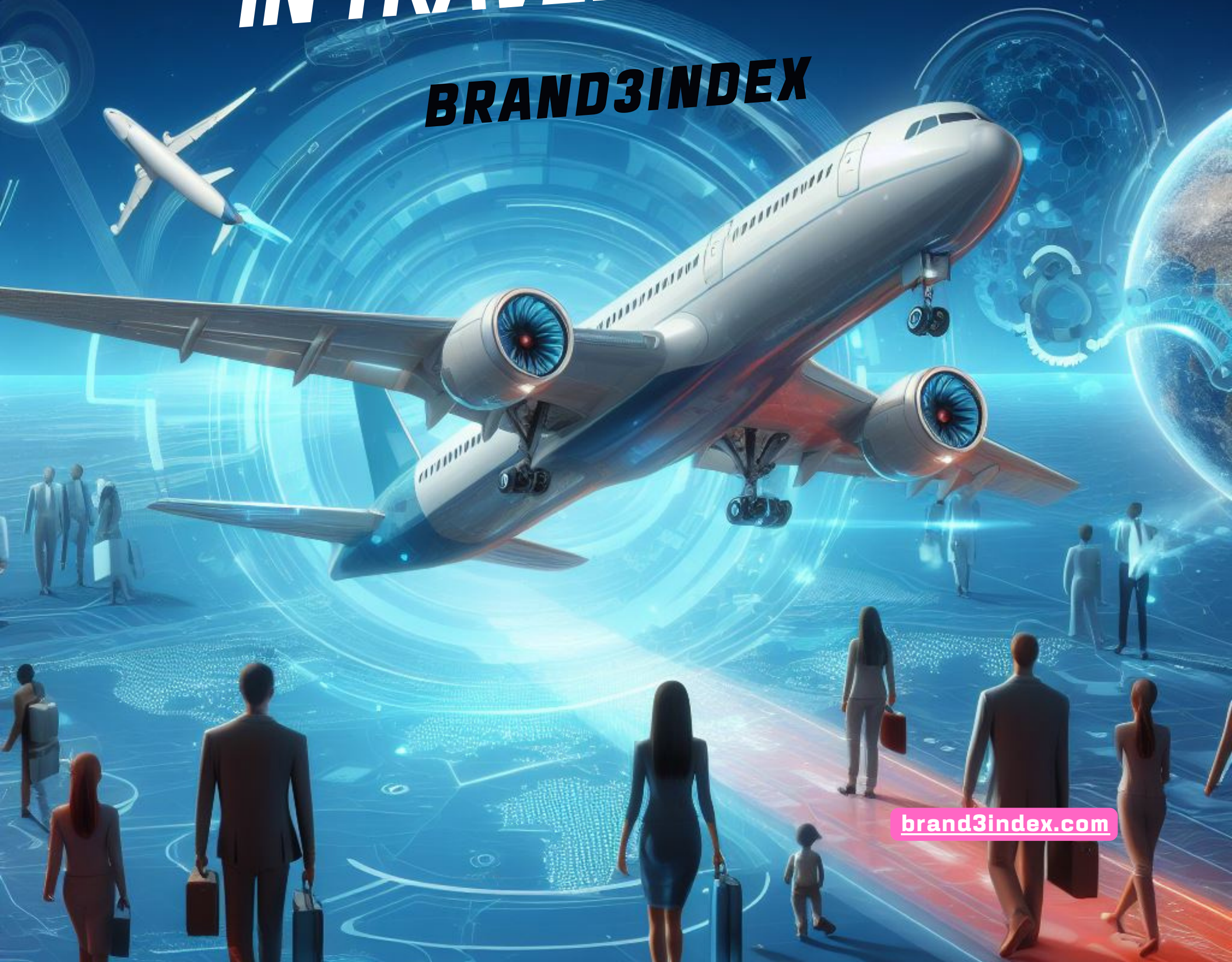


WEB3 LOYALTY PROGRAMS IN TRAVEL INDUSTRY

BRAND3INDEX



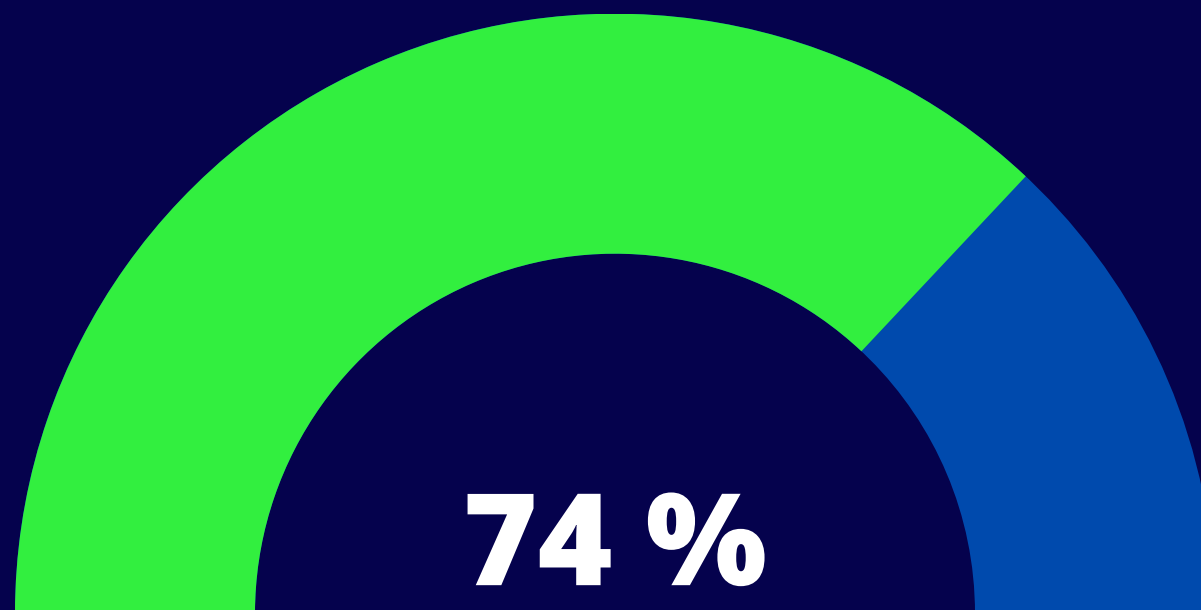
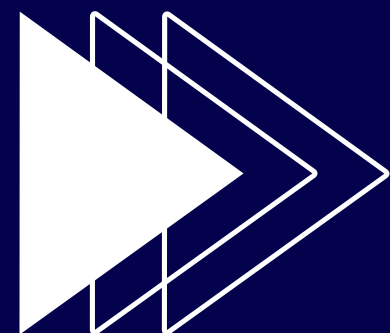
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LOYALTY PROGRAMS



- **Travel industry have championed loyalty programs.**
- **Today loyalty programs are migrating to web3**
- **Why?**
