



Relationship Marketing Trends:

BRAND RANKINGS REPORT

Analyzing consumer demands, the personalization gap, and why loyalty pays



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Executive Summary

In an era of high consumer expectations and equally impressive advances in AI and marketing technologies, there exists a clear path forward for brands to win the day: relationship marketing.

The proof is in the numbers. Consumers want personalization. They want to be treated like individuals. They're frustrated with one-size-fits-all marketing and are willing to reward brands who can transcend that antiquated form of marketing with their dollars.

But loyalty remains a key challenge. Brands' loyalty scores tend to be disproportionately lower than their scores on other fronts, signaling a challenge to foster genuine connections with consumers.

The highest-ranking brands in our research recognize these realities. They are getting creative – not just following trends, but setting them. They are going in hard to optimize customer experiences, from loyalty programs to gamification to personalized messaging and beyond.

Whether you're a brand included in this research or not, we're sure you'll find *something* of value, whether it be eye-raising consumer statistics or insights into what leading brands across industries are doing to differentiate themselves.

One thing is clear: whether you call it relationship marketing or something else, a dedicated strategy to really get to know your consumers and win their loyalty has immense value potential.



Nearly *seven in ten consumers* will even pay more to shop with the brands they're loyal to.

More on that shortly. Let's dive in.

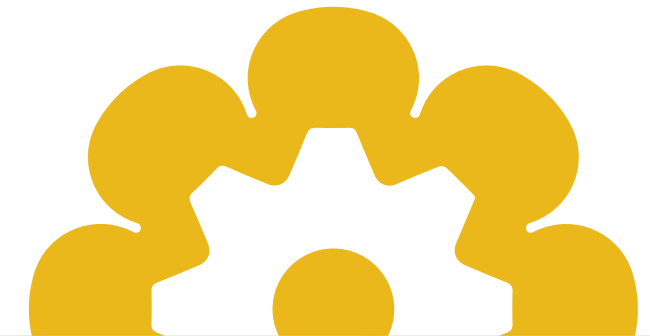
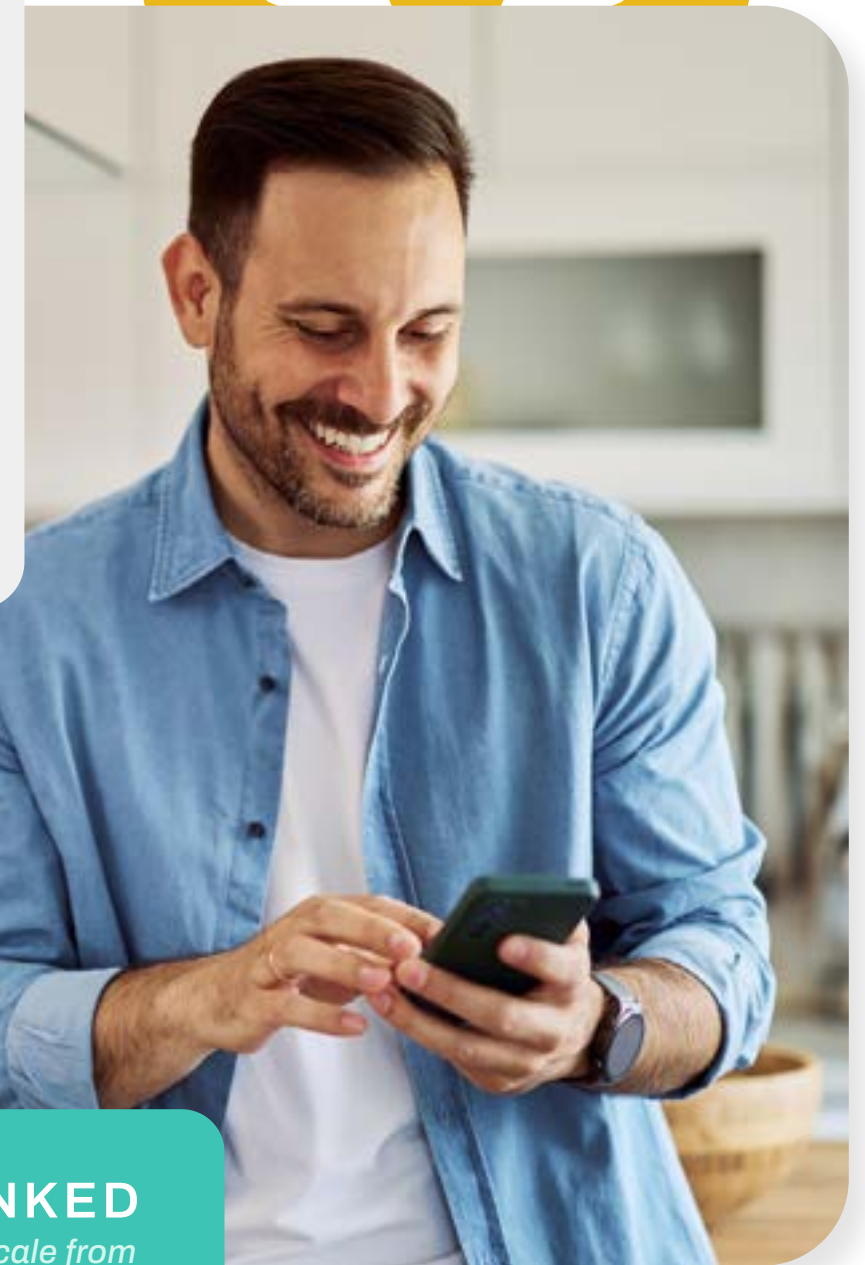
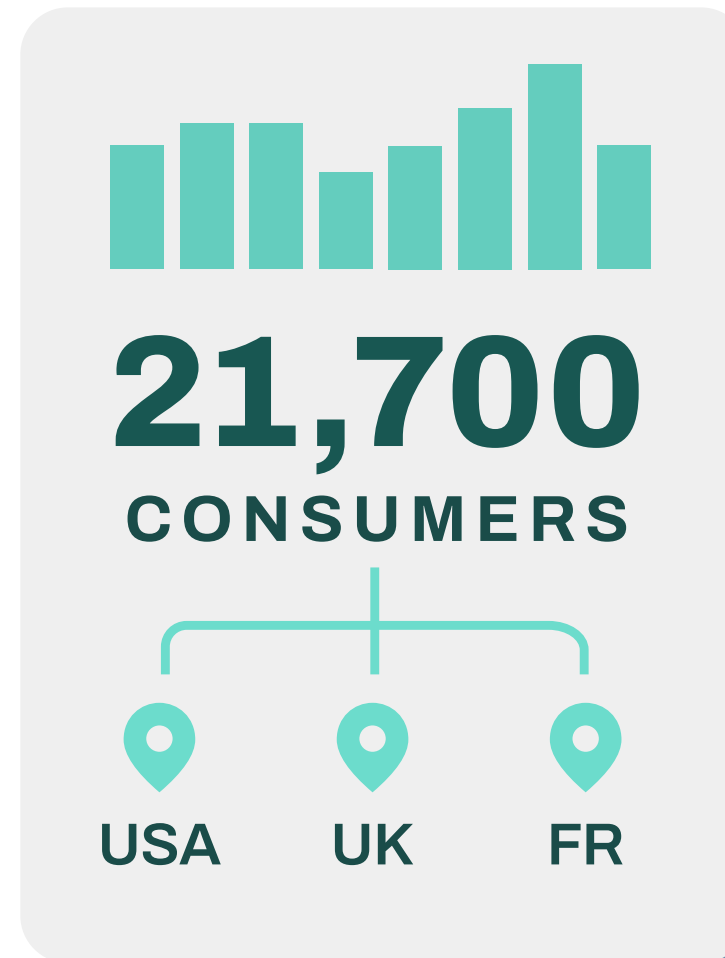
Methodology

Marigold's Relationship Marketing Trends: Brand Rankings Report is a consumer research study with data and insights on 200 brands. In the latest edition, Marigold (in conjunction with Econsultancy) surveyed a total of 21,700 consumers from the USA, UK, and France.

We fielded the survey during July and August of 2024, taking care to ensure that responses collected were nationally representative across age and gender. For each of the 200 brands, we collected a minimum of 200 responses.

To determine customer relationship scores, we asked respondents to rank brands on a scale of 1 to 5 across four key categories: personalization, omnichannel experiences, trust, and loyalty. We indexed mean scores on a 0-100 scale for each category and calculated the overall consumer relationship score based on an average of the four category scores.

Screening questions assessed the level of brand engagement (e.g., through emails, websites, apps, SMS, social media, or ads) to ensure that respondents only rated brands they had actively interacted with in the past 12 months.



THE VALUE OF

Relationship Marketing

A solid relationship-building strategy is the vital heartbeat for every organization to survive and thrive.

Pivoting away from a solely transactional focus, relationship marketing's value prop lies in its ability to build true, long-term loyalty and engagement. In an era of great financial turbulence, it pays to have a customer base composed of more brand advocates and fewer transient customers.

With the value of relationship-building in mind, Marigold's Brand Rankings account for the following pillars:



Personalization

How effective brands are at delivering truly tailored messages



Omnichannel Experiences

How effective brands are at delivering consistent, seamless experiences across different channels



Loyalty

The level of connection consumers feel to brands



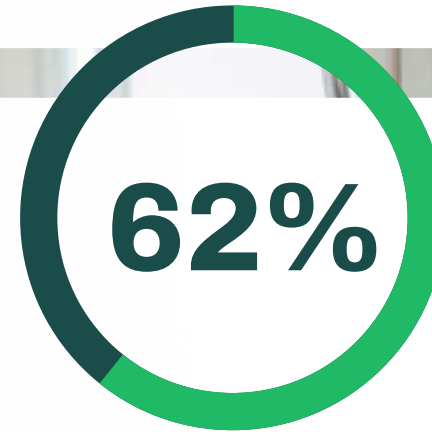
Trust

How confident consumers feel in brands to handle their personal data responsibly

First, we'll touch on the significance of each pillar, paired with key findings from this year's consumer research. Then, we'll go industry-by-industry, taking a look at how highly ranked brands are differentiating themselves.

