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WITH
SANJOG AUL

CTO Talk Network
Wednesday at 7 AM Pacific
May 20th 2015: Analytics in Retail - The New Breed of Loyalty Programs

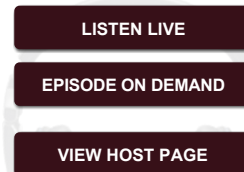
Brand loyalty has always been key in business. The question of how to keep customers coming back has been around for as long as business has. In retail, loyalty is king, and the fight to have your loyalty card or program be top of mind and wallet has long been a struggle. Only a select few retailers can boast truly effective and meaningful loyalty programs, but in a digital economy, the loyalty game is set to evolve once more. How can data analytics within retail help form a new breed of loyalty programs, ones that are personalized, engaging and differentiated for the consumer? How will analy

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