



BkReAynsD®

2023 Customer Loyalty Engagement Index

Airlines

Delta

Allergy Medications OTC Antihistamines

Allegra

Allergy Medications OTC Internasal

Flonase

Allergy Medications OTC Oral

Decongestants

Sudafed

App-Based Ride Share

Uber

Athletic Footwear

Nike

Automotive

Hyundai

Banks

Chase

Beer (Light)

Coors Light

Beer (Regular)

Corona Extra

Bottled Water

Aquafina

Breakfast Bars

Kellogg's Nutri-Grain

Canned Soup

Campbell's

Car Rental

Enterprise

Casual Dining

Chipotle

Wingstop

Coffee (Out-of-Home)

Dunkin'

Coffee (Packaged)

Dunkin'

Computer (Laptops)

Apple

Cosmetics (Luxury)

Chanel

Cosmetics (Mass)

L'Oréal

Credit Cards

Discover

Deodorants

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Red Bull

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ABC

Evening News (Cable)

FOX

File Hosting

4shared

Flat Screen TV

LG

Gasoline

Shell

Headphones

Apple

Hotel (Economy)

**America's Best Value Inn
Extended Stay America**

Hotel (Midscale)

Drury

Hotel (Upscale)

**Marriott
Wyndham**

Hotel (Luxury)

Ritz Carlton

Household Cleaners

Lysol

Ice Cream

Ben & Jerry's

Instant Messaging

WhatsApp

Insurance (Car)

State Farm

Insurance (Home)

State Farm

Insurance (Life)

State Farm

Lip Balm

Chapstick

Major League Sports

National Football League

Major League Video Game

Call of Duty

MFP Office Copier

Konica Minolta

Morning News (Network)

Good Moring America (ABC)

Morning News (Cable)

Fox & Friends (FOX)

Mutual Funds

Vanguard

Natural Food Stores

Trader Joe's

Online Brokerage

TD Ameritrade

Online Music

Spotify

Online Payments

PayPal

Online Retailers

Amazon

Online Shoes

Zappos

Online Travel Sites

Booking.com

Online Video Streaming

Disney+

Pain Relievers (OTC)

Tylenol

Parcel Delivery

UPS

Pet Food (Cats)

Purina

Pet Food (Dogs)

Blue Buffalo

Purina One

Pharmacies

CVS

Pizza

Domino's

Premium Cold Cuts

Oscar Meyer

Price Clubs

Costco

Printers

Epson

Quick-Serve Restaurants

McDonald's

Retail (Apparel)

Levi Strauss

Retail (Department Store)

T.J. Maxx

Retail (Discount)

Walmart

Retail (Home Improvement)

Home Depot

Retail (Sporting Goods)

Dick's

Search Engine

Google

Snacks (Potato Chips)

Lays

Snacks (Tortilla Chips)

Doritos

Snacks (Cheese)

Cheetos

Snacks (Corn)

Cheetos

Snacks (Pretzels)

Snyder's

Snacks (Nuts)

Planter's

Smartphone

Samsung

Social Networking

Instagram

Soft Drinks (Diet)

Diet Pepsi

Soft Drinks (Regular)

Pepsi

Tax Preparation

H&R Block

Tablets

Apple

Tequila

Don Julio

Ticketing Services

Telecharge

Toothpaste

Colgate

Toys

Lego

Video Chat

Zoom

Vodka

Grey Goose

Whiskey

Jack Daniels

Wireless Phone Services

AT&T Wireless

Yogurt

Dannon