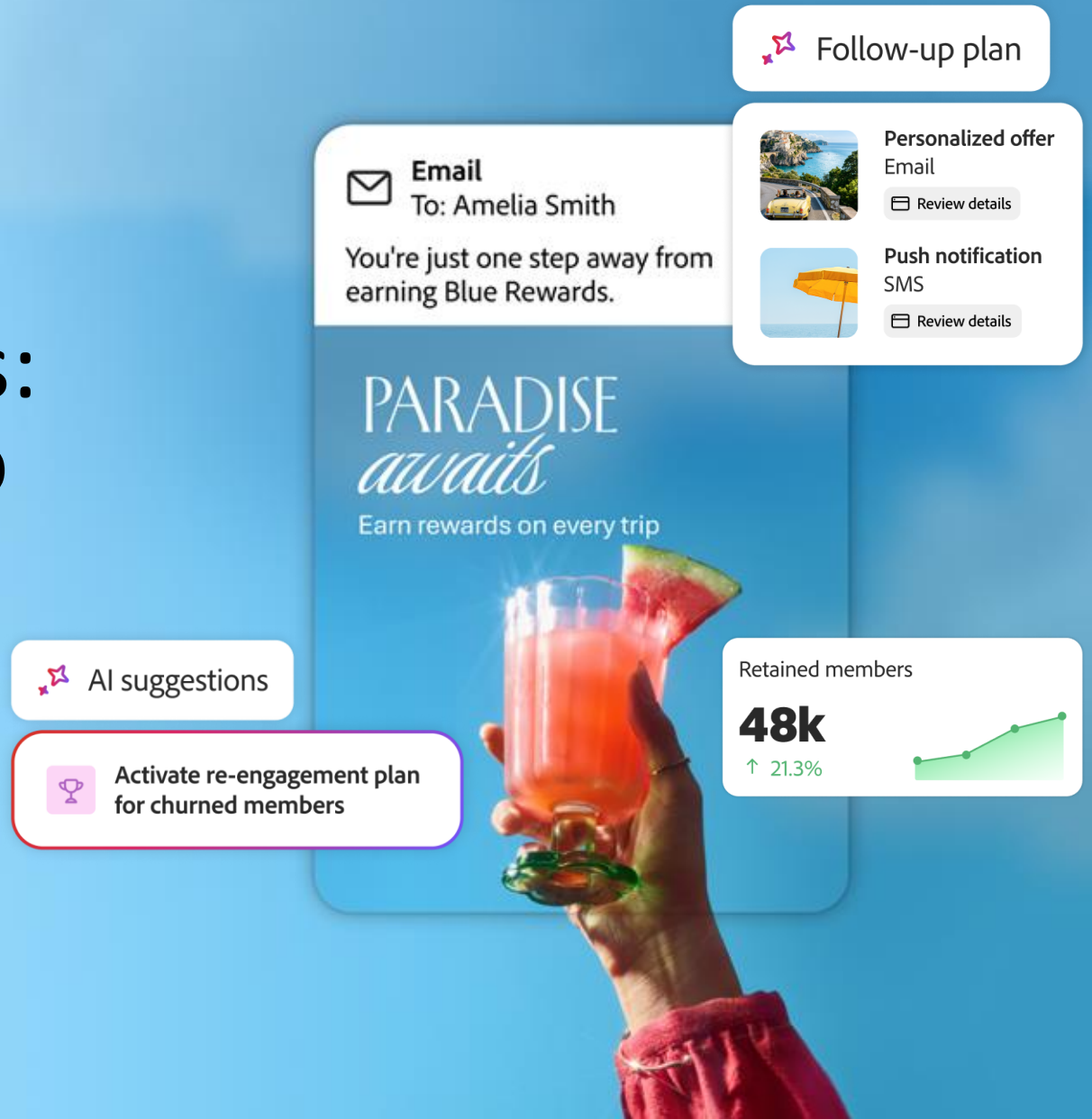


# Beyond Points and Perks: Turn Customer Data into Lifetime Value

Adobe



# Today's speakers



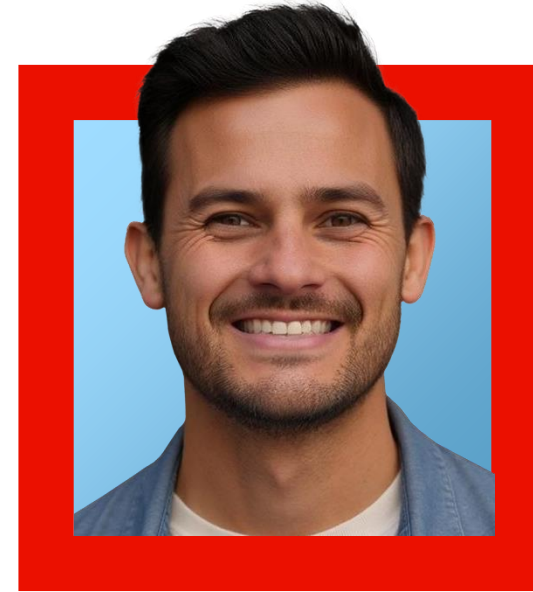
**Adam Wilson**

Director,  
Marketing Operations  
**Blue Rewards**



**Julie Hoffmann**

Global Director,  
Industry Strategy  
**Adobe**



**Tyler Hogue**

Principal Product  
Marketing Manager  
**Adobe**



# Agenda

The state of travel and loyalty

Customer engagement and loyalty in the world of AI

AJO Loyalty demo

Operationalizing loyalty marketing

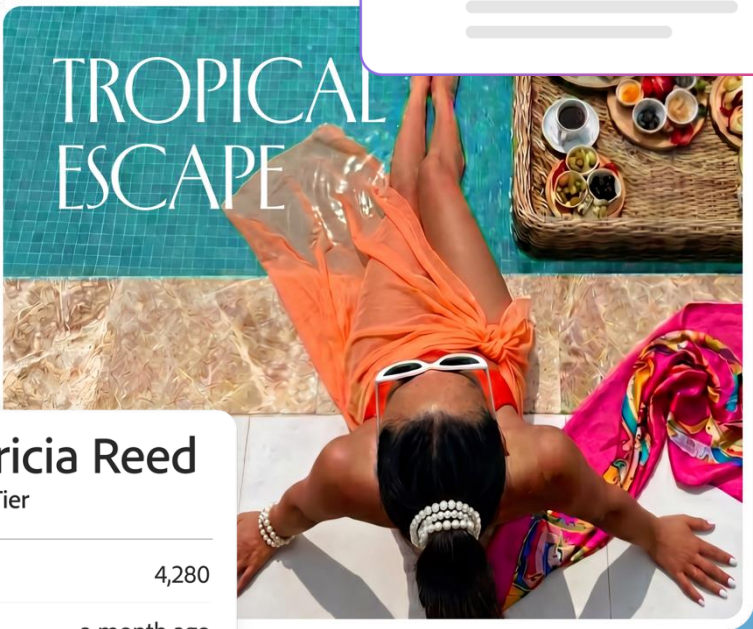
Q&A

Personalized email

**Nudge Silver members close to Gold**

High

Tier opportunity 1 hour ago



**Patricia Reed**

Silver Tier

|                |             |
|----------------|-------------|
| Points balance | 4,280       |
| Last purchase  | a month ago |
| Engagement     | Rising      |

**If you could unlock one loyalty capability tomorrow,  
what would move the needle most?**

(Select one)