 - **Flexibility**
 - **Gamification**
 - **Data ownership**
 - **Partnerships**
- **Who are the first movers in this area?**
- **Brand3index tracks web3 maturity and performance across all consumer funnel from awareness, to engagement and action**

AIRBALTIC PLANIES



Awareness

84

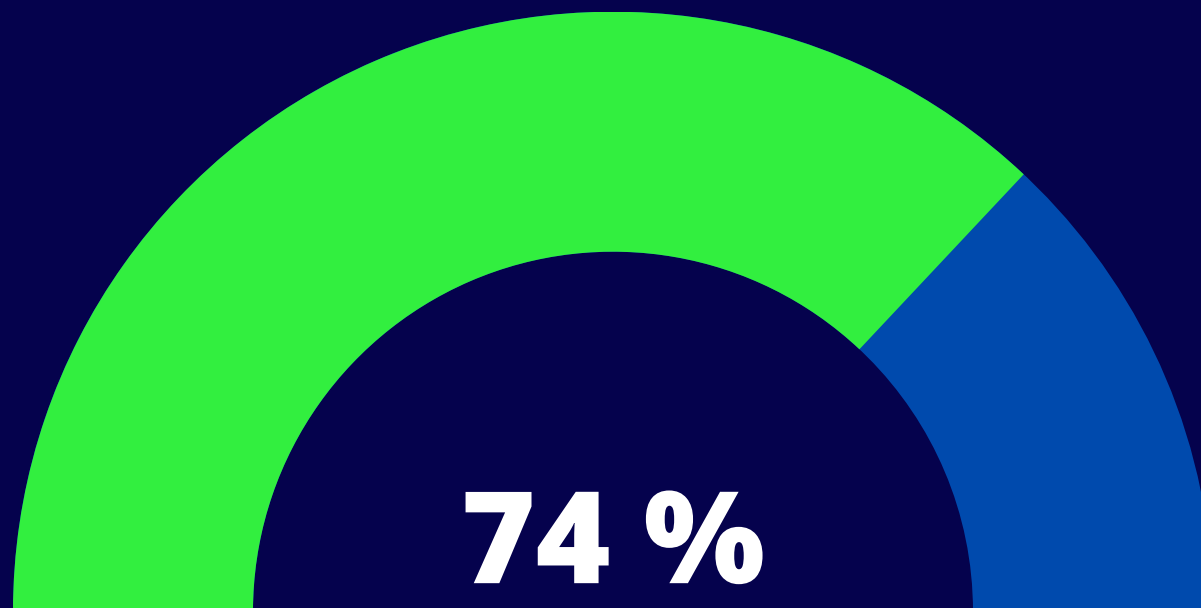
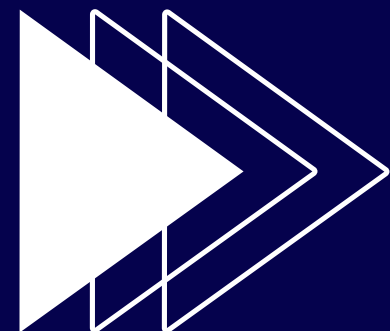
Engagement

