THE MARTECH SUMMIT | LONDON

B2C MARKETING

Customer Loyalty

Winning Loyalty in an Increasingly Non-Linear World



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When choosing between brands today, what has the greatest influence on your loyalty?

The Slido app must be installed on every computer you're presenting from

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Q&A

Question 1

What does a non-linear customer journey mean in practice, and how is customer behaviour changing as a result?

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Q&A

Question 2

What does loyalty mean when customers no longer follow a predictable journey? And how do you measure it?

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Q&A

Question 3

How do brands earn lasting loyalty beyond points, rewards and discounts?

Q&A

Question 4

What have you fixed across non-linear customer journeys that has made the biggest difference to loyalty for your organisation?