79%

of consumers say they're likely to engage with a personalized email tailored to their interests



of consumers say their favorite brand treats them like an individual



Hi Claudia, happy birthday!

Personalization

Personalization may seem like table stakes, but some brands are still falling short.

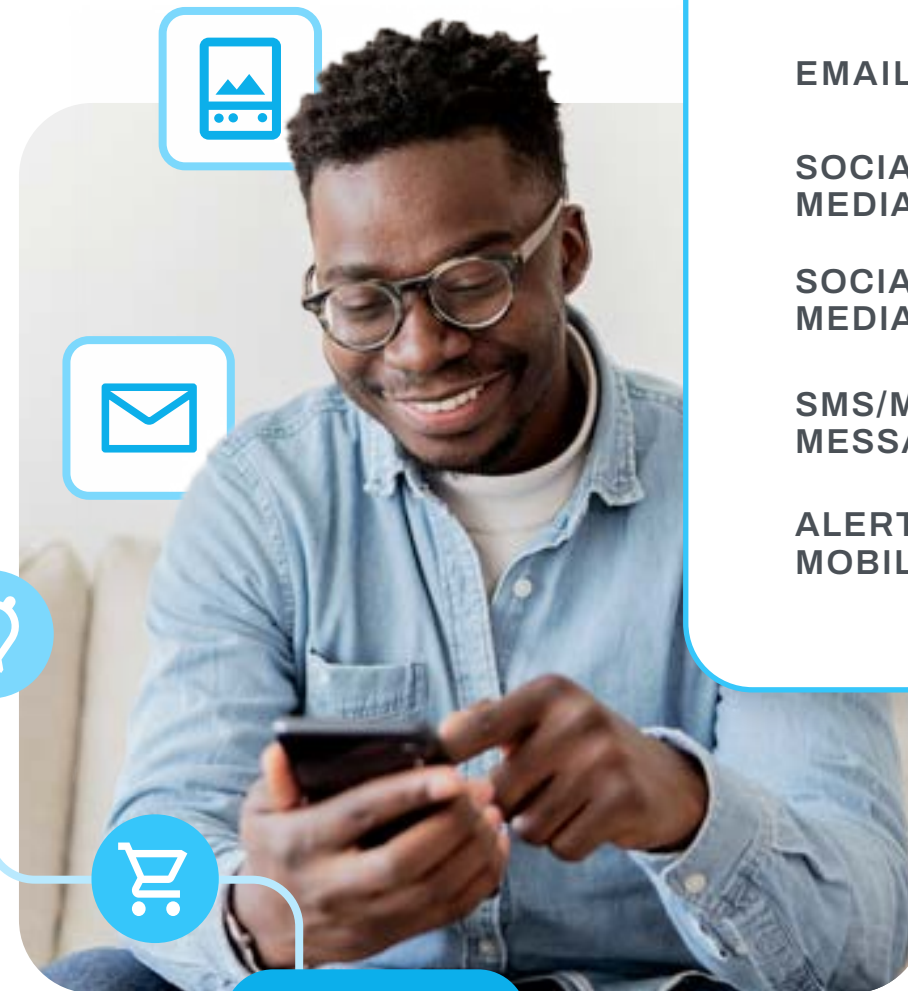
A considerable **40%** of consumers have cited frustrations with receiving irrelevant content or offers from brands in just the last six months, with similar numbers (**33%**) taking issue with brand messages that fail to address their wants or needs.

The pressure is on brands to make good use of their customer data; to connect the dots and deliver messages and offers that are truly timely, and always relevant.

Omnichannel Experiences

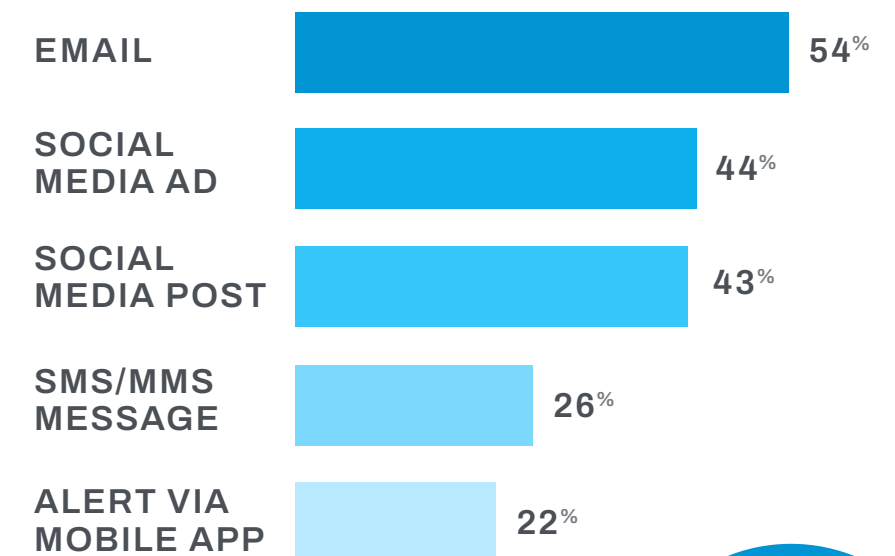
The strongest brands create consistent experiences for their customers across channels, from email to SMS to mobile apps to websites and beyond. And financially, it just makes sense. While email remains the top marketing channel for driving consumer purchases, SMS, social media platforms, and mobile apps are driving substantial numbers of sales, too.

Seamless experiences across channels are something that consumers simply expect to have. Enough brands are doing it right to make less-than-great experiences very obvious. This area is important enough that nearly a quarter (**24%**) of consumers go so far as to say that a consistent digital experience (across a brand's website, mobile app, etc.) is more important than price when making a purchase decision.



Consumers purchase from a variety of channels, highlighting the value of a true omnichannel approach.

Share of consumers who've purchased from the following marketing channels in the last 12 months:



Check out

Trust

Without trust, relationship-building is a near-impossible feat.

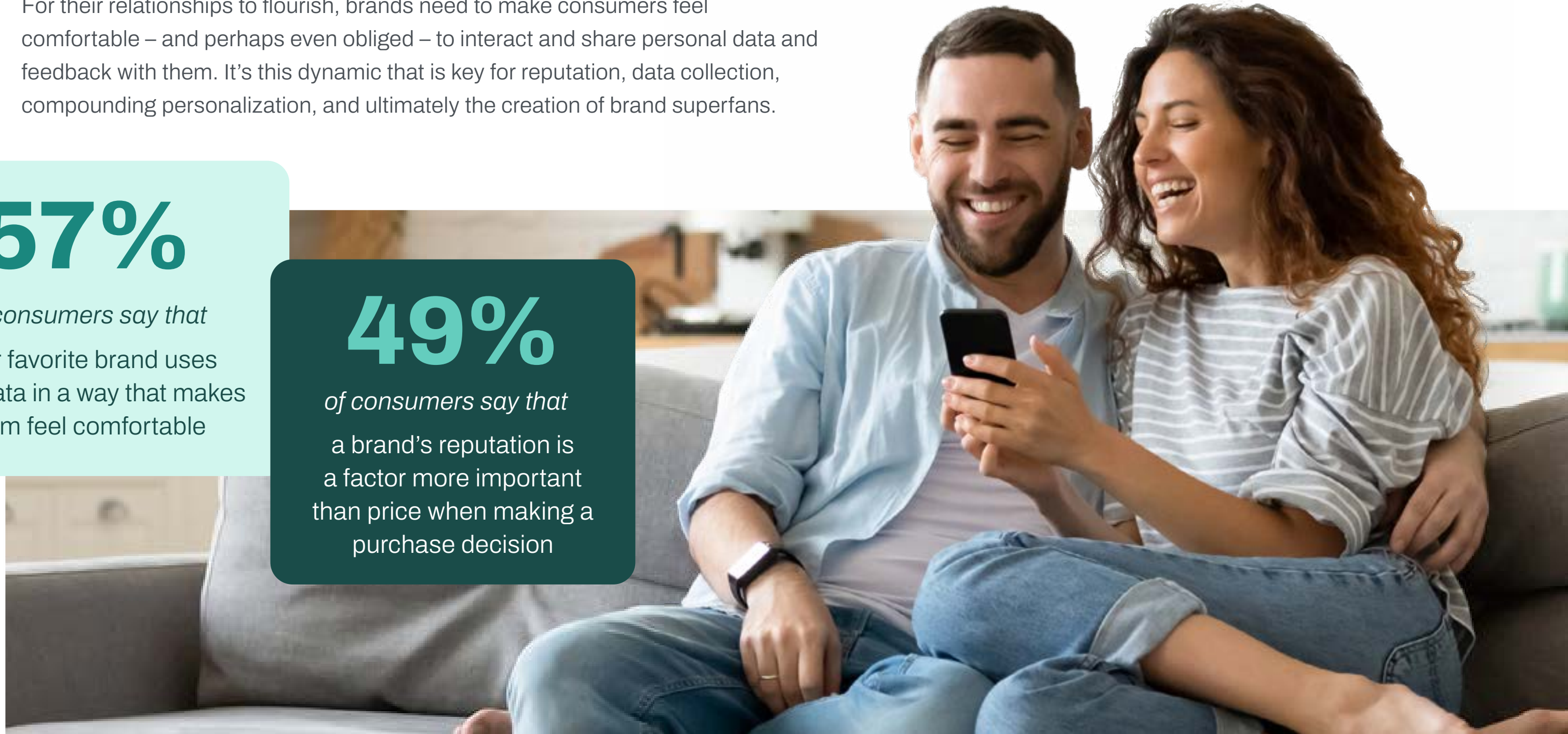
For their relationships to flourish, brands need to make consumers feel comfortable – and perhaps even obliged – to interact and share personal data and feedback with them. It's this dynamic that is key for reputation, data collection, compounding personalization, and ultimately the creation of brand superfans.