**A**

**A single, unified  
view of every  
member across  
touchpoints**

**B**

**Real-time,  
personalized  
challenges and  
rewards**

**C**

**Omnichannel  
orchestration (email,  
SMS, push, in-app,  
web)**

**D**

**AI-generated insights  
and next-best-action  
recommendations**

Adobe

# The state of travel and loyalty



**Julie Hoffmann**

Global Director, Industry Strategy

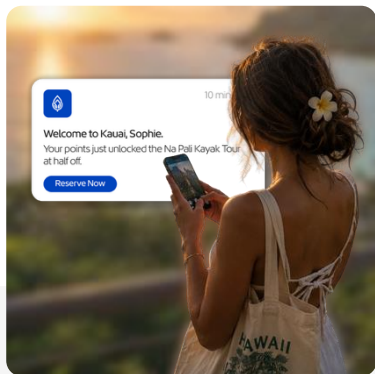
**Adobe**



# What loyal travelers expect has changed which changes everything

## Experience led loyalty

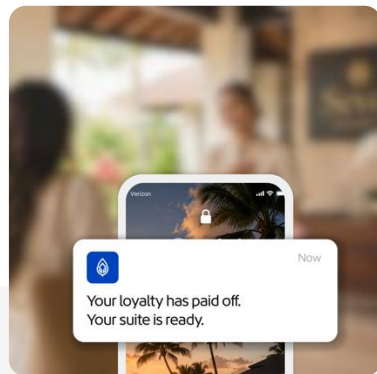
Travelers choose and return to brands that deliver memorable moments, not just point balances



Will this make my trip better?  
Or just reward my spend?

## Loyalty needs human & digital service

Members expect seamless self-service for routine needs and high-touch human moments when it matters most



The best loyalty interactions blend smart automation with genuine human care

## Personalized loyalty moments

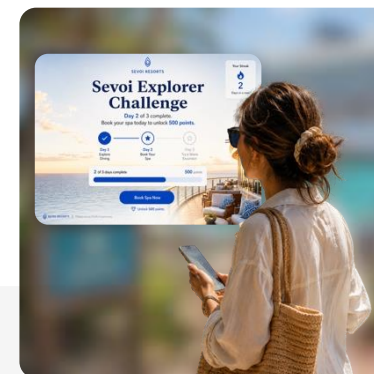
Members expect recognition and relevance at every touchpoint- not generic offers based on tier alone



Context aware rewards and gamified communications across the full travel journey

## Loyalty that fuels what they love

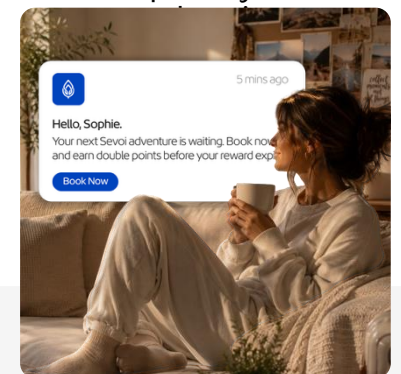
Wellness, adventure, and nature travel are driving booking decisions – loyalty programs that tap into passions earn deeper commitment



Create challenges that reflect their passions (wellness, outdoor, cultural) and drive higher redemption and retention

## AI powered loyalty engagement

Members increasingly expect their loyalty program to anticipate needs, surface, relevant offers and guide their next trip, not just



Personalized itineraries and proactivity are the new loyalty currency

# Customer loyalty relies on experience, and every moment matters

Customers are easy to lose...



