



Loyalty Solutions PEAK Matrix® Assessment 2024

September 2024: Complimentary Abstract / Table of Contents



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- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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Introduction

Customer retention and loyalty has emerged as a cornerstone for businesses aiming to build long-lasting relationships with their customers and stay sustainably relevant in an increasingly competitive marketplace. In an era where consumer choices are abundant and switching costs are minimal, fostering customer loyalty has become critical for sustainable growth.

Enterprises that focus on customer retention and loyalty offer highly personalized experiences to their customers, leveraging data to offer customized rewards, recommendations, and communications that align with individual preferences and behaviors. In addition to the seamless experience, businesses are looking for loyalty platforms that can integrate effortlessly across all customer touchpoints—online, in-store, mobile apps, social media, and offering end-to-end loyalty management capabilities.

In this research, we present an assessment and detailed profiles of 12 loyalty solution providers featured on the loyalty solutions PEAK Matrix®. Each provider profile delivers a comprehensive picture of its service focus, key

Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for calendar year 2024, interactions with leading providers, client reference checks, and an ongoing analysis of the customer loyalty landscape.

This report includes the profiles of the following leading solution providers featured on the Loyalty solutions PEAK Matrix®:

- **Leaders:** Capillary Tech, Kobie Marketing, and Merkle
- **Major Contenders:** Antavo, Bond Brand Loyalty, Comarch, Comviva, Epsilon, and Giift
- **Aspirants:** Loyalty Juggernaut Inc., LoyaltyLion, and Talon.One

Scope of this report

Geography: global

Industry: market activity and investments of 12 leading loyalty solution providers

Services: marketing services

Use cases: only publicly-available information (~90 distinct use cases) has been used for the entire analysis in this report

Loyalty Solutions PEAK Matrix® characteristics

Leaders

Capillary Tech, Kobie Marketing, and Merkle

- Leaders have end-to-end capabilities across the loyalty value chain including loyalty strategy, design, loyalty management, omni-channel customer view, and reporting and insights
- They have actively focused on organic and inorganic investments in new-age technologies to bridge the portfolio gaps and establish themselves as front-runners across loyalty platform providers
- Leaders have developed robust end-to-end offerings either through proprietary IP or a robust ecosystem of partnerships with leading MarTech vendors

Major Contenders

Antavo, Bond Brand Loyalty, Comarch, Comviva, Epsilon, and Giiift

- Major Contenders have presence across major parts of the loyalty services value chain and are actively pursue organic and inorganic investment opportunities to fill in their portfolio gaps
- They are building capabilities to serve different geographies and industry segments while specializing in a few regions and verticals
- They continue to invest in emerging technology and platforms and partner with third-party vendors to cater to the demands of a diverse clientele

