Challenges

- A retailer with a loyalty program, based in the southern region of Luzon, Philippines, observed that despite the pandemic recovery in the first half of 2021, its total sales did not return to the pre-pandemic levels seen in the second half of 2019.

- The retailer needs insights on analyzing the data and prioritizing actions to enhance loyal customer engagement and drive loyalty sales to reach or exceed pre-pandemic levels.
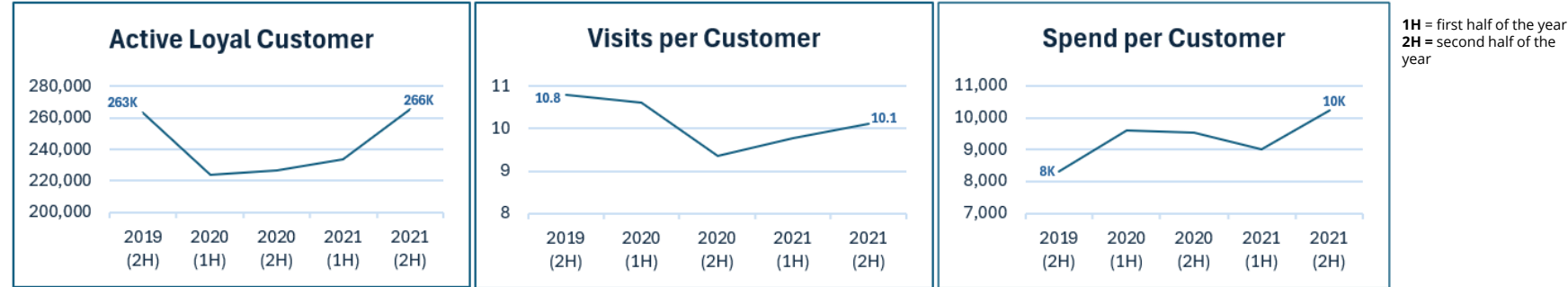
Solutions

- In early second half of 2021, Ulys platform had been set with historical data up to 24 months backward.

- Through analysis, the retailer identified several negative factors, and they decided to focus on key sales drivers which are Active Loyal Customer (traffic), Spend per Customer, and Visits per Customer (frequency), which are the quick win of the sales recovery.

- Furthermore, the retailer effectively segmented customers using Ulys' prebuilt segmentation modules with relevant KPIs for loyal sales, covering **Traffic, Frequency, and Spending** among loyal customers.

- Actionable insights from Ulys were utilized across categories, formats, and stores to address the created segments through specific and tailored promotional campaigns and marketing activities.
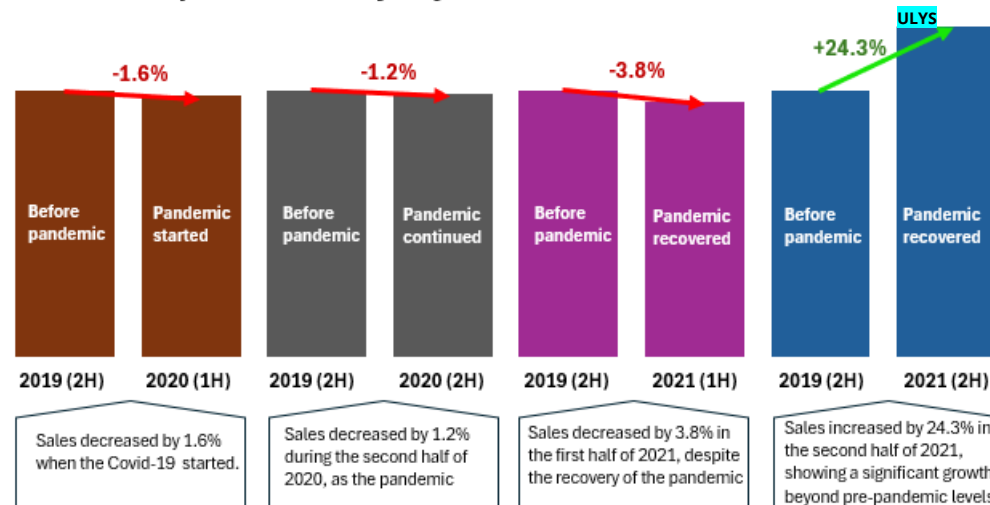
Results

During the pandemic, customers came to shop less but spent more. However, with the utilization of Ulys, a notable shift occurred during the post-pandemic in the second half of 2021, compared to the pre-pandemic period in second half of 2019.

- **Active Loyal Customers** continued to grow after the major drop in 2020, and in the second half of 2021, they **surpassed pre-pandemic levels.**
- **Visits per Customer** continued to grow in the second half of 2021, reversing the major decline trend seen in 2020 and **almost reaching the pre-pandemic level.**
- **Spend per Customer** experienced a positive shift in the second half of 2021, **reaching its highest peak since pre-pandemic period.**

1H = first half of the year
2H = second half of the year

Active Loyal Customer

	2019 (2H)	2020 (1H)	2020 (2H)	2021 (1H)	2021 (2H)
	263K				266K

Visits per Customer

	2019 (2H)	2020 (1H)	2020 (2H)	2021 (1H)	2021 (2H)
	10.8				10.1

Spend per Customer

	2019 (2H)	2020 (1H)	2020 (2H)	2021 (1H)	2021 (2H)
	8K				10K

Consequently, the efforts and positive results from these three KPIs were key factors driving a significant growth in loyalty sales in the second half of 2021, surpassing pre-pandemic levels from 2019 by 24.3%.

Comparison of Loyalty Sales to Pre-Pandemic Level

-1.6%
-1.2%
-3.8%
+24.3%
ULYS

Before pandemic — Pandemic started: 2019 (2H) — 2020 (1H)
Before pandemic — Pandemic continued: 2019 (2H) — 2020 (2H)
Before pandemic — Pandemic recovered: 2019 (2H) — 2021 (1H)
Before pandemic — Pandemic recovered: 2019 (2H) — 2021 (2H)

Sales decreased by 1.6% when the Covid-19 started.

Sales decreased by 1.2% during the second half of 2020, as the pandemic

Sales decreased by 3.8% in the first half of 2021, despite the recovery of the pandemic

Sales increased by 24.3% in the second half of 2021, showing a significant growth beyond pre-pandemic levels.

Overall, after initial declines in sales during the pandemic, there was a strong recovery of the loyal sales by the second half of 2021, surpassing sales levels from before the pandemic.

LOYALTY SALES EVOLUTION 2021 - 2023

+16.3%
+17.1%

2021   2022   2023

Loyalty sales continued to grow year-on-year from 2021 to 2023, with increases of 16.3% and 17% respectively.