

**FOR IMMEDIATE RELEASE**

**Independent Research Firm Cites Maritz Loyalty Marketing as a Leader in the Loyalty Program Service Provider Category**

Maritz Loyalty Marketing receives highest score for strategy, and praise from clients as a strategic partner and thought leader.

Toronto, ON (October 31, 2013) - [Maritz Loyalty Marketing](#) today announced that The Forrester Wave™: Loyalty Program Service Providers, Q4 2013 Report by Forrester Research, Inc., ranked Maritz Loyalty Marketing as a leader in this market. Findings were recently published as part of a comprehensive assessment of customer loyalty program service providers. In this evaluation, Maritz Loyalty Marketing was identified as one of the top providers and ranked highest in the strategy criteria. Maritz Loyalty Marketing was also the third highest ranked provider in the market presence criteria.

[Maritz Loyalty Marketing](#) was cited for its solid professional services — “particularly its creative, partnership and campaign management services.” Forrester also liked Maritz Loyalty Marketing’s “psychological approach to loyalty strategy,” noting the company’s approach “grounds program design in basic drivers of human behavior.”

The report noted that clients “praise Maritz Loyalty Marketing as a strategic partner and thought leader,” and commented that “marketers craving strategic input and hands-on support will appreciate Maritz Loyalty Marketing’s thorough approach.”

“We are pleased to be recognized as a leader in loyalty program service providers, especially based on an evaluation of our business by Forrester and through the perspectives of our loyalty customers,” said Bob Macdonald, President and CEO of [Maritz Loyalty Marketing](#). “Our goal is to make the world a more loyal place, and that begins by building deeper relationships between brands and the people who matter to their businesses. With our latest version of Synapze, our proprietary digital and mobile loyalty platform, and the understanding of human behaviour we’ve gained through our collaboration with The Maritz Institute, we are able to design initiatives that engage each customer throughout all stages of their lifecycle with a brand.”

Forrester Research, Inc. evaluated eight consumer loyalty service providers against sixty-one criteria designed to assess their current offering, strategy and market presence. Forrester used a combination of vendor surveys, executive briefings, product demos and customer feedback to make its assessment, conducting reference calls with three of each vendor’s current customers. At least ten of their current customers completed an online survey.

The eight consumer loyalty service providers evaluated were chosen after Forrester completed preliminary research to identify vendors who had comprehensive loyalty service offerings, demonstrated market momentum and had strong customer interest from Forrester clients. All were companies with an installed base of at least 15 loyalty program customers, at least \$25M in loyalty service revenue and customers across three or more industries.

To learn more, please visit [www.maritzloyaltymarketing.com](http://www.maritzloyaltymarketing.com).

#### **ABOUT MARITZ LOYALTY MARKETING**

[Maritz Loyalty Marketing](#) is a full-service North American Loyalty Marketing agency. Its brand loyalty marketing and technology-enabled lifecycle engagement solutions drive measurable business results for its clients. Leveraging over 120 years of history, experience and expertise from the Maritz family of companies, Maritz Loyalty Marketing provides its clients with consumer loyalty solutions that consider the holistic consumer experience at every brand touch point and through all stages of the relationship lifecycle. Maritz Loyalty Marketing is wholly owned by Maritz Holdings Inc. based in St. Louis, Missouri. Maritz Holdings also operates Maritz Research, Maritz Travel, Maritz Motivation Solutions, The Maritz Institute and more.

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