62

Action

75

ETIHAD AIRWAYS EY-ZERO 1



Awareness

91

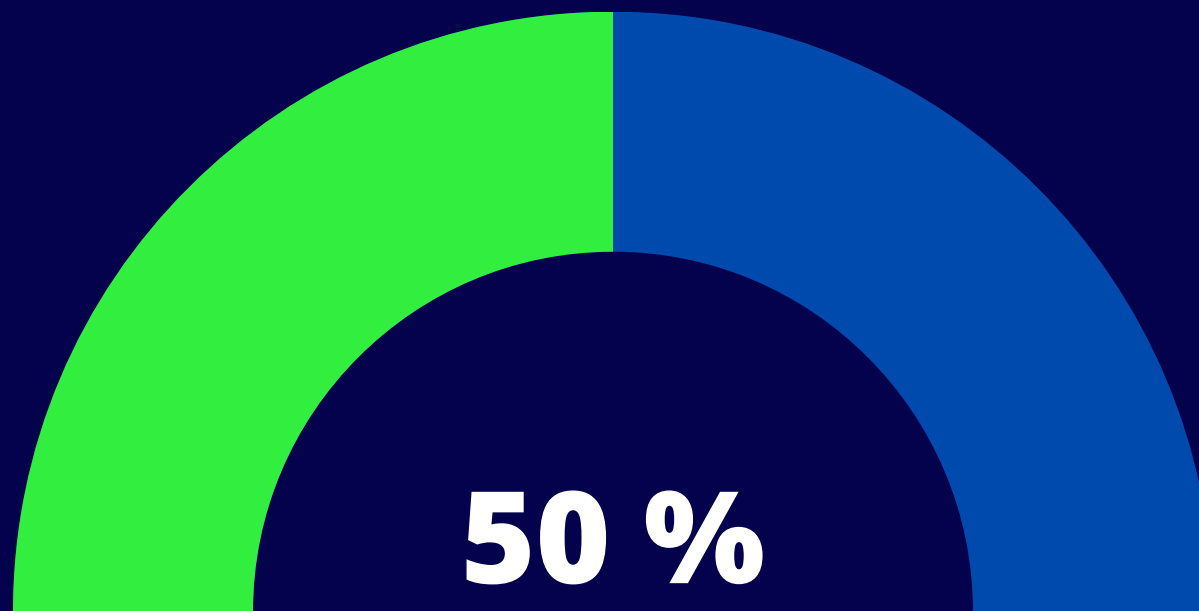
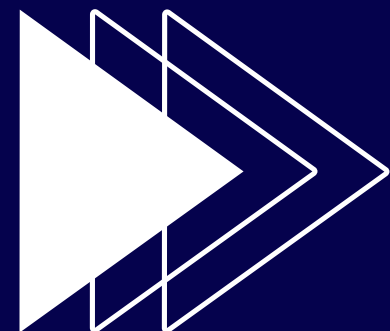
Engagement

52

Action

78

LUFTHANSA UPTRIP



Awareness

57

Engagement

35

Action

59

ANALYSIS



- **AirBaltic is the first entrant and the best performer**
- **Performance is not correlated to media spend**
- **The winning combination :**
 - **Web2 : social media engagement**
 - **Web3 community and shared value**
 - **low or free entry price and easy to use**
- **Lufthansa group program is still relatively new and will gain in performance in the coming weeks. We will be tracking it.**

DEEPER ANALYSIS...

MORE BRANDS...

MORE INDUSTRIES...

CONTACT US



CONTINUING THE ADVENTURE...

Brand3index Performance Score transcends revenue, illuminating the dynamic interplay of Awareness, Engagement, and Action.

Our path, though trodden, remains a work in progress, subject to further refinements and discoveries.

PLEASE HELP US by commenting, connecting and collaborating.

Stay Curious, Stay Involved: Let's keep the conversation going!

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