57%

of consumers say that their favorite brand uses their data in a way that makes them feel comfortable

49%

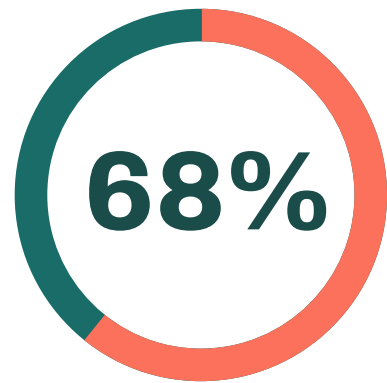
of consumers say that a brand's reputation is a factor more important than price when making a purchase decision



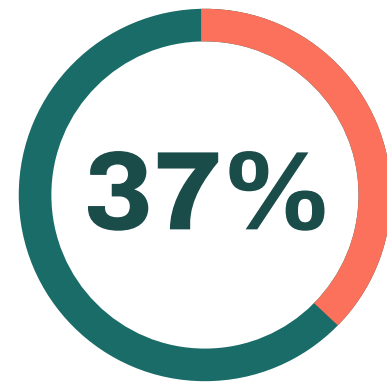
Brand Loyalty

There is perhaps no better barometer for a brand's success in relationship marketing than the level of connection or loyalty its customers feel. Will they jump ship the second a competitor tries to woo them? Or will they stick by their favorite brand's side, remaining loyal even as competitors circle in?

The latter is a goal for most – if not all – brands. And some are succeeding.



of consumers
will pay more to
shop with the
brands they're
loyal to



of consumers
have switched away
from or become less
loyal to a brand they
previously liked to buy
from in the past year



Customer attrition is a reality, with **over a third of consumers switching brands in the past year.**

Fortunately, there are effective tactics to win back loyalty and rebuild the crucial sense of connection for long-term relationships.





*Brand actions
consumers cite could
help win them back:*

More attractive discounts
or coupon codes 50%



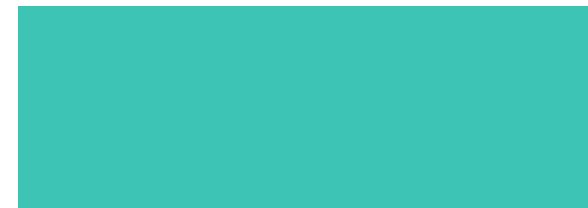
Enhance the quality of
products or services 42%



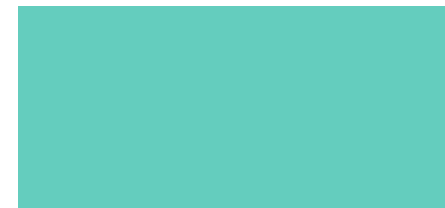
Better customer service 41%



Broaden its range of
products or services 29%



Reconsider its stance
on societal issues 22%



 **RETAIL**

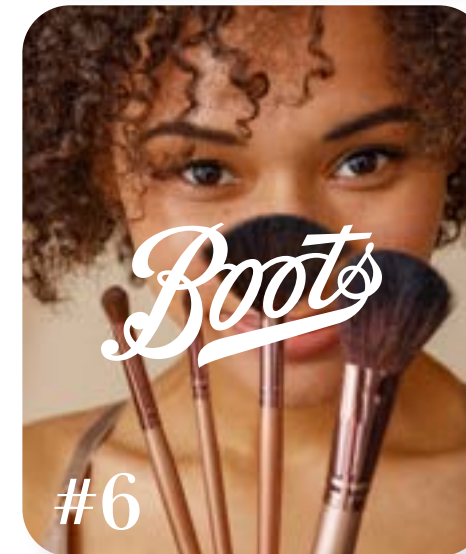
KEY TAKEAWAY #1:

Retail brands dominate the top of this year's leaderboard.

Investments in digital channels and sophisticated engagement programs are paying off for retailers. **Walmart, Sam's Club, CVS, Boots, Chewy, Adidas, PetSmart, John Lewis, and Home Depot** all fall within the top 15.

Savvy retail brands have made great progress in engaging consumers across multiple touchpoints – in-store, online, mobile apps, ecom integration via social, loyalty programs, and beyond – allowing consumers great flexibility to interact with brands in ways that work for them.

Retail's emphasis on personalization also cannot be overstated. By the nature of the industry, retailers often leverage vast amounts of consumer data, ripe for empowering tailored experiences, offers, and recommendations. Brands who can make good use of this data stand to gain with hyper-relevant offers that stand out in inboxes otherwise inundated with generic, one-size-fits-all promotions.

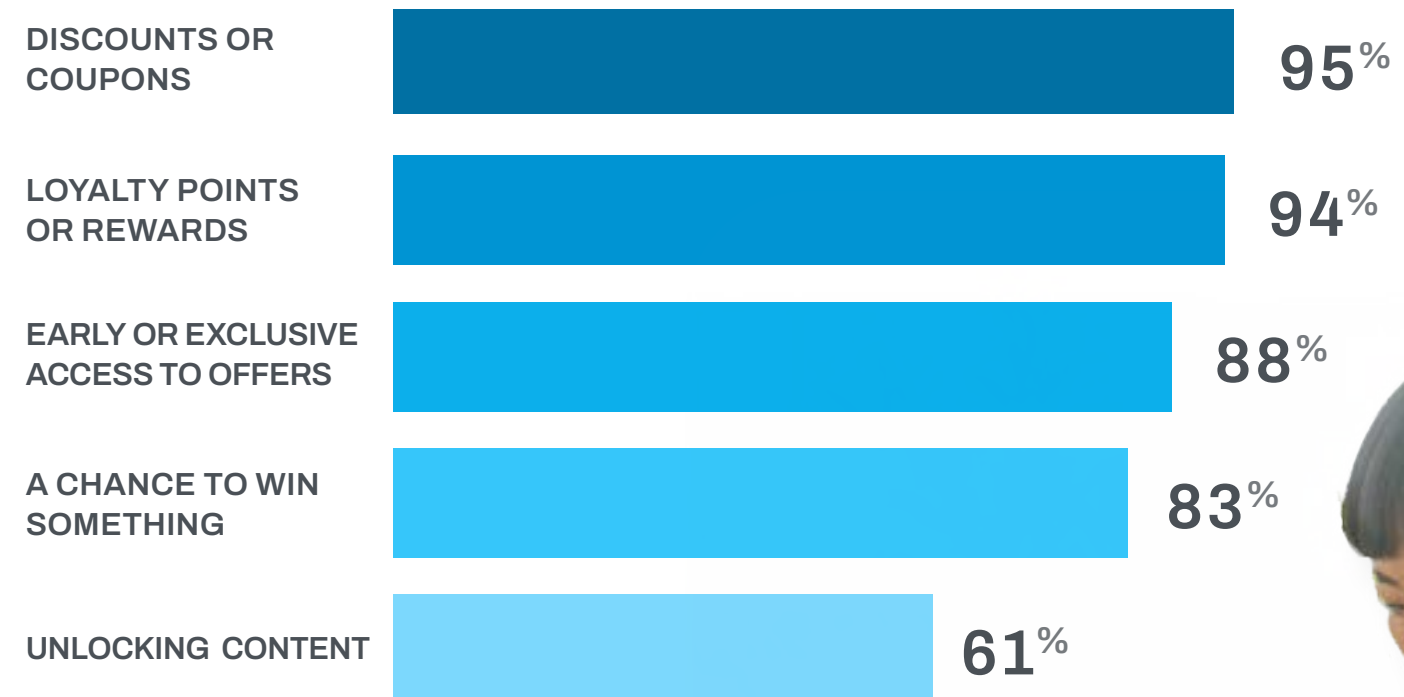


Of course, the type and quality of said consumer data matters, too.

As brands seek to inform their marketing strategies with clean, actionable data, zero-party data (ZPD) acquisition has emerged as a promising tactic. ZPD by definition comes directly from the consumer and transcends basic demographics, touching on areas like interests, preferences, and motivators. Popular tactics for collection include surveys, polls, and other interactive experiences whereby consumers have an opportunity to voluntarily disclose what matters most to them.

The major challenge lies in inspiring consumers to actually participate in these experiences. The solution? It's what we call the value exchange – brands need to provide something of value to consumers for their data. Fortunately, consumers are receptive to a number of offerings.