**2.4**

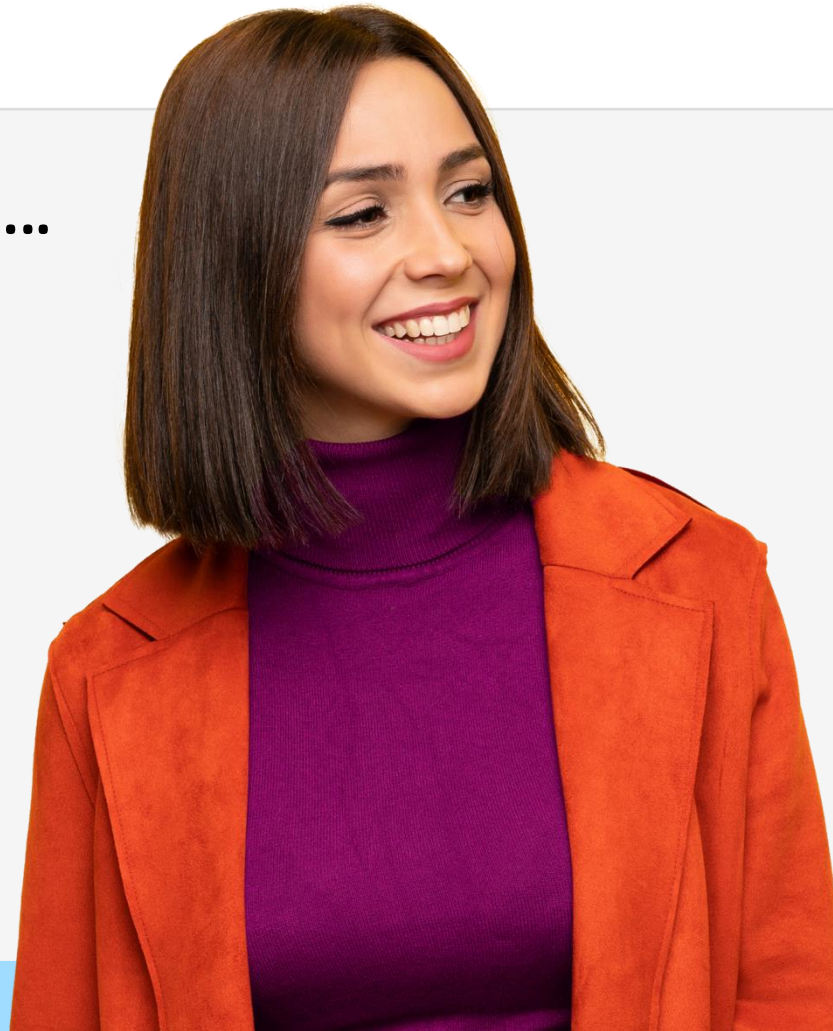
# of bad experiences  
before churning

...and hard to gain



**8**

# of good experiences  
needed to capture  
share of wallet



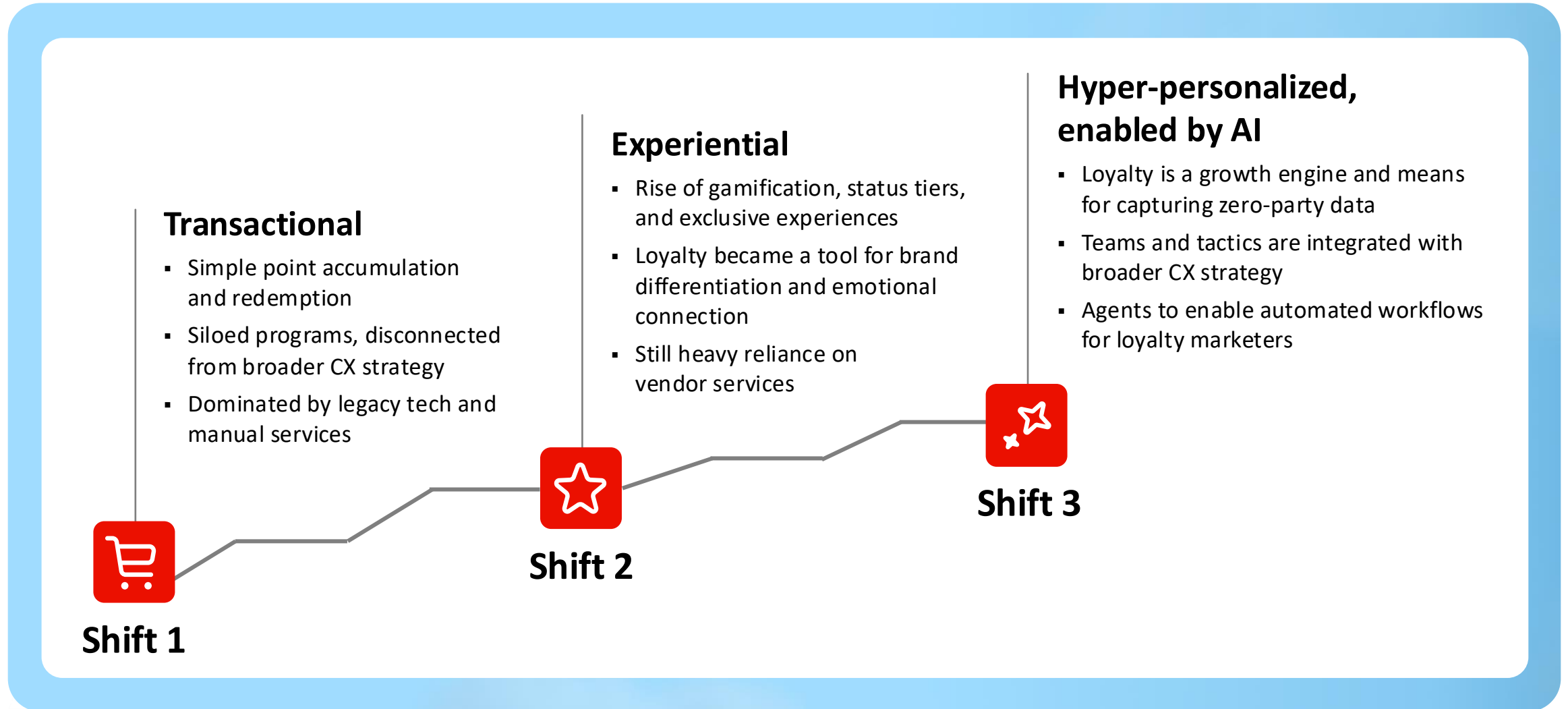
# Why loyalty, why now?

Channel modernization isn't enough, growth now depends on it to drive retention and lifetime value

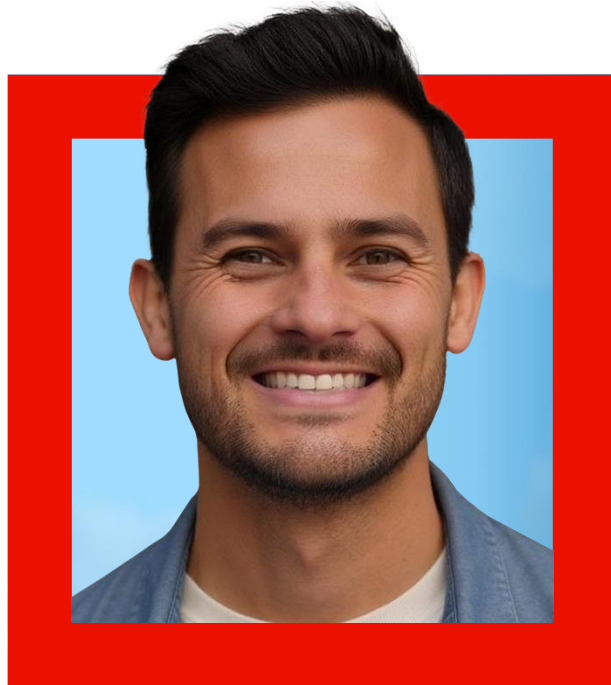
|                           |   |                                                                                    |
|---------------------------|---|------------------------------------------------------------------------------------|
| Why loyalty matters?      | > | Rising CAC, loss of direct customer access<br>+ retention/margin pressure          |
| What's changing?          | > | Transactions to ongoing relationships                                              |
| Why is this critical now? | > | Discovery is shifting (e.g., GenAI) making owned relationships critical            |
| The goal with loyalty     | > | Drive a behavioral change that increases retention,<br>preference & lifetime value |

**Loyalty** = Influencing the next customer action, not just rewarding the last one

# Loyalty is evolving from points to personalization



# Customer engagement and loyalty in the world of AI



## Tyler Hogue

Principal Product Marketing Manager  
**Adobe**

# The rules of customer acquisition have changed

AI referral engines are absorbing the top of the funnel. Brands that built growth on organic discovery are exposed. The response is not to fight for AI citations alone, it's to build relationships **that don't need them**.

50%+

Source: Gartner, 2025

decline in organic search traffic to websites by 2028 as generative AI search scales.

80%

Source: Bain & Company, February 2025

of consumers rely on AI-generated summaries for at least 40% of their searches —shifting the discovery moment away from brand-owned channels.

78%

Source: eMarketer, February 2026

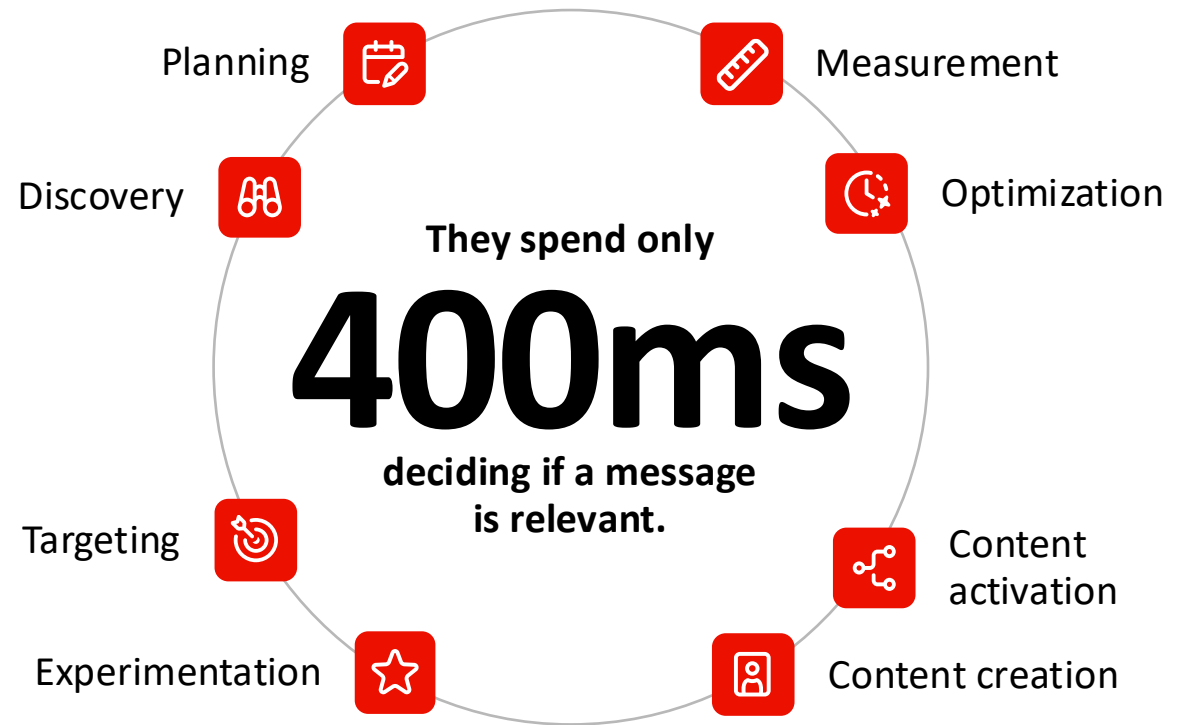
of retail executives believe that gen AI will weaken brand loyalty by focusing consumer choice on value or fit rather than brand recognition by 2027

60%

Source: Bain & Company, February 2025

increase in average customer acquisition costs over the last 5 years.

