

COLLOQUY

Report: Everyday Earners Find Value in Small Points

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By: Points.com

Sixty-six percent of consumers agree that earning points or miles in a loyalty program is important to them, even if they're only earning in small increments, according to a report by Points.com titled *From Everyday to Extraordinary: How Retailers Can Woo Shoppers with Points and Miles*.

The survey, conducted by Points.com in May, sought to gain insights into how shoppers work toward their goals and whether it is important to receive large points/miles bequeathments once in a while, or if they're content to earn in small but regular increments.

The results show that shoppers are more likely to work diligently toward rewards goals with frequent small transactions rather than large, one-time purchases.

Other results from the survey include:

- 60% of respondents said they actively look for promotions that will help them earn more points or miles.
- 56% said they never miss a chance to earn points and miles in their favorite loyalty programs, even when the amounts given are small.
- 69% said they would break habit and choose a different brand in order to earn more points or miles.
- 54% buy more from companies when they are being rewarded for purchases.

The conclusion of the report is that everyday earners represent a significant opportunity for retailers. The fact that shoppers value small amounts of rewards when presented frequently every time they shop means they will keep coming back for more, and can pave the way for long-term loyalty.

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