

The gap between what customers desire and how they feel brands deliver holds the key to increasing profitable engagement and loyalty...if you know where to look.

We do. And we did.

On January 22, Brand Keys, the global leader in brand loyalty and engagement, will release results for our 27th annual Customer Loyalty Engagement Index, which dissects and analyzes customer expectations and brand loyalty for 1,200 brands across 114 categories – including yours.

Using our proprietary, independently validated metrics, you will be able to elevate engagement, multiply ROI and attract more customers, ultimately boosting loyalty, sales and profits. Transform awareness, market-share and loyalty into long-term category and market dominance to turn your brand into a Loyalty Juggernaut. (Read Dr. Robert Passikoff's article on the subject here: <https://thecustomer.net/passikoff-attack-of-the-loyalty-juggernauts>.)

So, mind the gap between expectations and performance and contact Leigh Benatar (leighb@brandkeys.com) to discuss how to close the gap and attain (or retain) Loyalty Juggernaut status in the coming year.

Ben Passikoff
Director of Sales and Business Development at Brand Keys
O: 212-532-6028
C: 347-210-3727
E: ben@brandkeys.com