



BkReAynsD®

2024 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)

Modelo

Bottled Water

Aquafina

Breakfast Bars

Nature Valley

Canned Soup

Campbell's

Car Rental

Enterprise

Casual Dining

Chipotle

Coffee (Out-of-Home)

Dunkin'

Coffee (Packaged)

Dunkin'

Computer (Laptops)

Samsung

Cosmetics (Luxury)

Lancôme

Cosmetics (Mass)

Sephora

Credit Cards

Discover

Deodorants

Dove

Energy Drinks

Red Bull

E-Readers

Kindle

Evening News (Network)

NBC

Evening News (Cable)

FOX

MSNBC

File Hosting

Dropbox

Flat Screen TV

Samsung

Gasoline

ExxonMobil

Headphones

Apple

Hotel (Economy)

America's Best Value Inn

Hotel (Midscale)

Drury

Hotel (Upscale)

Omni

Hotel (Luxury)

Ritz Carlton

Household Cleaners

Lysol

Ice Cream

Häagen-Dazs

Instant Messaging

WhatsApp

Insurance (Car)

Geico

Insurance (Home)

State Farm

Insurance (Life)

State Farm

Lip Balm

Burt's Bees

Major League Sports

National Football League

Major League Video Game

FIFA 23

Hogwarts Legacy

MFP Office Copier

Konica Minolta

Morning News (Network)

Good Morning America (ABC)

Morning News (Cable)

Fox & Friends (FOX)

Mutual Funds

Vanguard

Natural Food Stores

Trader Joe's

Online Brokerage

Charles Schwab

Vanguard

Online Music

Spotify

Online Payments

PayPal

Online Retailers

Amazon

Online Shoes

Zappos

Online Travel Sites

Expedia

Online Video Streaming

Netflix

Pain Relievers (OTC)

Excedrin

Parcel Delivery

UPS

Pet Food (Cats)

Blue Buffalo

Purina

Pet Food (Dogs)

Blue Buffalo

Purina One

Pharmacies

CVS

Pizza

Domino's

Premium Cold Cuts

Boars Head

Hebrew National

Price Clubs

Costco

Printers

HP

Quick-Serve Restaurants

McDonald's

Retail (Apparel)

Levi Strauss

Retail (Department Store)

T.J. Maxx

Retail (Discount)

Dollar Tree

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

Apple

Social Networking

TikTok

Soft Drinks (Diet)

Diet Pepsi

Soft Drinks (Regular)

Coca-Cola

Tax Preparation

Turbo Tax

Tablets

Apple

Tequila

Patron

Ticketing Services

Telecharge

Toothpaste

Crest

Toys

Fisher Price

Mattel

Video Chat

Zoom Meeting

Vodka

Tito's

Whiskey

Jack Daniels

Wireless Phone Services

AT&T Wireless

Yogurt

Chobani