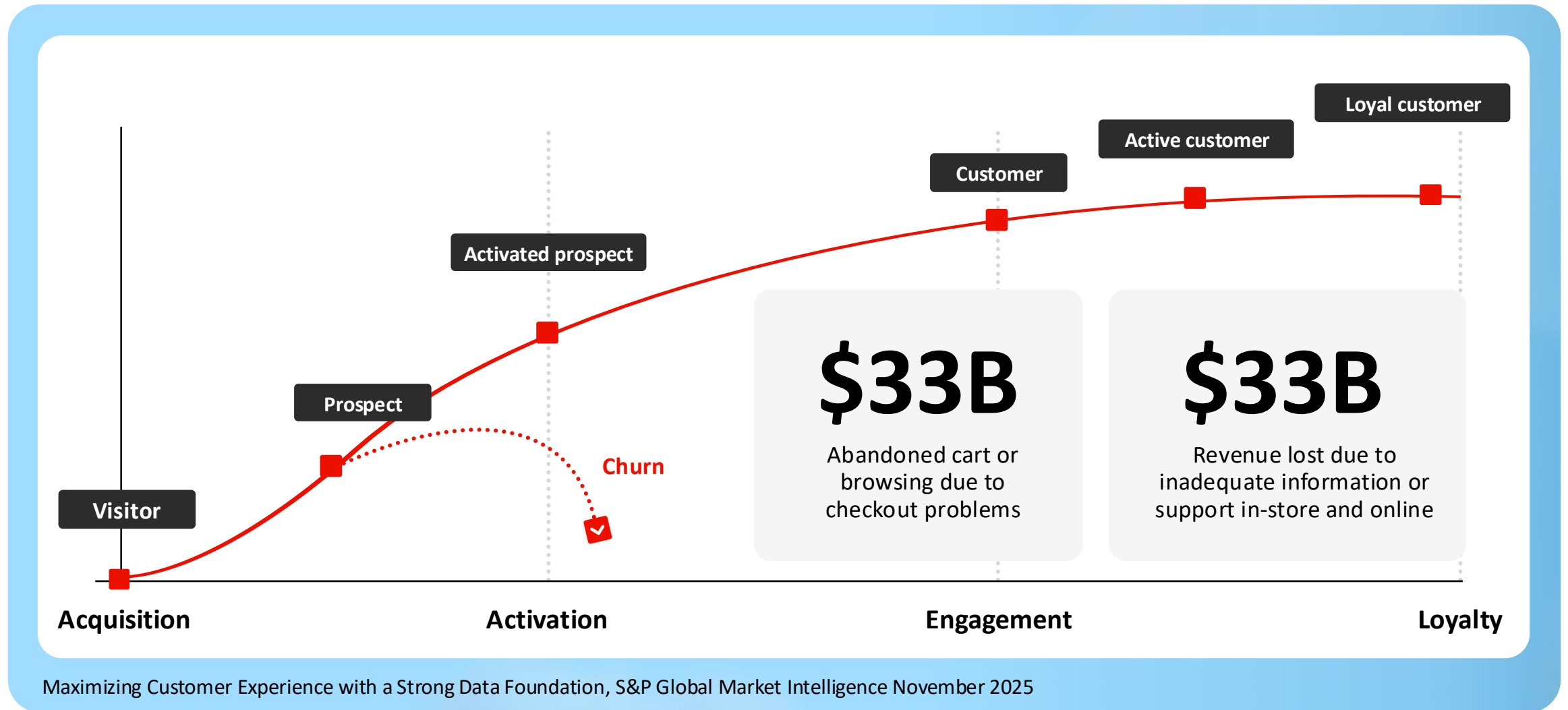
These milliseconds are the culmination of planning, effort, and execution. And customers decide instantly.



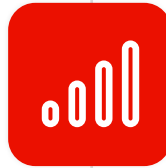
# Customer experiences are getting worse, not better



# The cost of a weak CX is real: Churn, unsubscribes, erosion of customer lifetime value



# Why the disconnect?



**Static, inflexible data and orchestration** restricts ability to engage based on real-time signals.



**Siloed teams and tools** prolong time-to-engage and reduce consistency of the customer experience.



**Channel-first approach** based on marketing calendar and channel metrics instead of intended customer experience outcomes.

# Stand out with customer-centric engagement

Don't push more volume. Instead, be...



More **relevant**



More **timely**



More **personalized**

Go beyond siloed marketing campaigns and channel-centric interactions by putting the customer at the center of your engagement efforts.

