

# B2B Loyalty Programs: What rewards perform best

Identify and reward the most influential stakeholders

Stakeholder	Purchaser	Purchaser & User	User
Example	CFO of medium or large business	Owner of independent freelance agency	Project Manager in medium or large business
Suitable Rewards	Product Discounts Store Credit	Product Discounts Store Credit Product Upgrades Digital Gift Cards	Product Upgrades Digital Gift Cards Company Swag Exclusive Access Personal Support
Why?	Concerned with cost savings and rewards benefiting the company as a whole	Concerned with both cost savings and product value	Concerned with product value and being personally rewarded