



## Bond Brand Loyalty Named A Leader in Customer Loyalty By Independent Research Firm



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**Toronto and New York—August 15, 2017**—Bond Brand Loyalty, a leading global customer engagement agency, today announced that Forrester Research has recognized Bond Brand Loyalty as a Leader in "The Forrester Wave™ Customer Loyalty Solutions, Q3 2017." Forrester's highest ranking for a Wave evaluation is a "Leader."

Forrester states in the report that "Bond Brand Loyalty focuses on experiences that drive brand loyalty." The report also stated that Bond "offers services and technology products to support end-to-end loyalty and customer experience needs, and its dedication to strategy and thought leadership comes across loud and clear."

### **Marketers trust loyalty solutions providers to act as strategic partners**

Forrester states that "the customer loyalty solutions market remains relevant because more B2C marketing professionals see it as a way to attract, identify, and engage their best customers." Forrester also points out that "Marketers trust loyalty solutions providers to act as strategic partners, advising them on how to best earn customers' loyalty and providing technology solutions to execute on these strategies." Bond believes that our best-in-class approach and commitment to our clients' success was captured in client interviews for this report. Emily Collins, Senior Analyst at Forrester, wrote in the report, "client references love the unique ideas, analytics capabilities, and insights Bond Brand Loyalty brings to the table, its ability to 'distinguish hype from reality,' and its full-service agency feel..."

### **The most successful brands treat their loyalty strategy as an enterprise-wide responsibility**

A key takeaway from Forrester's findings is that "the most successful brands treat their loyalty strategy as an enterprise-wide responsibility that coordinates tactics across departments like marketing, customer experience, corporate strategy, product, and customer service." The report noted that "since the last evaluation, [Bond has] expanded its strategy and design services to include program performance assessments, design validation, and a 'brand loyalty engineering' offering, which focuses on helping brands coordinate initiatives across functions that lead to loyalty outcomes."

“We are honored to be recognized as a Leader in our industry, and I believe that our inclusion in such a highly regarded report demonstrates the strength of our unique set of offerings,” said Bob Macdonald, President and CEO of Bond Brand Loyalty. “In my view, this recognition validates what our clients have been saying about our progressive approach to delivering the right insights, strategy, and solutions to help them drive deeper engagement and an optimal customer experience.”

In an era when fostering direct relationships with customers is more important than ever, Bond focuses on helping clients create unique and shared experiences that grow sales and reduce attrition with the audiences that matter most to their brand. Bond is proud to be recognized among the evaluated providers—all of which presented a road map focused on “breaking the loyalty program mold,” and presenting visions that address both the behavioral and emotional needs of consumers and increasing customer engagement.

To assess the state of customer loyalty solutions, Forrester evaluated the thirteen vendors that matter most against 30 criteria. The evaluation focused on Current Offering, Strategy, and Market Presence. To learn more about the Forrester Wave™ report, please visit [www.forrester.com](http://www.forrester.com).

### **About Bond Brand Loyalty**

Bond Brand Loyalty is a global customer engagement agency that specializes in building brand loyalty for the world’s most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic, and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences, and proprietary loyalty technology platforms. Visit our [website](#), follow us on [Twitter](#), or contact us at 1-844-277-2663.