Create segment



Search: Noise  
cancelling  
headphones



Tiktok: Travel  
must haves

Sunday, March 10

1:47

AUDIO  
REFINED



# Disrupt the static, channel-led mindset for more engaging customer experiences

## Legacy approach

### Channel-led approach



**Channel-led strategy**  
driven by marketing calendar



**Static list management**



**Lagging insights**  
with guesswork & channel-specific KPIs



## New approach

### Customer-centric approach



**Experience-led strategy**  
driven by intended customer experience outcomes



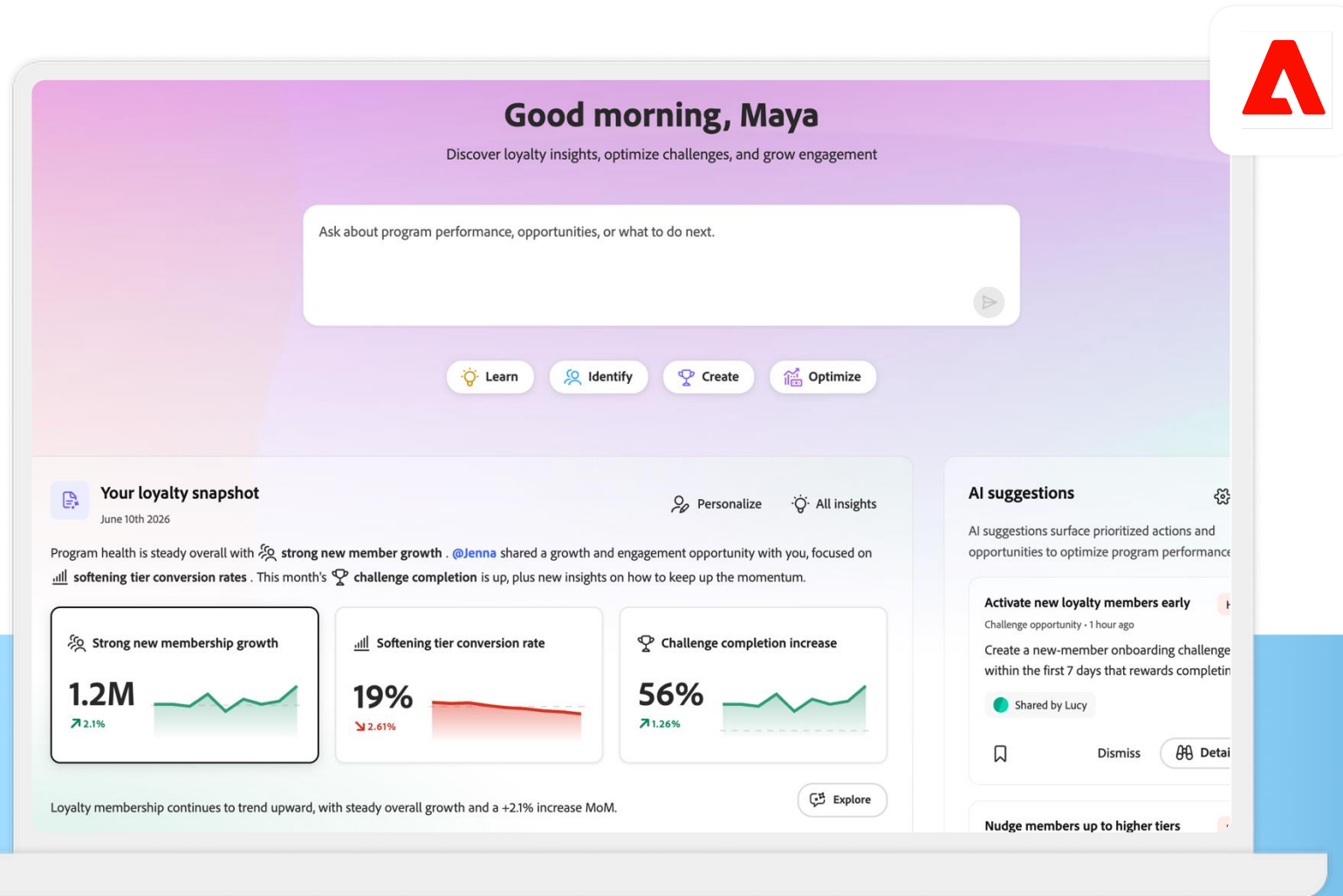
**Real-time data**  
to inform in-the-moment decisions at time of engagement



**Continuous optimization with agentic AI**  
that adapts experiences to drive customer LTV, loyalty, and retention

# Introducing Adobe Journey Optimizer Loyalty

## The experience layer your approach to loyalty has been missing



# Adobe Journey Optimizer Loyalty

GA

July 2026



## Accelerate performance with agentic AI

Leverage always-on, agentic AI that acts as an extension of your team to surface predictive insights, action on recommendations, and measure impact across your program



## Personalize gamification

Unlock a holistic view of members to design and deploy intelligent, gamified loyalty challenges with tasks and rewards that adapt to customer behavior



## Orchestrate loyalty experiences

Bring loyalty to life by designing and delivering personalized content in real-time, across whichever channel is most relevant to consumers in the moment



Your next adventure?

To: Amelia Smith

PARADISE  
AWAITS.

Book your stay.



A recommendation  
based on her travel  
interests.



Amelia Smith

Frequent Traveler

Last seen item  
Beach Holidays

Travel style  
Leisure

# AJO Loyalty

## AI-powered loyalty workflows

GA

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### Surface high-impact insights

Always-on AI learns what drives member engagement, redemption, and lifetime value to identify potential loyalists and churn risks



### Accelerate loyalty optimization

Agentic workflows built on industry-leading AI minimize manual analysis and help loyalty teams scale by proactively surfacing strategic recommendations and building tactics



### Measure incremental ROI

Prove the value of your loyalty program by analyzing journeys and tying loyalty actions to business outcomes like CLV and AOV

Which tier is currently underperforming?



Q2 is underperforming below industry benchmark



# AJO Loyalty

## Personalized gamification



### Unify loyalty signals

Integrate loyalty data to build enriched member profiles, enable smarter segmentation, and target loyalty experiences more precisely



### Launch intelligent, personalized challenges

Intuitive design tools allow team members to create, activate and track participant status in personalized challenges

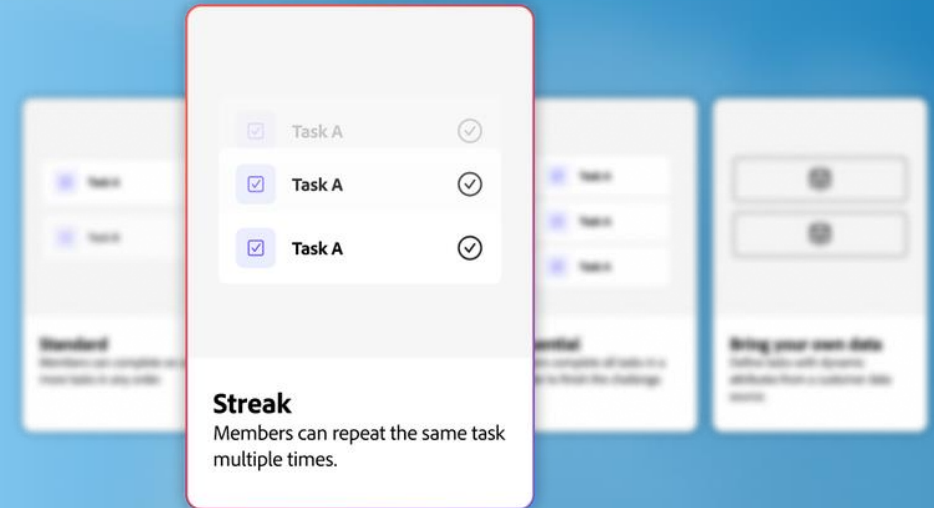


### Tailor rewards to optimize performance

Maximize the impact of incentives by personalizing reward types and amounts based on customer data such as lifetime value, engagement recency, and more

GA

July 2026



77%

of consumers are more likely to participate in a loyalty program that incorporates gamification

# AJO Loyalty

## Omnichannel loyalty orchestration

GA

July 2026



### Build personalized content

Design personalized, on-brand challenge messaging fast with AI content generation, quality checks, and asset management, all via an easy drag-and-drop editor



### Engage consumers where ever they are

Deliver content on the channels that are most likely to impact behavior– email, SMS, push, in-app, web, and more



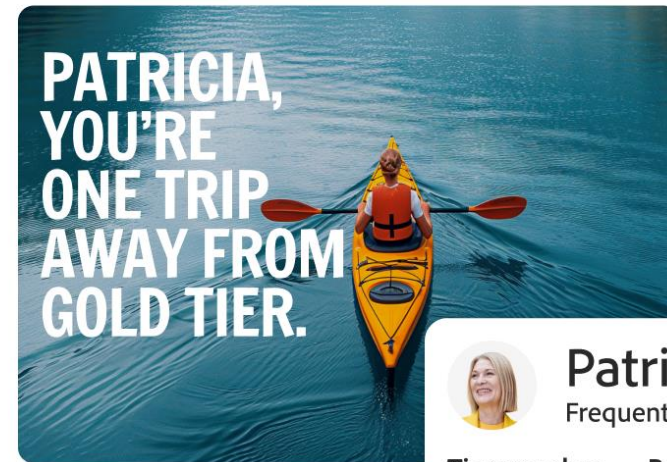
### Embed loyalty into customer journeys

Extend loyalty communications as a natural part of the broader customer journey, so the program feels connected to the brand experience rather than bolted on



