

18 retailers with the best loyalty programs

Sharon Feiereisen Apr. 8, 2019, 12:59 PM



Bed Bath & Beyond has a loyalty program worth signing up for. Getty/Kevork Djansezian

- Several retailers offer **loyalty programs** offering customers perks and rewards for their continued shopping.
- We compiled 18 of the best loyalty programs in retail, comprising industries from **books** to **clothing** and **beauty products**.
- The loyalty programs offer customers free items, exclusive deals, and discounts on future purchases.

In today's retail landscape, the fight for customers is fiercer than ever.

Loyalty programs may be the oldest marketing trick in the book, but they remain one of the most effective for getting consumers to stick with a company. Companies in industries from books to beauty products offer alluring perks and rewards for loyal customers.

"Today's most successful customer-loyalty programs are engaging and retaining customers by building an emotional connection to the brand and making participation in the program effortless," Kim Courvoisier, head of content marketing at **Thanx**, a customer engagement platform, told Business Insider.

"The strategy is paying off for retailers who are doing everything they can to compete in an environment of declining foot traffic and decreased margins."

With that in mind, here's a look at 18 loyalty programs worth considering signing up for.

Barnes & Noble



Business Insider/Jessica Tyler

Cost: \$25 annually

Although **sales are falling** at Barnes & Noble, you can actually get surprisingly good values if you're willing to fork over **\$25 for a membership**.

"For only \$25 a year, you'll score 40% off pricing on hardcover bestsellers, 10% off on almost all other purchase, and free express shipping on all online purchases," **Beauty Kitchen** founder Heather Marianna told Business Insider.

Nordstrom



Business Insider/Jessica Tyler

Cost: Free

Nordstrom's rewards program, **The Nordy Club**, allows you to earn one point for every dollar spent at Nordstrom, Nordstrom Rack, and HauteLook. Points can be cashed in for store credit, and holders of Nordstrom credit cards can earn points three times faster.

"My favorite perk to their program is the exclusive insider access you get to things like style workshops, first-to-shop select brand shipments, and curbside pick-up," Marianna said.

Bed Bath & Beyond



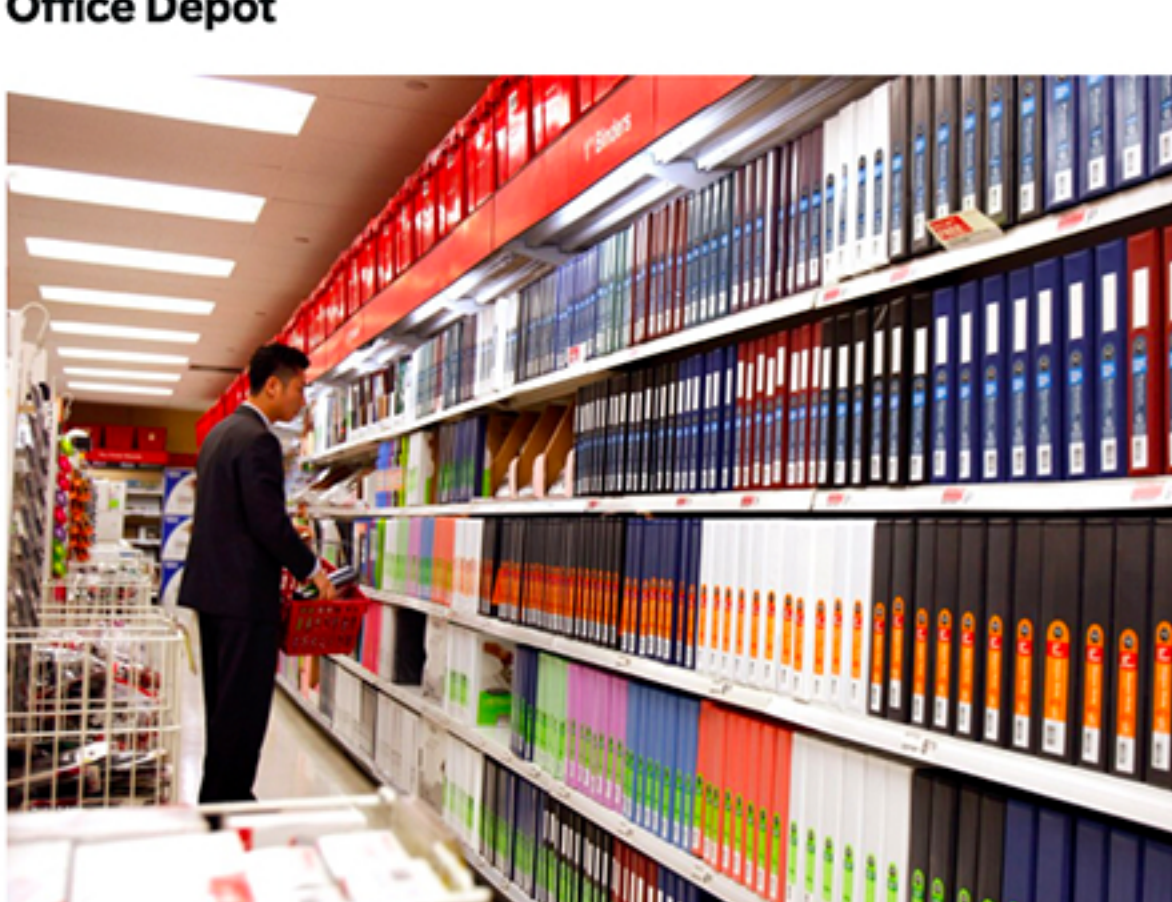
Getty/Kevork Djansezian

Cost: \$29 annual fee

Marianna called Bed Bath & Beyond's **Beyond+ program** "the best loyalty program on the market, hands down."

"For just \$29 a year, you get 20% off your entire purchase and free shipping," Marianna told Business Insider. "No more searching and scouring the mail for their 20% off coupons," she said, adding that many of the retailer's coupons only apply to particular items.

Office Depot



Reuters/Shannon Stapleton

Cost: No direct cost, but you qualify for the VIP program after you've spent \$500 in a calendar year

Marianna calls Office Depot's **OfficeMax Rewards program** the holy grail for business owners.

"You'll get 5% back on ink, toner, paper, printing, and shipping services," Marianna said. "I'm constantly printing and having to restock up back on ink — and always cringing at how expensive the price of ink is — so this definitely helps. You'll also get free shipping on your purchases, which is gold when you're pressed for time and can't get to the store."

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