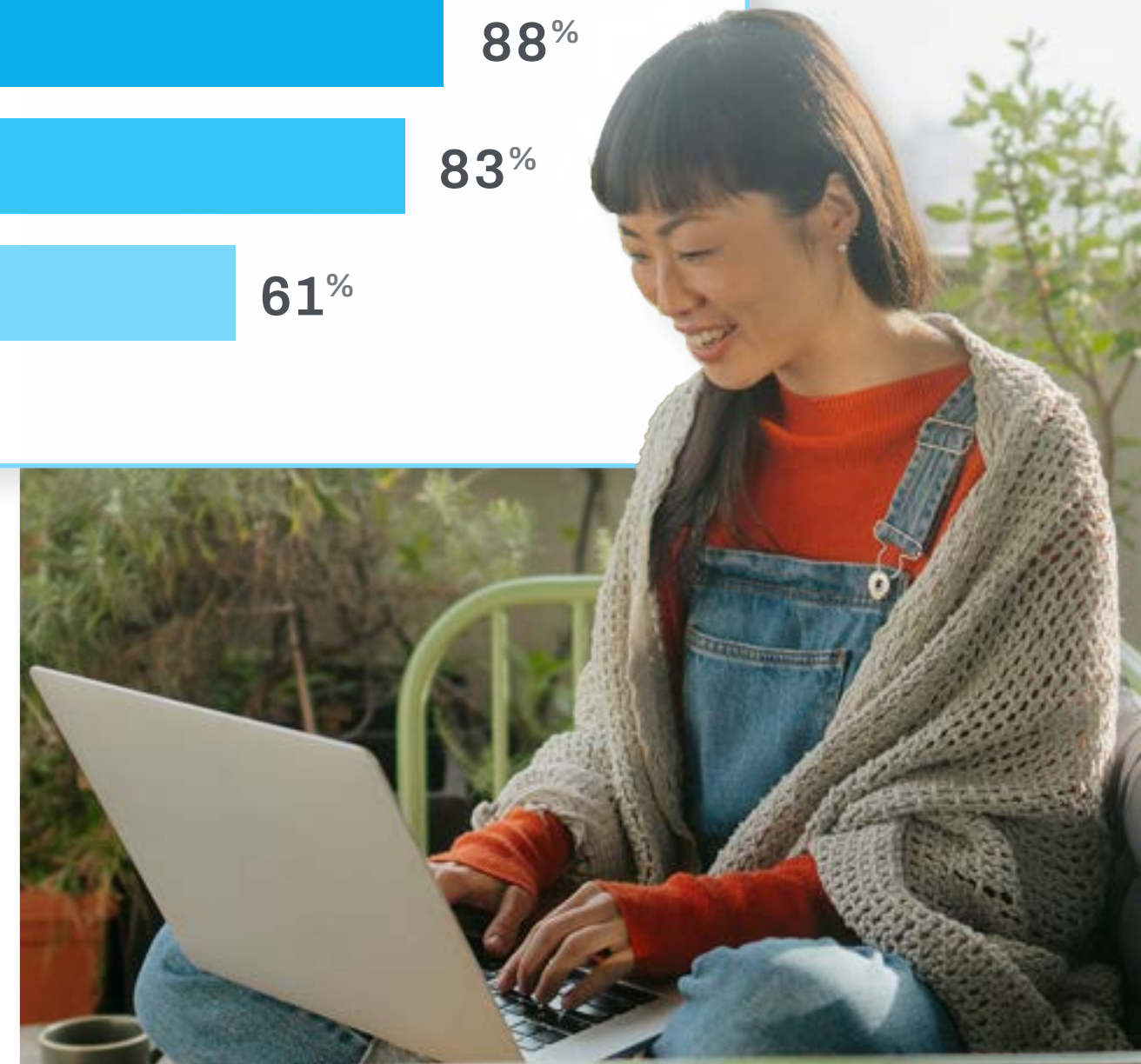
Offerings consumers find to be a *value exchange for their personal data:*



ZPD

: *zero-party data*

information that consumers share directly, including interests, preferences, and motivators





RETAIL

KEY TAKEAWAY #2:

Robust loyalty and rewards programs are a common denominator among leading retail brands.

As brands compete for the dollars of consumers, it pays to establish a base of long-term customers. The golden ticket to doing so? Compelling loyalty programs. They're a great way to differentiate your offering and create something truly unique to your brand. And leading retailers are well aware.

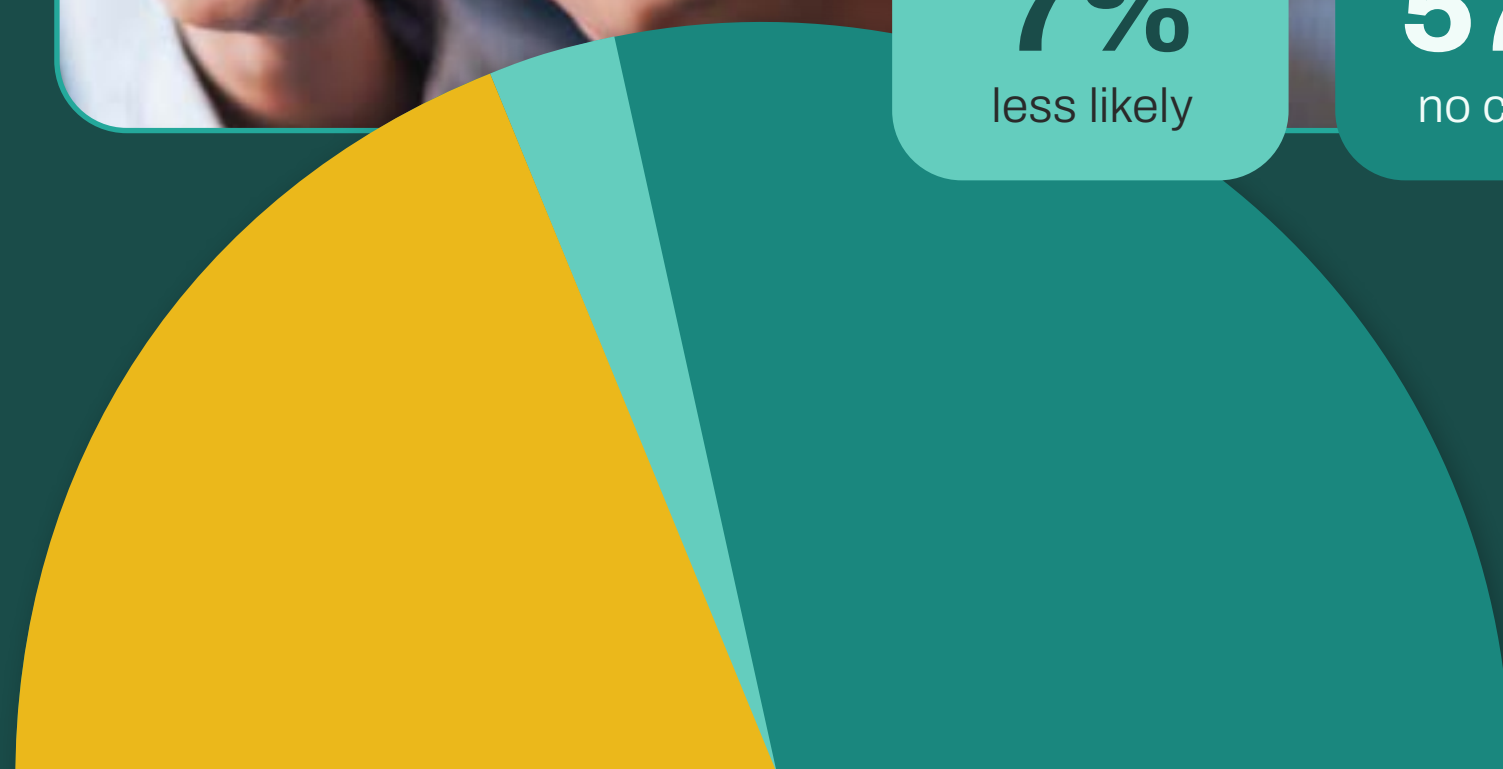


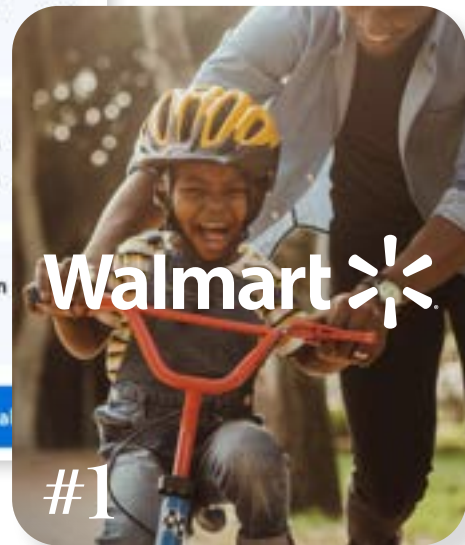
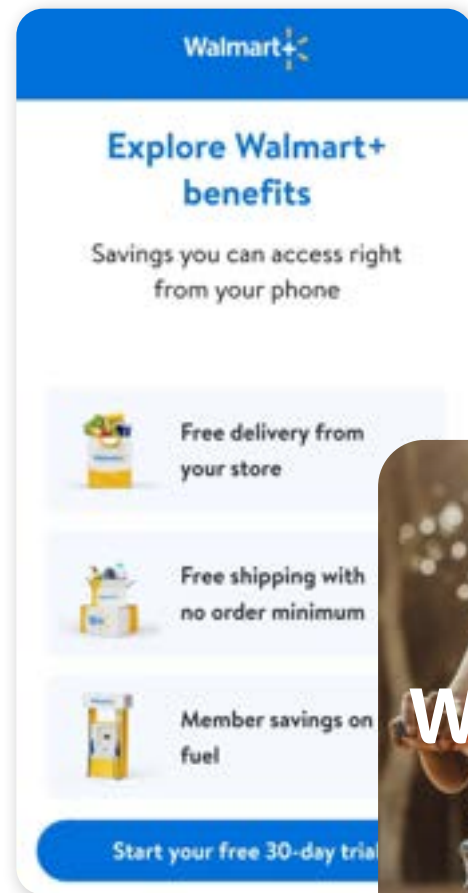
37%

of consumers cite that they're more likely to participate in loyalty programs this year, compared to last

