-ready APIs.

Tableau CRM for Loyalty Management*
Aggregate rich, actionable insights across your program members, and partners through integrated dashboards. Track performance and overall health of the program to ensure program ROI for your business.

* Requires additional license