Customer Loyalty and Retention

Solutions that enable long-term engagement and drive higher lifetime customer value.

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

The global customer loyalty management market continues to grow as both B2C and B2B firms recognize the ability to leverage AI and intelligent workflow to offer more personalized, relevant loyalty offers. In addition, generative and agentic AI is making it easier for businesses to better strategize, deploy and maintain high scale, om-nichannel loyalty programs.

As a subset of the overall customer experience market, customer loyalty and retention solutions elevate the customer relationship (especially in B2C use cases) from transactional to more strategic long-term engagement models. Where pricing and convenience drove legacy engagement models; now technology can better target, re-target, message and engage with consumers and B2B buyers or more profound levels - driving higher frequency of purchase, as well as higher transaction values and profitability per customer.

Generative and agentic AI will continue to drive innovation in this sector. Leading use cases are personalization of loyalty experiences, dynamic journey creation based on real time customer actions, and more seamless and deeper integration into backend and third party data sources to better identify opportunities to drive loyalty.

11 SOLUTIONS TO KNOW

Constellation evaluates more than 35 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- BOND BRAND LOYALTY
- CLUTCH LOYALTY
- COMARCH
- EPSILON
- IVISION MOBILE
- KANGAROO REWARDS
- NEODAY
- OPEN LOYALTY
- ORACLE LOYALTY CLOUD
- SAS SOFTWARE
- TALON.ONE

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Allows strategy design
- Supports multiple loyalty programs
- Website and e-commerce integration
- Supports personalization of milestones, rewards, etc.
- Tracks loyalty currencies
- Delivers customer profiling and preference management
- Supports customer portals and communities
- Easy reporting and complex analytics
- Reward redemption
- Supports marketplaces and exchanges
- Installs in multiple industries
- Integrates with leading CRM and POS solutions
- Supports key privacy regulations
- Intuitive, omnichannel customer-facing UX
- Applies ML and AI frameworks, including Gen AI

BUSINESS THEMES

Matrix Commerce

Next Generation Customer Experience

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Martin Schneider
Vice President & Principal Analyst

Martin Schneider has had a unique career that has spanned both analyst and marketing practitioner roles, focused on high technology and related industries. The unifying factor has always been both a keen analysis of go-to-market trends, while also having achieved success as a marketing leader. Schneider started his career as a journalist covering B2B technologies, and quickly transitioned into a leading analyst covering application software for the 451 Group in NYC, where he specialized in CRM, marketing automation, and business intelligence/analytics technologies.