7%
less likely

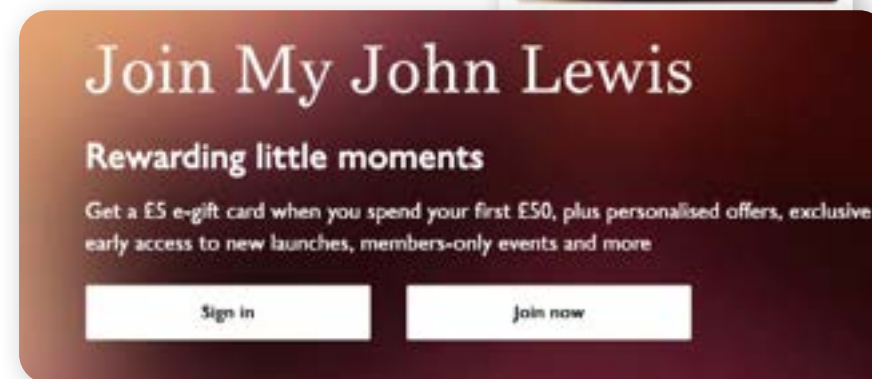
57%
no change





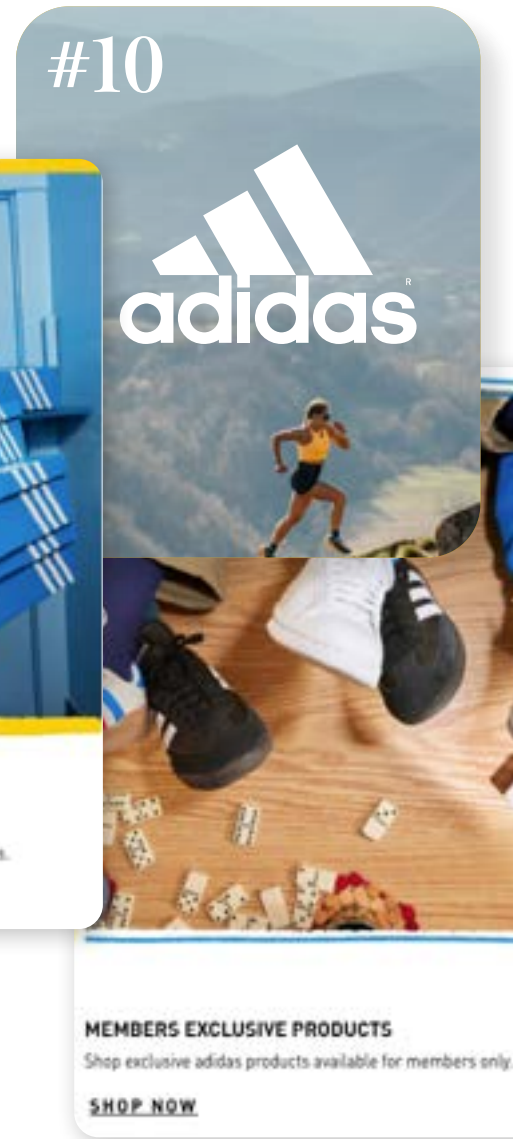
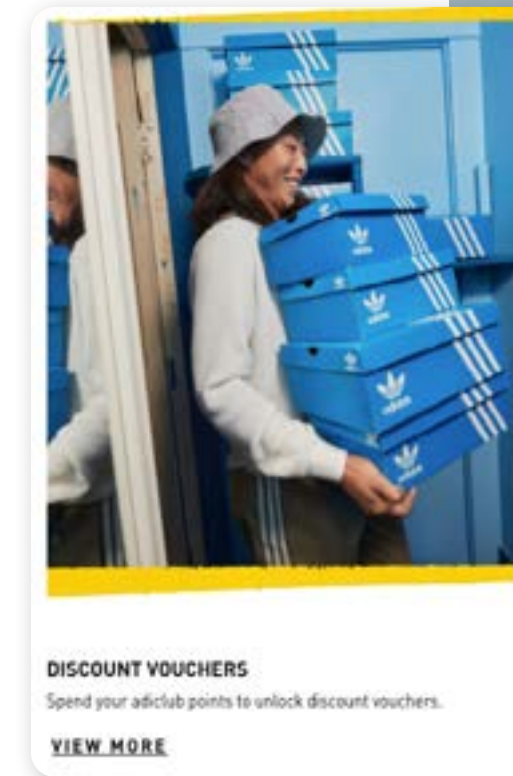
Walmart+

A key differentiator for Walmart is its Walmart+ program – a paid membership that provides convenience in the way of free shipping, value in the way of fuel perks at 13,000+ locations and a complimentary Paramount+ streaming subscription, and exclusivity via early access to special product releases and Black Friday deals.



My John Lewis

John Lewis' program, My John Lewis, serves as the poster child for loyalty programs that go beyond the transactional. Sure, members get a £5 e-gift card when they spend their first £50. But they also get exclusive early access to new products and members-only events, as well as rewards for recycling and the ability to compete in contests. It's a thorough, well-designed program packed with offerings that keep members engaged.



Adidas

The adiClub loyalty program excels with its multi-faceted approach to engagement and rewards. Members earn points not only through purchases but also by interacting with the Adidas app, reviewing products, and staying active. The tiered system offers increasing benefits across four levels, unlocking exclusive rewards like early product access, special event invitations, and personalized offers.

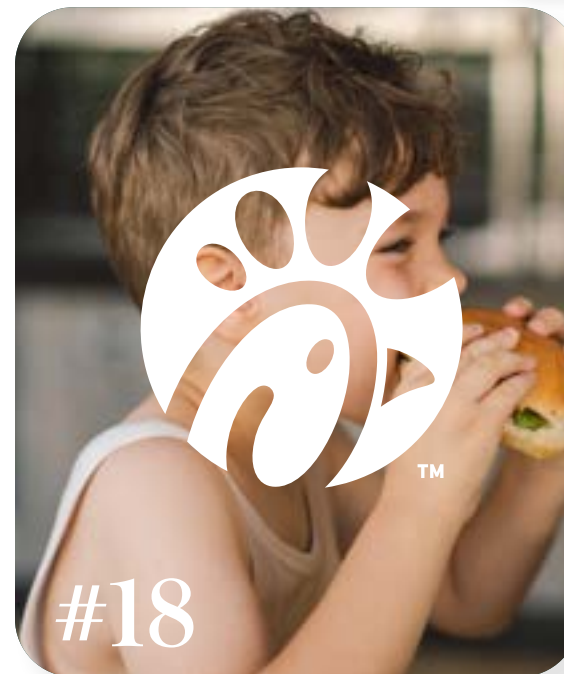
 RESTAURANTS

KEY TAKEAWAY #1:

Highly rated restaurant brands get gamification right.

As restaurants seek to increase customer spend and purchase frequency amidst tightening consumer budgets, highly rated brands are getting creative with gamification.

And it's easy to see why. Gamification adds an element of excitement to brand interactions, opening an opportunity for memorable experiences and higher levels of customer engagement.



Chili's

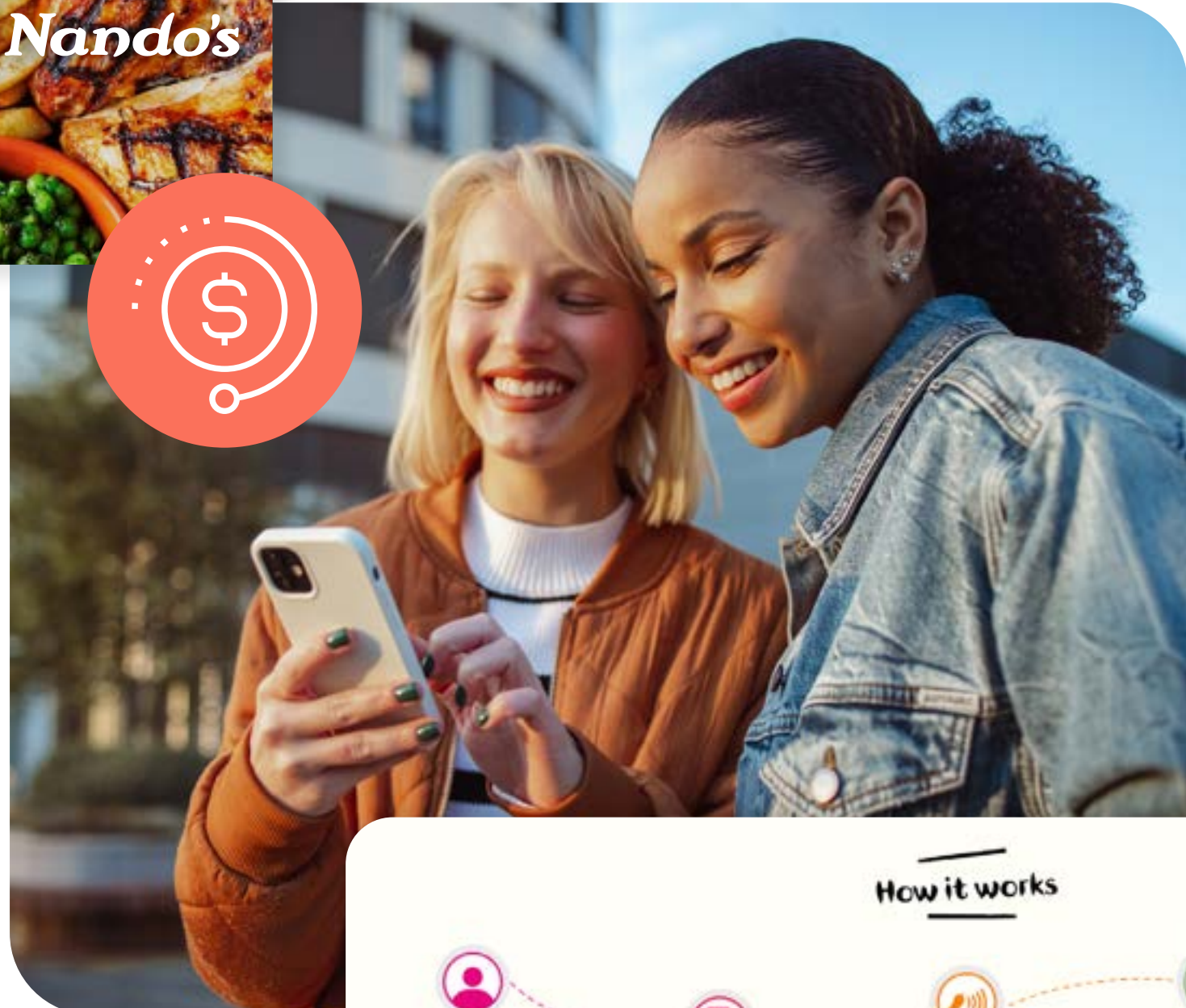
Among the most ambitious recent examples is by Chili's, who created an **arcade-inspired game** as part of its campaign against rising fast-food prices. Players could use the character Joe ChiliHead to battle villains from “the evil Fast-Food Syndicate.” It was a fun dig against unnamed fast-food competitors who’ve raised prices amidst inflation.

