

**Free Webinar –
The U.S. Retail Loyalty Index: Where and Why They Buy**

*COLLOQUY Experts Reveal How Consumers Define Loyalty to
Retailers*

Event On: 07/09/2008 01:00 PM - 02:00 PM EST

Location: Online webinar

Register: http://www.colloquy.com/webinar_register.asp

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You've developed relationships with your best customers, but do you know *why* they are so loyal to your business? Finding out how shoppers define loyalty to a retailer – characteristics such as frequency, first choice and faithfulness – can help attract and retain more of these valuable consumers.

In a **free webinar to be hosted July 9, 2008 at 1:00 PM EST**, COLLOQUY loyalty marketing experts Kelly Hlavinka and Rick Ferguson will explore how the Everyday Low Price (EDLP) model of retailing has made building consumer frequency based on the traditional marketing mix an increasingly expensive and untenable proposition. The EDLP model has also upset the traditional marketing mix by making Price the dominant “P” in the mix.

Retailers have turned to loyalty marketing to create competitive advantage by building long-term relationships with consumers through targeted application of recognition and rewards. The resulting influx of transactional and behavioral data into the organization represents an opportunity. Discover how retailers build relationships by exploiting the “gap” between behavior based on frequency and behavior based on loyalty.

See how retailers will achieve this relationship-building goal by manipulating the foundations of consumer behavior through a new marketing mix based on merchandise, pricing, location, employee engagement and a reexamination of the “Four P’s.”

For more information or to register, visit http://www.colloquy.com/webinar_register.asp

About COLLOQUY

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990,

COLLOQUY.COM the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 30,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.