

Three B2B2C benefits of adopting a loyalty program

The cost of losing an existing customer is way higher than acquiring a new one. By implementing loyalty solutions, you can drive customer and high-value account retention, while building brand advocacy. Here are three benefits of adopting Oracle Marketing CrowdTwist loyalty.



1. Expand customer data sets

Understanding customers is critical to identifying opportunities for expansion, but it is impossible to do when you know nothing about them. Oracle Marketing not only helps you to connect data across the entire customer lifecycle, gain deeper insights, and enrich targeting and segmentation efforts but helps build robust first-party data.



2. Master customer signals and deliver personalized experiences

Capturing and interpreting customer intent is critical to determining buyer interest in your offerings. With Oracle Marketing, you can use customer intent signals to deliver contextualized content experiences at every stage of the customer journey.



3. Build brand advocacy and increase customer lifetime value

Brand advocacy helps grow your business. By rewarding customers for engagement via a loyalty program, B2B2C brands can turn customers into brand champions, deepen customer relationships, and increase customer lifetime value.



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