Of course, the game also served another benefit: boosting My Chili's Rewards memberships. When players logged in with their My Chili's account credentials, they had an opportunity to win some compelling prizes. First place on the game's leaderboard won a lifetime supply of burgers and an arcade cabinet of the Chili's Big Smasher BurgerTime game, while second and third place also received arcade cabinets. An additional 250 players won Chili's gift cards.



's





Nando's

Nando's Rewards takes a well-known punch card-style system, and spices it up with fun, chili-themed rewards. Customers earn a chili each day they make a qualifying purchase, which can be redeemed for various menu items.

WHY IT WORKS:

People become more motivated as they get closer to completing a task or reaching an objective. There's a science to this, explained by the **Goal-Gradient Hypothesis**. By showing customers just how close they are to the next level, brands like Nando's encourage an increase in spending frequency.



RESTAURANTS

KEY TAKEAWAY #2:

Omnichannel marketing isn't just a nice-to-have – it's a must-have.

Brands like **McDonald's** and **Chick-fil-A** command strong omnichannel scores among consumers, signaling consistent experiences across touchpoints.

In an industry where buying cycles are incredibly short, it pays to be well-connected with customers across channels. When minutes matter, a well-timed email, SMS, or push notification can be the difference in where a diner chooses their next meal.

Restaurants who can weave convenience into their value prop also stand to gain, with a considerable **61%** of consumers citing that convenience is a factor more important than price when making a purchase decision.



FINANCIAL SERVICES & INSURANCE

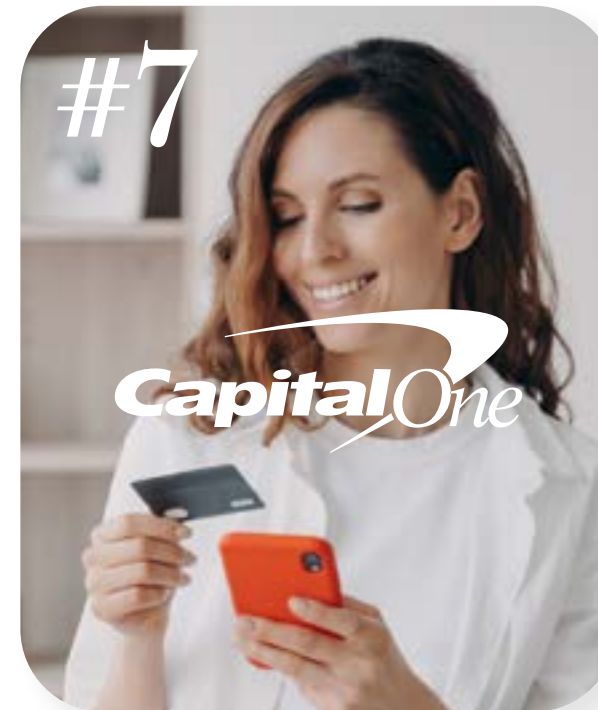
KEY TAKEAWAY:

Brand trust is a major differentiator for highly ranked financial services and insurance brands.

When consumers opt to do business with a new finserv or insurance brand, simple form fields like names, email addresses, and phone numbers are often insufficient. By nature of the industry, these brands need more personal data – more intimate information – that privacy-conscious consumers may feel reluctant to divulge.

This is where the value of conveying a sense of trust comes into play.

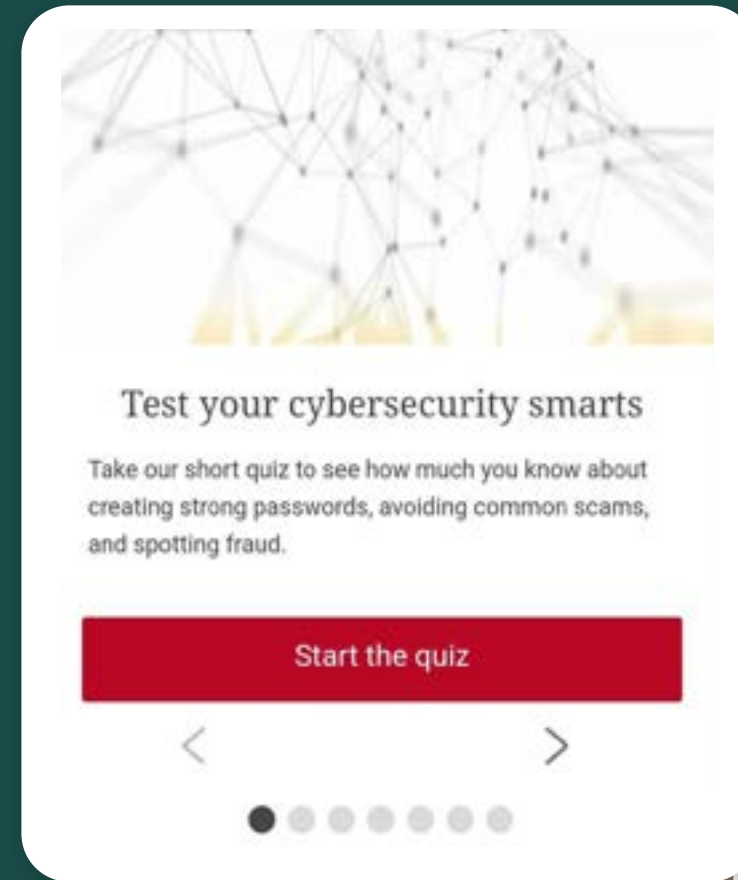
Whether brands are looking to incentivize new memberships or strengthen the data profiles of existing members via surveys, it pays to have robust data and privacy policies and measures that give consumers confidence. This trust is an area where top-ranked brands, like **Bank of America**, **Capital One Financial**, and **Wells Fargo**, command especially strong consumer relationship ratings.





Bank of America

Bank of America’s robust security center, available on both web and via mobile app, makes it incredibly easy for members to get visibility into their security. User-friendly options to set up two-factor authentication and enable alerts and push notifications serve as additional complements to the security center.



Wells Fargo

Wells Fargo provides a litany of resources designed to help optimize consumers’ security and protect themselves against fraud via a thorough content hub. Wells Fargo also delves into the world of interactive experiences with fun challenges, like a cybersecurity quiz, designed to educate consumers on best practices.

MEDIA & ENTERTAINMENT

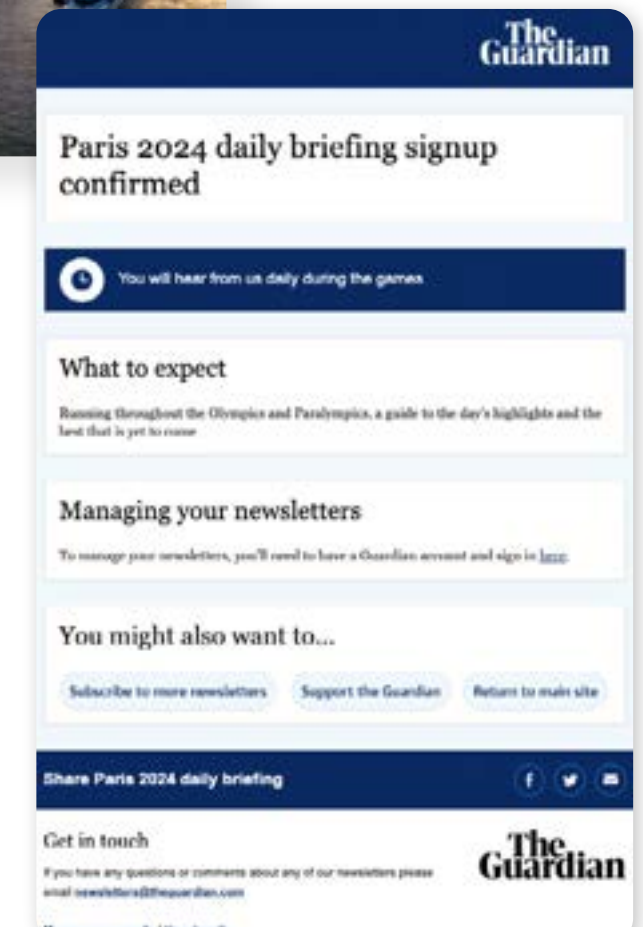
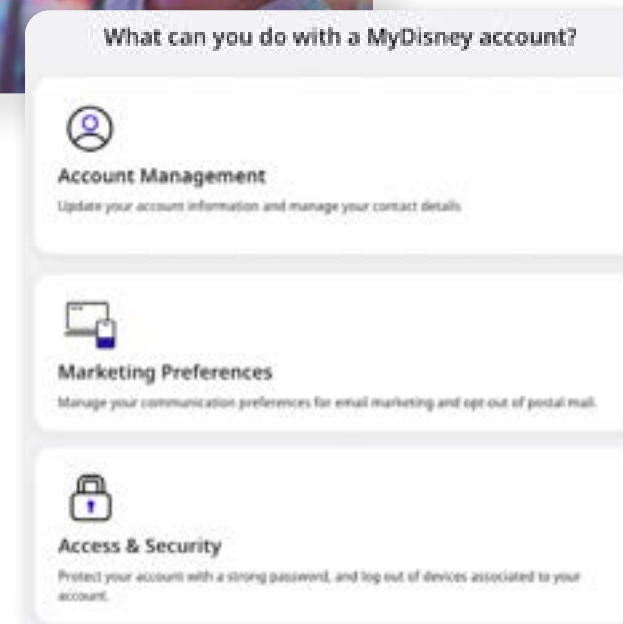
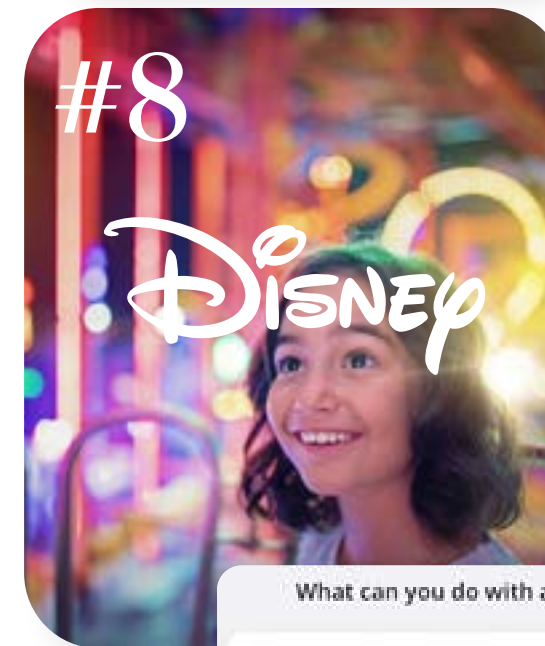
KEY TAKEAWAY:

