Five Keys to a Successful Online Retail Loyalty Program

Foster customer loyalty with fast, frictionless, and engaging online interactions

Loyalty programs can help online retailers improve customer retention, increase cross-sell and upsell opportunities, and expand margins and revenues. But poor user experiences can impair customer satisfaction and hamper loyalty programs. Today's consumers expect fast, friction-free, and secure interactions from any device. To unleash the full potential of your company's loyalty program, you need to accelerate website and mobile app performance, streamline digital engagements, and safeguard sensitive data. Here are five surefire ways to attract customers, increase brand loyalty, and improve business outcomes.

1. Provide a simple and seamless user registration process

Long and drawn-out registration processes can frustrate customers and dampen enrollments. By making sign-up quick and easy, and supporting social login and single sign-on across all your properties, you can improve customer experiences and curb abandonment.

2. Optimize website and mobile app performance

Web performance is central to the user experience. Slow websites and mobile apps can repel customers and diminish conversion rates. By optimizing web performance — ensuring quality experiences across devices and locations — you can improve customer impressions and boost business results.

3. Lure customers with high-quality images and videos

Rich media content can help entice shoppers and improve loyalty, but sluggish page loads and video streams can turn off customers and impact the bottom line. You can enhance user experiences by using adaptive media management tools to optimize images and video content for mobile devices and web browsers.

4. Protect against credential theft and abuse

Loyalty programs are ripe for fraud and abuse. Hackers and scammers can resell or redeem stolen awards for big payouts. One loyalty-fraud prevention group estimates that $1 billion a year is lost to loyalty programs crime. You can defend against credential theft, stuffing, and misuse by implementing advanced customer identity and access management, and bot management solutions.

5. Ensure compliance with data privacy regulations

Online retail sites are subject to a wide variety of data privacy regulations, including GDPR, CCPA, and PCI-DSS. By instituting strong data security systems and practices, you can improve regulatory compliance and avoid steep fines and bad press.

Akamai

Engage customers, breed loyalty, and improve outcomes with Akamai

Akamai can help your company improve digital engagements and mitigate risk by streamlining customer onboarding, accelerating website and mobile app performance, and protecting confidential data and IT systems. Akamai's comprehensive portfolio of intelligent edge security and performance optimization solutions can help you maximize quality of experience, increase digital trust, and boost business results.

Stop Credential Abuse with Bot Manager	Optimize User Experience with Image & Video Manager	Maintain Compliance and Privacy with Identity Cloud
Advanced bot detection with granular visibility into bot traffic	Automatic media optimization and delivery	Comprehensive, secure, and seamless customer onboarding
• Protect website, login pages, and web and mobile apps	• Drive online engagement with high-quality images and videos	• Introduce MFA and strong security controls
• Filter bot traffic from human traffic and give better insights into real-user behavior	• Deliver beautiful digital experiences with superior performance	• Comply with data privacy regulations — GDPR, PCI-DSS, CCPA, PIPEDA, etc.
• Protect against reward points theft and loyalty-card balance checking	• Automatically resize images and videos according to the device screen size	• Scale to support millions of global customers
• Keep ahead of evolving bot landscape	• Lighten the image weight while maintaining best visual quality	• Support social login and single sign-on
To learn more, please visit akamai.com/botmandemo	**To learn more, please visit akamai.com/imagemanager**	**To learn more, please visit akamai.com/identitycloud**

"Akamai significantly decreases our page load times and that really helps us improve the experience for our customers."

– Herman Widjaja
Senior Vice President, Tokopedia Leading Indonesian Online Retail Site

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