B2C Loyalty Management

Deliver loyalty experiences that increase customer lifetime value.

Loyalty Management empowers organizations in any industry to build stronger relationships with their customers through connected, experiential loyalty programs. Design a unique program that fits your business needs, engage customers with meaningful experiences, and gather program insights to help you drive value for your organization.

Loyalty is the result of meaningful engagement.

Embrace the Future of Loyalty with Personalized Experiences

Unify Your Data Sources to Create a Single Source of Truth
Successful loyalty programs require a unified data strategy to create a 360-degree view of your members. That means connecting Loyalty Management to data from your CDP, third-party data sources, and more.

Deliver Relevant Rewards and Promotions
Drive engagement and program stickiness by using various member attributes to send them promotions that fit their needs and interests.

Reduce Program Fatigue with Experiences
Customers may enroll in dozens of programs, but they only engage with those providing promotions and rewards that are both relevant and experiential.

Drive Value for Your Business and Your Customers

Configure Programs to Fit Your Needs
Organizations in different industries have unique needs and customers. Loyalty Management gives you the flexibility to configure your program to best fit your specific business goals.

Get Real-Time Insights
Leverage analytics from Tableau CRM for Loyalty Management to monitor program performance in real time, enabling you to make changes that increase program profitability.

Easily Monitor and Manage Points Liability
Ensure your program is a profit center with extensive reporting on points liability as well as the tools to customize points expiration rules.

Boost Program Efficacy with a Loyalty Ecosystem

Use the Power of Customer 360
Put the customer at the center of your business with the power of Customer 360, including integrations to Salesforce's CDP, Customer 360 Audiences, and Marketing Cloud.

Connect Loyalty to Other Systems with Integration-Ready APIs
In order for programs to be successful, they need to be integrated into your other business systems. Loyalty Management comes equipped with APIs that help you to create a unified tech stack.

Better Service Your Program Members
Service teams can adjust member points individually or in bulk, and gain real-time insights into member behavior and satisfaction through embedded dashboards.

Connect with Customers in Any Industry

For Retail

Build Loyalty Across the Shopper Journey

Own your shopper relationships by creating engaging, experiential loyalty programs that cater to customer preferences. Nurture shopper loyalty by creating connections across touchpoints, whether customers are shopping online, in-store, or on your mobile app.

For Direct-to-Consumer Brands

Own the Customer Relationship and Gather First-Party Data

As consumers are increasingly doing business on digital channels, D2C brands can deploy loyalty programs to build direct connections with their customers. Build brand affinity through experiential programs and drive value for both customers and your business.

For Travel & Hospitality

Revolutionize Loyalty for a New Era of Travel

Leverage your loyalty program to better understand and provide reassurance to travelers throughout their journey. Stay ahead of a new era of loyalty and expand ways travelers can engage with and earn benefits through your loyalty program with experiential promotions and partner programs.

For Communications

Nurture Subscriber Relationships

Go beyond retention by designing tools into your loyalty program that help build and nurture subscriber relationships. Put the customer at the very center of every interaction with relevant loyalty offers, and empower your service teams to better serve customers with program member insights.
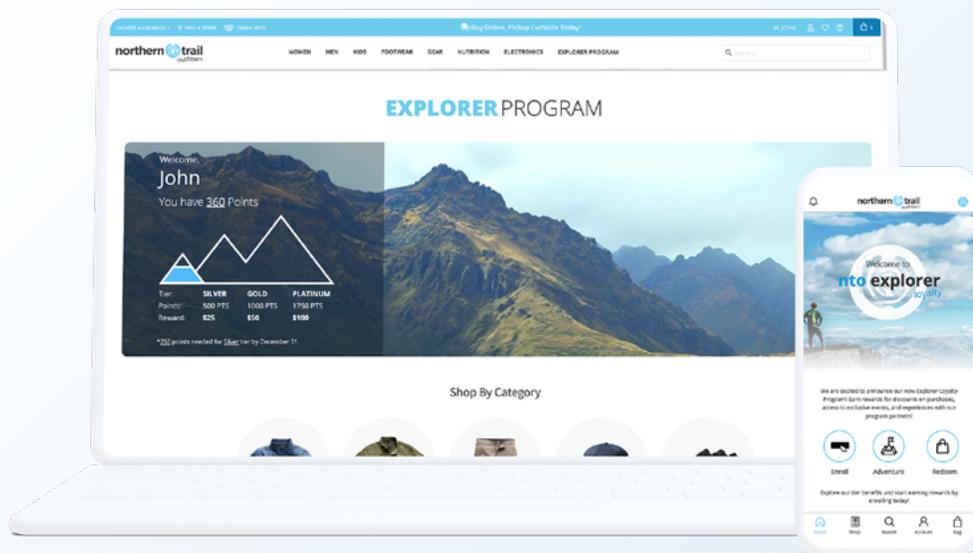
For Financial Services

Earn Trust and Loyalty with Your Customers

Engage customers across your different lines of business. Unify your strategy to build foundational trust, and bolster lifetime customer loyalty by delivering personalized experiences across touchpoints.

For Media

Capture Fan Mindshare and Boost Engagement

Break through the noise with personalized, engaging programs that win both mindshare and share of wallet. Take advantage of unified insights from your loyalty program and other business systems to deliver relevant content and promotions that create lasting relationships.