**One more trip and you're in!**

To: Patricia Reed



**Patricia Reed**

Frequent Traveler

Tier member  
Silver

Points  
24,500

# Operationalizing loyalty marketing



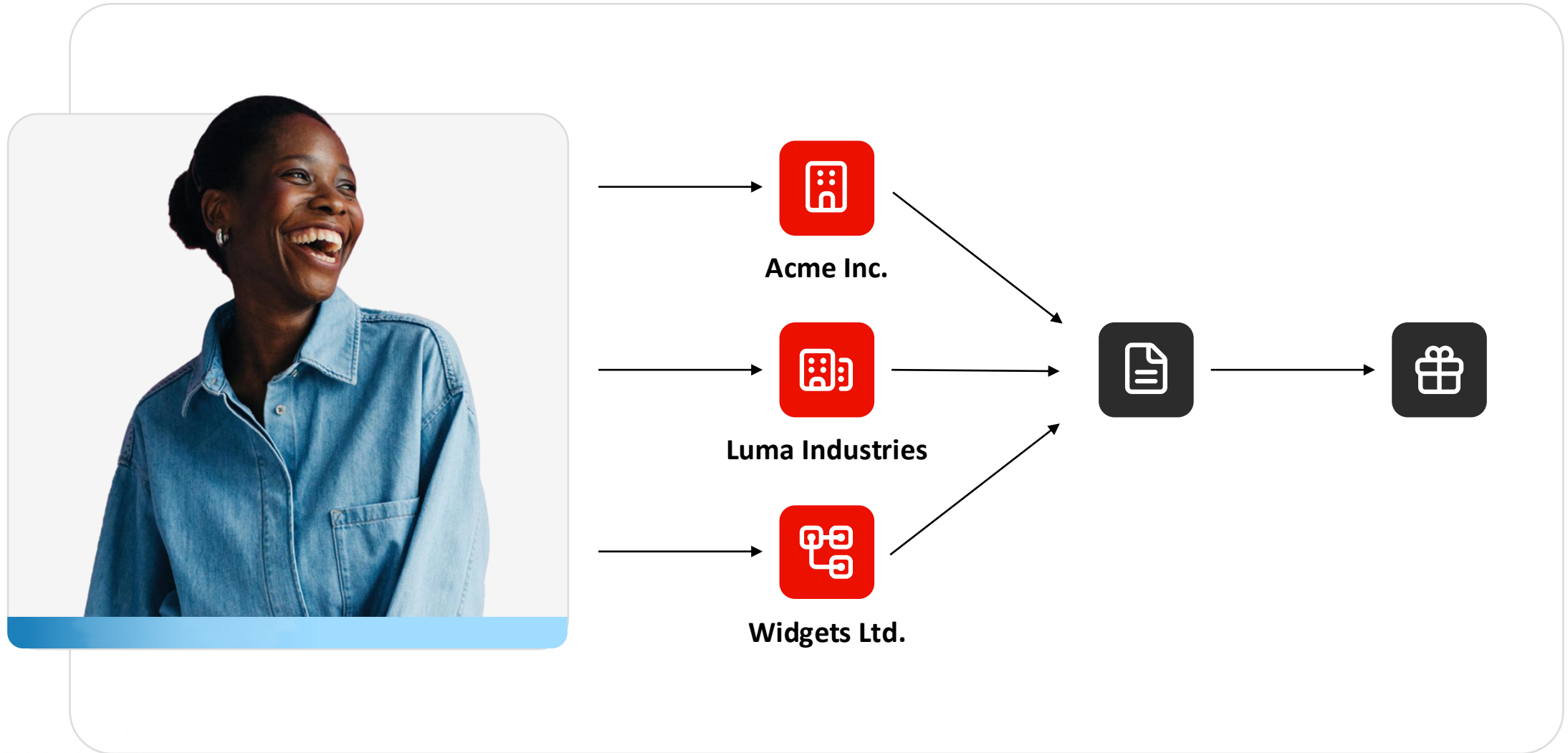
**Adam Wilson**

Director, Marketing Operations  
**Blue Rewards**

**Driving customer loyalty for over 30 years**



# Driving customer loyalty for over 30 years



Adobe

**Loyalty programs are  
everywhere...**

**22** Number of loyalty  
programs Canadians  
belong to

**What does it take to make it successfully?  
Turning a loyalty program into a loyalty experience**

Source: [adviso Loyalty](#), 2025

**Loyalty programs are everywhere...**

**22**

Number of loyalty programs Canadians belong to



**...but consumer attention is difficult to sustain**

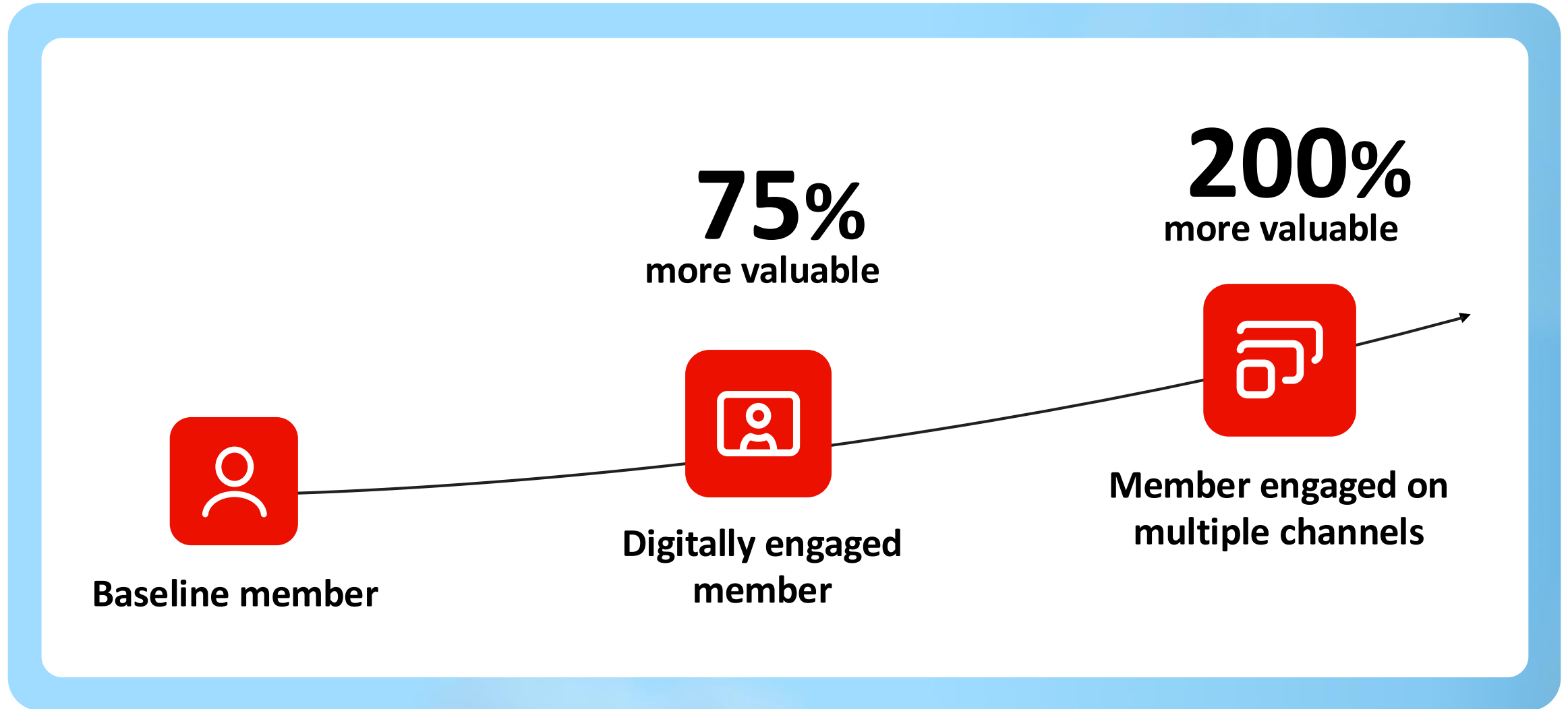
**9**

Number of loyalty programs Canadians belong to

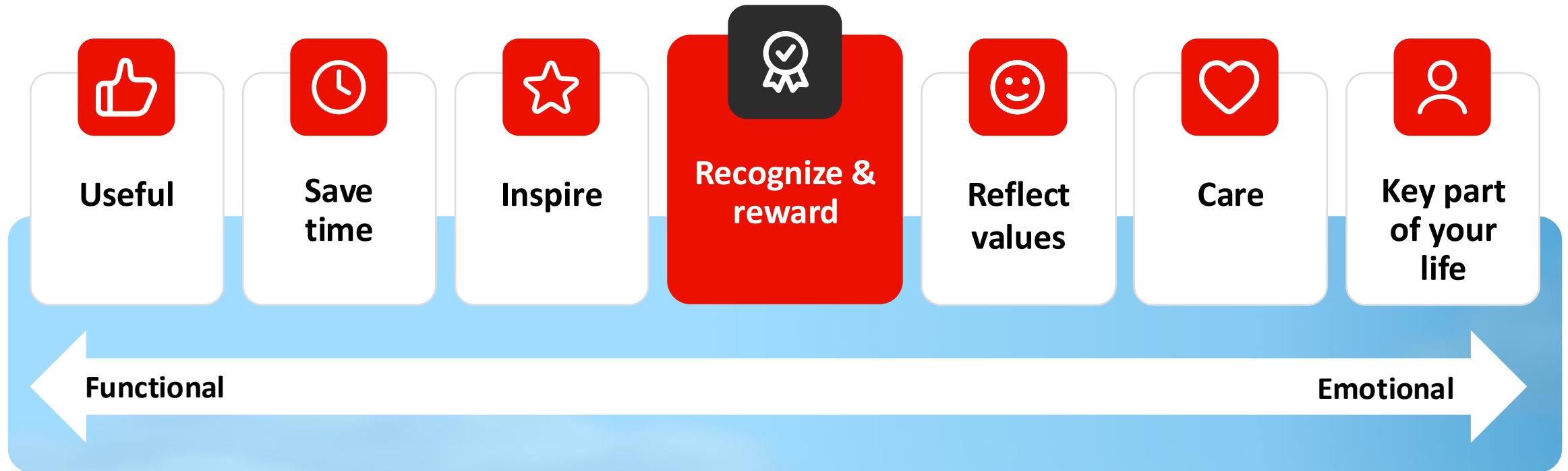
**What does it take to make it successfully?  
Turning a loyalty program into a loyalty experience**

Source: [adviso LoyaltyT, 2025](#)