Media and entertainment brands need to get personalization, omnichannel experiences right.

The sheer volume of content available to consumers creates a highly competitive environment for media and entertainment brands. As such, it's the brands who can marry robust personalization strategies with convenient, accessible, and seamless experiences that stand to gain.

The Guardian stands out with robust newsletter options and a transparent, consistent communication cadence. They also capitalize on trending topics, events, and cultural moments by quickly deploying relevant content. Being agile and responsive helps media brands like The Guardian stay top-of-mind in fast-moving conversations.

Meanwhile, **Disney** offers incredibly user-friendly account hubs, making it easy for users to conveniently adjust their marketing preferences and manage their account information.



 TRAVEL & TOURISM

KEY TAKEAWAY:

Leading travel brands win with urgency, personalization.

Travel decisions are often time-sensitive, whether due to limited availability, price fluctuations, or holidays. By creating a sense of urgency, leading travel brands encourage quicker decision-making and reduce the risk of travelers exploring other options.

IHG does a great job of driving this urgency. One such example is their use of live countdown timers in their email promotions, illustrating the seconds on deals ticking away.

And surprise, surprise. Leading travel brands know a thing or two about personalization. It's critical for marketers across industries, but especially so in travel where offerings vary massively.

Marriott excels at delivering compelling, “just for you” messages to their audience.

Brand Leaderboard

BRAND RANKINGS REPORT

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
1	Walmart	78.59	77.59	81.17	79.97	75.63
2	Sam's Club	76.58	74.78	78.88	74.77	77.90
3	CVS Pharmacy	76.11	73.97	77.63	74.47	78.36
4	Bank of America	76.09	75.13	78.52	74.64	76.06
5	Blue Cross Blue Shield	76.06	74.84	78.03	73.65	77.73
6	Boots	75.98	74.08	77.42	73.85	78.56
7	Capital One Financial	75.88	74.84	79.27	72.62	76.80
8	Disney	75.50	73.93	78.58	73.80	75.71
9	Chewy	75.37	76.44	75.79	73.25	76.01
10	Adidas	75.33	75.66	76.04	74.16	75.48
11	PetSmart	74.93	74.09	75.40	74.56	75.65
12	John Lewis	74.88	73.20	75.87	72.66	77.77
13	Home Depot	74.76	71.73	77.76	72.94	76.59
14	McDonald's	74.58	74.52	77.28	74.30	72.23
15	Nando's	74.11	74.17	73.46	72.88	75.94
16	Dick's Sporting Goods	74.06	72.81	76.72	71.23	75.50
17	Macy's	73.95	73.24	77.12	72.33	73.13
18	Chick-fil-A	73.95	74.05	75.17	73.41	73.16
19	AutoZone	73.87	71.72	74.78	73.81	75.18
20	Olive Garden	73.77	73.97	73.96	73.61	73.54
21	Wells Fargo	73.75	72.12	76.38	70.82	75.67

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
22	JPMorgan Chase & Co.	73.67	74.00	73.59	70.90	76.19
23	Starbucks	73.63	74.66	74.40	72.36	73.09
24	Publix	73.60	72.11	75.19	71.69	75.44
25	Academy Sports & Outdoors	73.43	72.71	74.78	72.01	74.20
26	Chili's	73.40	73.03	74.03	74.10	72.43
27	Texas Roadhouse	73.37	73.51	73.46	73.85	72.66
28	Ulta Beauty	73.32	73.92	74.49	72.06	72.80
29	Kohl's	73.31	71.79	76.48	72.40	72.57
30	Applebee's Restaurants	73.20	73.00	74.41	72.74	72.65
31	O'Reilly Automotive	73.18	73.47	73.12	72.70	73.44
32	The Cheesecake Factory	73.02	73.41	74.03	71.57	73.07
33	Buffalo Wild Wings	73.01	73.77	75.14	71.87	71.29
34	Specsavers	72.93	71.90	74.24	69.66	75.94
35	Taco Bell	72.88	73.24	74.17	71.94	72.16
36	Next Group	72.85	71.35	74.07	71.39	74.57
37	J.C. Penney	72.84	73.14	73.75	71.18	73.29
38	Dave & Buster's	72.79	73.63	73.98	70.89	72.65
39	Krispy Kreme	72.77	71.05	74.72	71.19	74.11
40	Crumbl Cookies	72.71	73.77	72.82	71.32	72.93
41	Cracker Barrel	72.70	71.68	74.42	70.82	73.89
42	BJ's Wholesale Club	72.65	72.20	74.31	70.31	73.78

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
43	Calvin Klein	72.63	73.70	72.81	70.19	73.83
44	GameStop	72.62	71.97	74.03	72.65	71.82
45	Guitar Center	72.54	72.95	71.55	72.64	73.03
46	Under Armour	72.53	71.93	73.29	70.60	74.29
47	H&M	72.52	72.00	74.79	70.58	72.70
48	In-N-Out Burgers	72.52	73.75	72.88	70.97	72.46
49	Primark	72.51	71.49	72.19	73.87	72.49
50	Whataburger	72.45	72.76	71.91	72.09	73.03
51	Domino's Pizza	72.37	72.26	75.44	70.30	71.47
52	The Co-operative Group	72.27	69.81	73.28	70.37	75.63
53	Trader Joe's	72.21	70.61	73.13	72.36	72.75
54	Decathlon	72.21	74.26	74.25	69.47	70.85
55	Ted Baker	72.15	70.61	72.73	72.65	72.61
56	Hobby Lobby	72.13	71.97	73.04	70.65	72.85
57	UnitedHealth Group	72.00	70.98	72.76	69.56	74.69
58	Aviva PLC	71.95	72.12	72.89	69.71	73.09
59	Advance Auto Parts	71.92	72.66	73.96	68.93	72.11
60	Subway	71.91	72.22	74.37	69.82	71.23
61	Holland and Barrett	71.89	70.93	73.11	69.43	74.10
62	Winn-Dixie	71.78	70.00	73.70	70.56	72.85
63	Pandora	71.76	72.52	72.48	68.51	73.51

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
64	KFC	71.73	70.81	73.59	71.20	71.32
65	Levi Strauss	71.70	71.28	74.09	69.69	71.73
66	Giant Food	71.61	71.46	71.57	70.64	72.78
67	Raising Cane's	71.61	70.60	74.37	70.15	71.32
68	Michaels Stores	71.61	70.39	74.95	68.62	72.47
69	Burger King	71.54	70.95	73.61	70.80	70.81
70	Harbor Freight Tools	71.46	69.78	73.91	69.40	72.74
71	HEB	71.44	72.31	72.24	69.65	71.57
72	Dillard's	71.42	72.27	70.82	70.17	72.41
73	TK Maxx	71.40	69.49	72.49	70.58	73.04
74	TSB Bank	71.35	71.58	72.21	67.48	74.11
75	Giant Eagle	71.34	71.01	73.00	71.31	70.04
76	Victoria's Secret	71.30	72.86	72.16	69.47	70.71
77	Marco's Pizza	71.19	71.08	73.04	68.91	71.74
78	Dunkin' Brands	71.19	71.82	72.17	69.19	71.57
79	Marriott International	71.15	70.17	72.47	68.57	73.38
80	Metro Bank	71.13	70.99	71.67	69.43	72.42
81	True Value	71.07	70.08	71.00	72.55	70.66
82	Tommy Hilfiger	71.01	72.42	74.34	66.67	70.61
83	Ashley Home Furniture	70.99	69.68	73.67	68.55	72.07
84	Noodles & Company	70.97	70.71	73.23	69.30	70.66

