



# Elevating Engagement: The Loyalty Landscape in Asia Pacific

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## REGIONAL OVERVIEW

APAC is a diverse region in terms of economics and demographics

Economic slowdown require companies to restrategise customer engagement

Digitalisation in APAC is accelerating, with superapps embedded in consumers' lives

Enhanced digital connectivity does not guarantee deeper consumer engagement

Retailing landscape impacts consumers' engagement levels with a brand

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V Point: Japan's latest loyalty rewards alliance to be launched in early 2024

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DFS Group: DFS Circle offers unique global loyalty programme

7-11 and Lawson: Successful collaboration drives cross-border loyalty

## KEY TAKEAWAYS

The winning loyalty formula depends on the business objectives

Key summary

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