

# Loyalty Management - Company Evaluation Report, 2025

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## Abstracts

The Loyalty Management Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Loyalty Management. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 14 Loyalty Management Companies were categorized and recognized as quadrant leaders.

The loyalty management process consists of a series of actions designed to improve customer engagement, acquisition, and retention. It plays a critical role in managing the relationship between customer retention and various business elements such as return on investment (ROI), promotional efforts, and product sales. Loyalty management solutions have revolutionized how companies engage with their customers, empowering Customer Success Managers (CSMs) with valuable data to make well-informed decisions, which in turn improves communication, enhances customer engagement, and boosts satisfaction levels. With the increasing use of the internet and smartphones, the demand for online loyalty management platforms to monitor the online customer base is growing. The digital transformation in loyalty management has also heightened the need for mobile-optimized websites to align with shifting customer preferences.

Loyalty management involves a set of activities designed to acquire, engage, and retain stakeholders, thereby strengthening relationships with customers and other involved parties. Loyalty programs are specifically developed to foster an interactive environment among a business, its customers, employees, and channel partners (including distributors and resellers).

The 360 Quadrant maps the Loyalty Management companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Loyalty Management quadrant. The top criteria for product footprint evaluation included By OFFERING (Solutions, Services), By PROGRAM TYPE (Points-Based, Coalition, Subscription-Based, Value-Based, Other Program Types), By APPLICATION (Customer Lifecycle Management, Omnichannel Engagement, Channel & Partner Engagement, Other Applications), By BUSINESS MODEL (Business-to-Business, Business-to-Customer), and By VERTICAL (BFSI, Aviation, Automotive, Media & Entertainment, Retail & Consumer Goods, Hospitality, Telecom, Healthcare, Oil & Gas, Other Verticals).

Key players in the Loyalty Management market include major global corporations and specialized innovators such as Epsilon, Oracle, Comarch, Bond Brand Loyalty, Merkle, Capillary, Jakala, Kobie Marketing, Giff Management, Maritz Motivation, Cheetah Digital by Marigold, Collinson, Air Miles, and Salesforce. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

### Top 3 Companies

#### Oracle

Oracle stands at the forefront of the loyalty management market with its powerful Oracle CrowdTwist Loyalty and Engagement platform. It focuses heavily on gamification and emotional loyalty, tailoring its offerings to suit the evolving omnichannel customer journeys. Oracle's solutions are particularly strong in the hospitality and retail sectors, attracting high-profile clients and offering a comprehensive portfolio. By constantly upgrading its platform, Oracle maintains its status as a leader and continues to influence market dynamics significantly.

#### Epsilon

Epsilon is known for its PeopleCloud Loyalty platform that excels in delivering personalized, data-driven loyalty strategies. The company strengthens its market position by hosting loyalty-focused events such as "Loyalty Lab" and forming strategic alliances that emphasize real-time data integration and customer engagement. Epsilon's wide global presence enhances its ability to provide comprehensive loyalty solutions.

#### Comarch

Comarch differentiates itself with its modular loyalty management system that caters to a diverse range of industries, including aviation and retail. The company enhances its AI capabilities and forms strategic partnerships across regions like Europe and the Middle East. By doing so, Comarch has effectively cemented itself as an influential player in the global loyalty management ecosystem, demonstrating a commitment to technological innovation and cross-industry service delivery.

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