Aspirants

Loyalty Juggernaut Inc., LoyaltyLion, and Talon.One

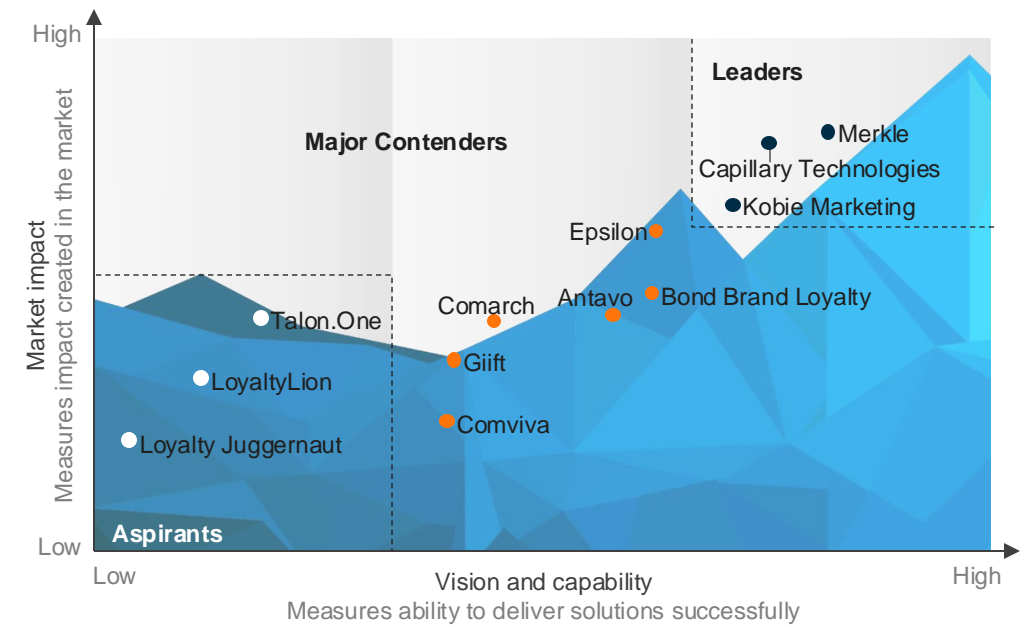
- Aspirants, due to their limited offerings, focus on specific niche geographies, industries, or buyer segments. This targeted approach allows them to cater to the unique needs of these markets
- Their resources are concentrated in few service offerings, restricting their ability to operate on a global scale, compared to larger, more established providers
- They offer innovative service delivery models; however, their capabilities in specialized services such as loyalty support operations are currently limited

This study offers 12 distinct chapters providing a deep dive into key aspects of loyalty solutions market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Loyalty Solutions PEAK Matrix® Assessment 2024¹

● Leaders ● Major Contenders ○ Aspirants



¹ Assessments for Bond Brand Loyalty, Comarch, Epsilon, Kobie Marketing, Loyalty Juggernaut, LoyaltyLion, and Talon.One are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Capability assessment

Illustrative example

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Innovation and investments	Engagement and commercial model	Overall
Provider 1	●	●	●	●	●	●	●	●	●
Provider 2	●	●	●	●	●	●	●	●	●
Provider 3	●	●	●	●	●	●	●	●	●
Provider 4	●	●	●	●	●	●	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●
Provider 6	●	●	●	●	●	●	●	●	●

Everest Group's remarks on providers

Illustrative example

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Innovation and investments	Engagement and commercial model	Overall
●	●	●	●	●	●	●	●	●

- Strengths**
- Provider 1, has a robust delivery presence in Asia Pacific with multiple delivery centers in India, Australia, the Philippines, and China, enabling it to service client requirements efficiently
 - It has a good number of multi-country as well as single-country clients across the world

- Limitations**
- Provider 1 should increase offerings of value-added services such as employer branding, talent communities and workforce planning
 - It should try to expand into larger multi-country deals and also scout for engagements in other Asia Pacific markets to strengthen its presence in the region

Research calendar

Marketing Services

	Published	Current release	Planned
Reports title	Release date		
Globalized Marketing Operations: the Central Piece of your Marketing Transformation			December 2023
Marketing Services PEAK Matrix® Assessment 2024			March 2024
Pledging Allegiance to the Modern Consumer			May 2024
Innovation Watch: Generative AI Applications in Marketing			May 2024
Generative AI Adoption in Marketing Services			May 2024
Marketing in 2024: Findings from CMO Priorities Survey – Webinar			June 2024
Marketing Services – Provider Compendium 2024			June 2024
Loyalty Solutions PEAK Matrix® Assessment 2024			September 2024
Loyalty Services PEAK Matrix® Assessment 2024			Q3 2024
Marketing Services State of the Market Report 2024			Q4 2024
Loyalty Services Provider Compendium 2024			Q4 2024
The Goliaths of Advertising			Q4 2024
Sales Services PEAK Matrix® Assessment 2024			Q4 2024
In Brands We Trust: the Rise of ESG in Branding			Q1 2025
Sales Services – Provider Compendium 2024			Q1 2025

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