# Loyalty experiences drive incremental value



# Pillars of recommendation-worthy loyalty



Source: Internal research & antavo Global Customer Loyalty Report (2025)

# Building experiences with these pillars



## **Points per dollars spent**

Amount earned should reflect amount spent.



## **Perception of effort**

Engagement is heavily influenced by comparing reward value effort required.

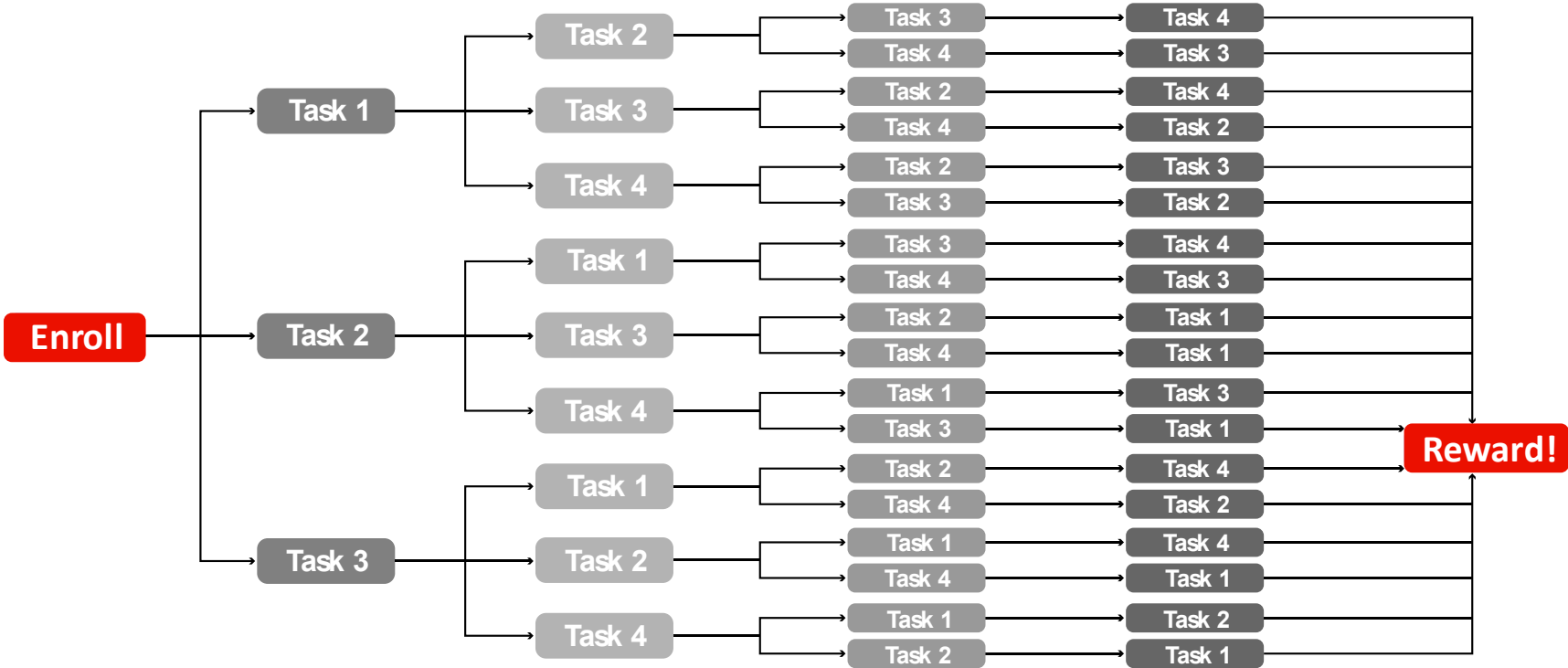


## **Time to recognition**

The less time between action and reward, the more likely it is behaviors become habits.

# How is AJO Loyalty different from journeys?

## The challenge with challenges



### Additional issues that AJO Loyalty solves for:



Latency



Audience cap



Audience sprawl



Event aggregation

# Overcoming challenges for scaled gamification



## Re-claimed development resources

Gamification built into existing stack, saving 6+ months of technical development.



## Scale gamified experience design

Lower technical barrier enables marketers to participate more directly in experience design.



## Simplified personalization

Run challenges simultaneously across key audiences.

