

Timeworn Customer Lick And Stick Loyalty Programs Handily Change Into Popular UnbeatableSale Pick And Click Prizes

Shopper earn points and miles with their purchase.

For Immediate Release

LAKEWOOD, N.J./EWORLDWIRE/Oct. 23, 2008 --- The public might be hard-pressed to cite turn-of-the-20th century events, but ask centenarians which was the first concept to hook loyalty with tangible rewards, and they're likely to be spot-on with green stamps which took root and then, as now, made it impossible for deal-seekers to pass up an UnbeatableSale - and neither can DeltaSkyMiles or Thankyou.com, for example.

A key ingredient in business growth is establishing stronger relationships with customers, and businesses are discovering the value inherent in adapting to changing consumer buying habits and seizing opportunities to reach buyers in another arena via formalized loyalty programs. Wharton marketing professor Xavier Dreze and Joseph C. Nunes of the University of Southern California's Marshall School of Business studied consumers' perceived value when combining currency with such as frequent-flyer miles, and hotel and credit-card rewards points, and discovered that when people were given a choice between accumulating money and miles, they would take the miles because it provides an opportunity to do or buy something special, when the cash might be used to pay a typical household expense. Combine consumer choice with possession statistics - Jupiter Research reported that more than 75 percent of consumers now have at least one loyalty card, and the number of people with two or more is estimated to be one-third of the shopping population. "It's truly an open field for businesses to take," said UnbeatableSale President Mike Martin.

Martin suggests, "The main appeal to consumers participating in loyalty programs is truly emotional: people believe there is more value inherent in accumulated miles or points than in receiving cash directly, because they get to dream and reach for those dreams."

According to research surveys conducted by Walker Information Inc., an Indianapolis-based customer research firm, "truly loyal" consumers are 15 times more likely than high-risk customers to increase spending with a particular store, and reducing customer attrition by even five percent delivers profit increases from 25 percent to 100 percent. Martin affirms that "companies have a very real chance of transforming their bottom line by handling their loyalty program properly through a broader range of choices for customers to select how to spend their rewards." Gartner analyst Adam Sarnier reported U.S. companies spent more than \$1.2 billion on customer loyalty programs in 2003.

"UnbeatableSale is positioned to deliver on partnerships in loyalty programs. Skill in identifying the most attractive and widest product mix is effectively joined with technology to manage and anticipate clients needs, strengthening relationships. Nearly a half-million visitors and the strength of our vendor and partner relationships supported by our technological capabilities makes the UnbeatableSale marketplace unmatched.

"UnbeatableSale is a world-class brand that successfully attracts long-term clients across our niche marketplaces."

About UnbeatableSale

UnbeatableSale ('<http://www.unbeatable.com>') company resources are devoted to developing unique and distinct niche marketplaces for those looking to uncover a low-cost bargain or replenishment item. Sites focusing on consumer electronics, and high-end kitchen and home decor consumers, yield to the public's need for speed and ease without loss of quality or value. An extensive product line and buyer habit testing ensures consumers receive the maximum number of available products that suit their unique needs. To view a sampling of products and availability, visit UnbeatableSale's Web site at '<http://www.unbeatable.com>'.

To learn more about UnbeatableSale and to discuss partnering opportunities, contact Eli Fisher at 732-363-0606.

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