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APPROACHES TO EVALUATION OF LOYALTY PROGRAM EFFICIENCY

Summary

The article defines that enterprises face questions of expediency of development and introduction of modern innovative methods of influence on the consumer, among which it is possible to consider loyalty programs, which are directed on building of mutually beneficial relations with target audiences. Important for the analysis of enterprise loyalty programs are performance indicators, expressed in monetary terms, because each loyalty system has a profitable and costly component. The main approaches to assessing the effectiveness of costs for the development and implementation of a loyalty program are analyzed and grouped into several groups: assessment of costs for the implementation of a loyalty program through a common system of indicators of consumer loyalty to the company or its products (transition price; share of consumer loyalty, relative loyalty, brand advantage, division of needs, ratio assessment, residual promoter index, conversion model, complex model); determining the effectiveness of the loyalty program, taking into account changes in sales or changes in company profits; assessment of the effectiveness of investment projects (NPV, Net Present Value); index of profitability or profitibility (Profitability Index, PI); payback period loyalty program (Payback Period, Pay-Back Period, PBP) internal rate of return (Internal Rate) of Return (IRR), as well as determining the cost-effectiveness of the implementation of the loyalty program on the basis of ROMI (Return of Marketing Investment). Identifies indicators that can be used to assess the cost-effectiveness of the implementation and implementation of the loyalty program. cost-effectiveness for the implementation and implementation of the loyalty program will optimize the marketing activities of the enterprise, which in the future will bring to a new level of quality management of the enterprise in general, and marketing communications in particular.

Keywords: loyalty program, costs, income, profit, efficiency, efficiency indicators.

Number of sources – 11.

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