# Q&A



**Adam Wilson**

Director,  
Marketing Operations  
**Blue Rewards**

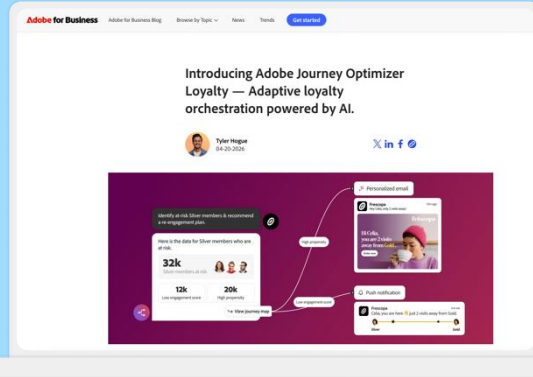


**Julie Hoffmann**

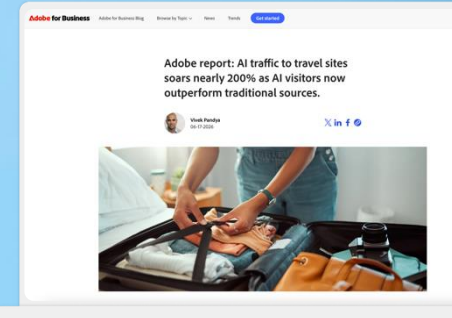
Global Director,  
Industry Strategy  
**Adobe**

# Resources

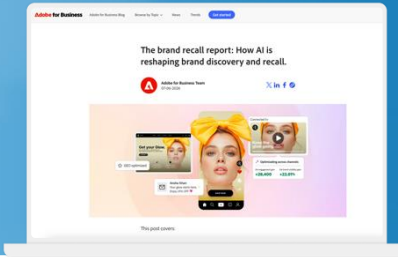
## Adaptive loyalty, powered by AI



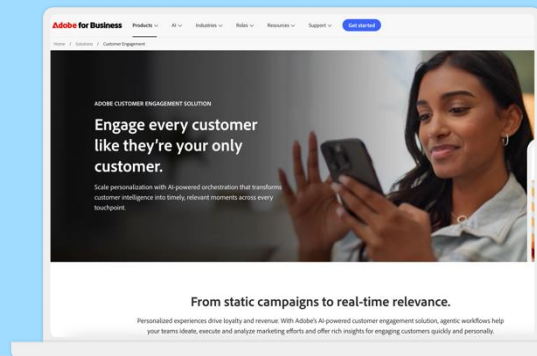
## AI traffic to travel sites soars 200%



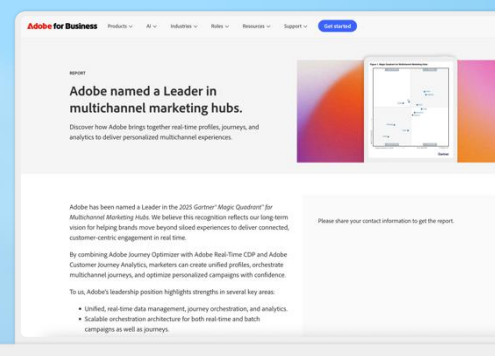
## AI reshapes brand discovery and recall



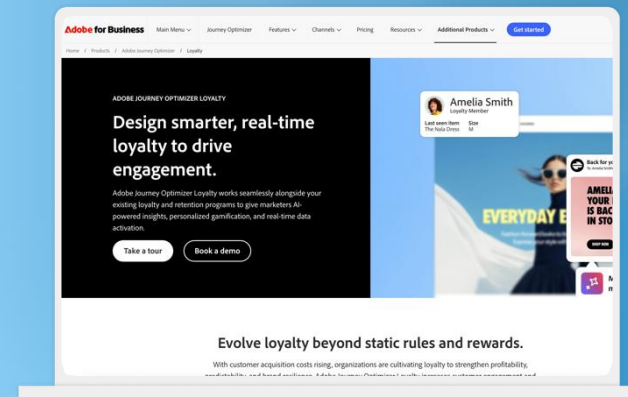
## Personalize every customer interaction with AI



## Personalize multichannel experiences with Adobe

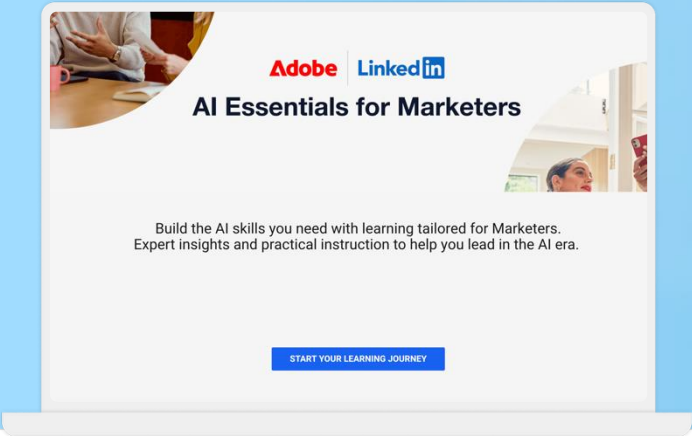


## Create smarter loyalty experiences with AI

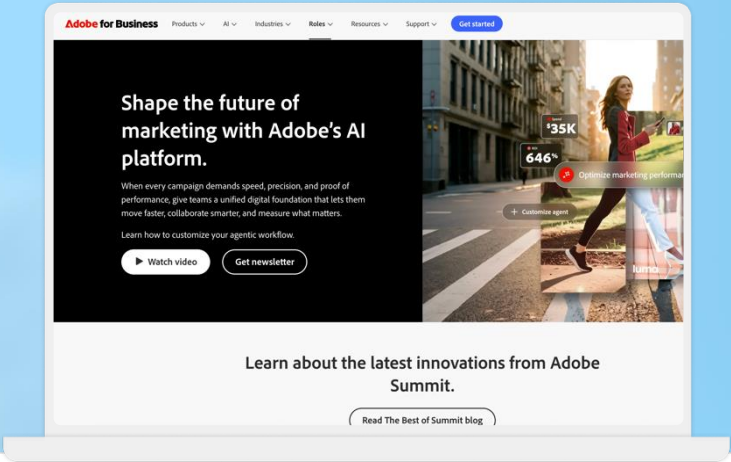


# Resources

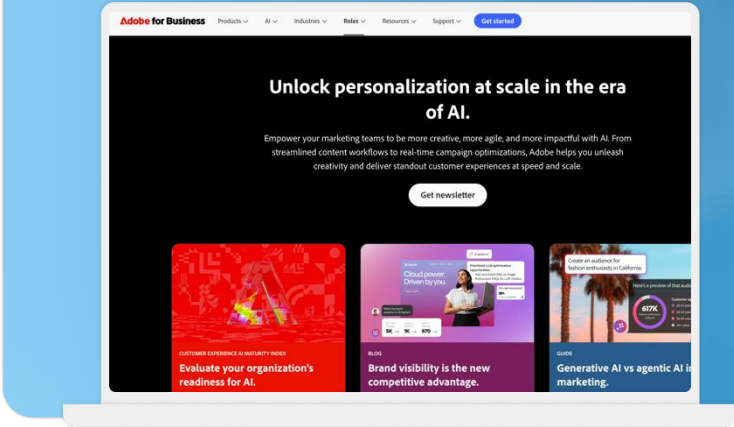
## Build essential AI skills for marketing



## Shape the future of marketing with Adobe



## Unlock personalization at scale with AI



**Adobe**