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
85	Albertsons	70.94	70.92	71.14	70.30	71.38
86	Panda Inn	70.90	71.28	72.28	69.82	70.22
87	IHG Hotels & Resorts	70.85	71.34	72.83	68.35	70.86
88	Jimmy John's	70.80	70.14	73.63	67.92	71.50
89	Dutch Bros. Coffee	70.74	70.63	70.92	69.65	71.75
90	First Direct	70.69	70.57	71.89	66.81	73.49
91	Skechers	70.57	68.96	71.64	68.95	72.74
92	Popeyes	70.52	71.84	70.38	70.00	69.87
93	Burlington Coat Factory	70.43	70.12	71.25	67.24	73.12
94	Sprouts Farmers Market	70.40	69.83	70.28	69.66	71.83
95	Red Robin	70.40	70.11	70.46	69.71	71.30
96	Culver's	70.39	70.68	72.06	68.65	70.18
97	Carhartt	70.39	71.07	71.77	67.22	71.50
98	River Island	70.36	69.34	70.27	68.45	73.36
99	New York Life Insurance	70.35	70.40	71.42	67.06	72.52
100	Gap	70.32	69.61	72.07	69.07	70.52
101	Optum Rx	70.25	70.39	71.80	67.62	71.21
102	Humana	70.14	70.24	71.91	66.35	72.05
103	HBO	70.10	70.10	71.34	69.03	69.93
104	Michael Kors	70.06	71.40	69.63	68.51	70.70
105	Arby's	69.98	69.55	72.16	68.26	69.94

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
106	BBC	69.98	68.70	71.71	68.29	71.21
107	Panda Express	69.94	68.97	73.61	66.89	70.31
108	PNC Financial Services Group	69.94	68.39	70.87	68.10	72.41
109	Prada	69.94	70.44	71.23	68.39	69.70
110	Space NK	69.93	69.81	70.69	68.86	70.37
111	Mountain Warehouse	69.90	68.38	71.24	67.77	72.21
112	Coventry Building Society	69.86	69.91	70.73	67.55	71.26
113	SHEIN	69.79	71.74	73.76	68.65	65.02
114	Columbia	69.71	69.77	71.07	67.96	70.03
115	United Airlines	69.69	70.14	70.93	67.79	69.89
116	Carter's	69.68	70.95	71.60	65.86	70.30
117	Mattress Firm	69.65	69.52	70.82	67.25	71.01
118	The Guardian	69.47	68.55	70.79	67.43	71.11
119	Russell & Bromley	69.45	69.98	70.51	67.34	69.98
120	Wendy's Company	69.41	69.31	71.36	69.30	67.67
121	Panera Bread	69.40	70.69	69.77	67.26	69.87
122	Hungry Howie's Pizza	69.40	69.00	70.39	67.86	70.35
123	Truist	69.35	69.03	71.19	64.97	72.21
124	Little Caesars	69.32	70.81	70.16	67.30	69.01
125	Micro Center	69.26	70.20	70.69	66.53	69.62
126	Financial Times	69.20	67.98	72.33	66.12	70.37

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
127	Jewel-Osco	69.08	67.30	70.08	68.33	70.59
128	Hilton Grand Vacations	69.06	70.47	69.71	65.64	70.40
129	Fnac Darty	69.04	70.44	71.68	66.50	67.53
130	GNC	68.96	70.13	70.42	66.37	68.93
131	On The Border	68.93	69.18	71.60	66.67	68.28
132	Papa John's	68.89	68.60	70.79	67.50	68.66
133	Synchrony Bank	68.83	68.77	69.73	65.30	71.51
134	Southwest Airlines	68.82	69.35	69.57	66.27	70.09
135	The Works Stores	68.78	67.95	70.33	66.43	70.40
136	Lionsgate	68.73	67.81	70.65	66.51	69.93
137	Dunnes Stores	68.71	69.30	69.51	66.62	69.40
138	Delta Air Lines	68.68	69.89	68.48	66.44	69.89
139	Hard Rock Cafe	68.65	69.18	70.20	66.34	68.87
140	MetLife	68.51	67.73	69.62	66.64	70.06
141	Majestic Wine	68.42	68.01	69.01	65.92	70.76
142	ROSS STORES	68.40	69.97	70.30	65.44	67.89
143	Royal Caribbean	68.38	68.11	70.93	64.64	69.83
144	Del Taco	68.38	68.94	68.79	67.14	68.63
145	Farfetch	68.34	69.68	68.98	65.76	68.94
146	Northwest Bank	68.26	70.36	67.33	65.06	70.27
147	TGI Fridays	68.25	68.03	69.58	65.77	69.64

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
148	Qatar Airways	68.14	69.71	69.63	64.40	68.82
149	LoanDepot	68.14	67.64	69.92	68.22	66.77
150	Donatos	68.10	67.57	67.79	66.75	70.31
151	Admiral Group	68.10	66.67	68.47	66.53	70.74
152	Princess Cruise Lines	68.07	68.99	70.98	64.45	67.86
153	Direct Line Group	67.97	68.44	68.56	64.69	70.18
154	Telegraph Media Group	67.96	67.79	71.02	64.97	68.07
155	Cultura	67.94	69.36	70.13	64.49	67.78
156	AMC Networks	67.88	68.82	70.94	64.44	67.33
157	Autotrader	67.82	68.03	69.29	64.46	69.50
158	Urban Outfitters	67.74	68.51	69.66	65.91	66.89
159	Hyatt International	67.64	67.99	70.25	65.59	66.74
160	Wayfair	67.61	69.19	69.46	64.05	67.75
161	Aon PLC	67.52	67.88	67.85	64.48	69.87
162	Helzberg Diamonds	67.46	68.87	69.88	64.31	66.77
163	Wyndham	67.23	66.49	68.19	64.65	69.57
164	MGM Resorts International	66.97	69.20	67.56	64.40	66.72
165	TIAA Bank	66.89	67.59	67.07	65.17	67.75
166	Petit Bateau	66.70	68.55	68.14	63.52	66.58
167	ONEY	66.68	69.34	68.66	63.38	65.33
168	Groupama	66.66	69.25	68.73	61.89	66.77

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
169	Ouest-France	66.58	67.03	68.24	64.12	66.93
170	Crédit Mutuel Arkéa	66.56	67.78	68.51	63.44	66.50
171	Diamond Resorts	66.51	67.07	66.98	64.55	67.44
172	Bobbi Brown	66.45	67.84	65.70	64.52	67.75
173	Hershey Entertainment & Resorts	66.37	67.08	66.64	66.45	65.31
174	Liberty Media	66.30	68.62	67.14	64.59	64.86
175	Scheels	66.06	64.87	68.25	64.38	66.71
176	Fleet Feet	66.04	66.34	66.10	66.34	65.38
177	SkyWest Airlines	65.91	67.41	67.99	62.21	66.04
178	Beau Rivage	65.88	68.12	67.63	63.57	64.19
179	Host Hotels & Resorts	65.81	64.96	66.44	63.66	68.16
180	Tapestry	65.79	65.45	67.50	62.89	67.32
181	Oxford University Press	65.77	68.31	66.77	62.54	65.47
182	GMF	65.70	67.24	67.12	62.23	66.19
183	TIME	65.61	65.18	70.18	62.78	64.30
184	CAVA	65.57	66.00	65.80	64.58	65.91
185	Relais & Chateaux	65.57	68.11	66.41	62.93	64.84
186	White Cap	65.55	65.63	66.40	65.02	65.17
187	Assurant	65.53	65.55	66.99	63.44	66.15
188	Carnival Cruises	65.39	66.03	67.48	61.86	66.18
189	Rakuten	64.94	64.86	68.50	59.94	66.44

Rank	Brand	Overall Score	Personalization	Omnichannel	Loyalty	Trust
190	Inter Mutuelles Assistance	64.84	67.19	65.57	62.08	64.53
191	J.Crew	64.62	65.13	66.64	62.32	64.41
192	Publishers Clearing House (PCH)	64.59	64.98	69.08	61.44	62.85
193	PF Chang's	64.57	64.39	66.90	63.13	63.87
194	Brittany Ferries	64.53	67.34	66.27	61.33	63.18
195	The Washington Post	64.44	65.59	67.03	62.85	62.30
196	Belambra	64.42	67.76	65.73	61.11	63.11
197	Les Echos	64.41	65.33	66.30	61.79	64.21
198	Spirit Airlines	64.37	65.69	65.54	61.19	65.06
199	Wynn Resorts	64.03	64.63	66.08	61.52	63.90
200	LATAM Airlines	63.26	64.03	63.82	61.84	63.35

Closing the Gap

Consumers today expect brands to understand their needs and anticipate their desires, rewarding those that succeed with their loyalty and trust.

However, many brands struggle with personalization, leading to consumer frustration and missed opportunities. This gap presents a critical chance for brands to reevaluate their marketing strategies.

Are you truly connecting with your customers on an individual level? Have you fostered a genuine connection with your brand? As economic pressures increase, brands with finely-tuned relationship marketing strategies will be the ones to succeed.

At Marigold, our vision is clear: *Find your people. Really get to know them. Make them superfans.* This is the essence of relationship marketing. It's about building long-term, meaningful relationships that go beyond transactions, leading to increased customer lifetime value.

How is this achieved? The top-ranked brands in this report have shown the way: through consistent, creative, and engaging communication across channels, loyalty programs, and gamified experiences. It's about learning from and connecting with your consumers, ensuring your brand thrives.

Marigold is here to help you shine. With expertise in email, SMS, loyalty programs, zero-party data acquisition, and strategic marketing support, we have the tools and experience to make your vision a reality, just as we have for over 40,000 brands.

Let's talk.



About us

Marigold is the messaging and loyalty solutions platform dedicated to helping brands find their people, really get to know them, and turn them into superfans.

From email to SMS to loyalty programs to zero-party data acquisition and beyond, Marigold offers comprehensive solutions that support the entire customer lifecycle, making it easy for brands to grow the relationships that grow their business.

Today, bringing together Campaign Monitor, Cheetah Digital, Emma, Liveclicker, Sailthru, Selligent, and Vuture under one banner, Marigold is helping 40,000 brands deliver ultra-personalized customer experiences at scale.

Find out more at meetmarigold.com



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