



Bakkt Loyalty & Rewards 2022 Outlook Study

February 2022

We ran a consumer study to uncover and validate consumer* crypto loyalty preferences

- **Crypto buyers** are more likely to use loyalty programs across major categories, over-indexing the average U.S. consumer in hotels (59%), gas (53%), travel (55%) and finance (52%).
- The growing ubiquity of cryptocurrency is shifting consumer behavior as **the majority (72%)** of the crypto buyer group, who purchased crypto at least 1x in the past 6 months, are likely to **redeem loyalty points for cryptocurrency** compared with 34% of the national average.
- **For crypto buyers, those interested in earning crypto rewards (51%)** almost rises to the preference level of earning cash back instead of points (56%).
- Income level was also found to be a driver of crypto rewards interest, with **40% of consumers with income over \$100,000 likely to redeem loyalty points for crypto.**
- Of the consumers who said they are not likely to redeem for crypto, 44% responded that the **biggest barrier to redeeming cryptocurrency is understanding** what can be bought with crypto.

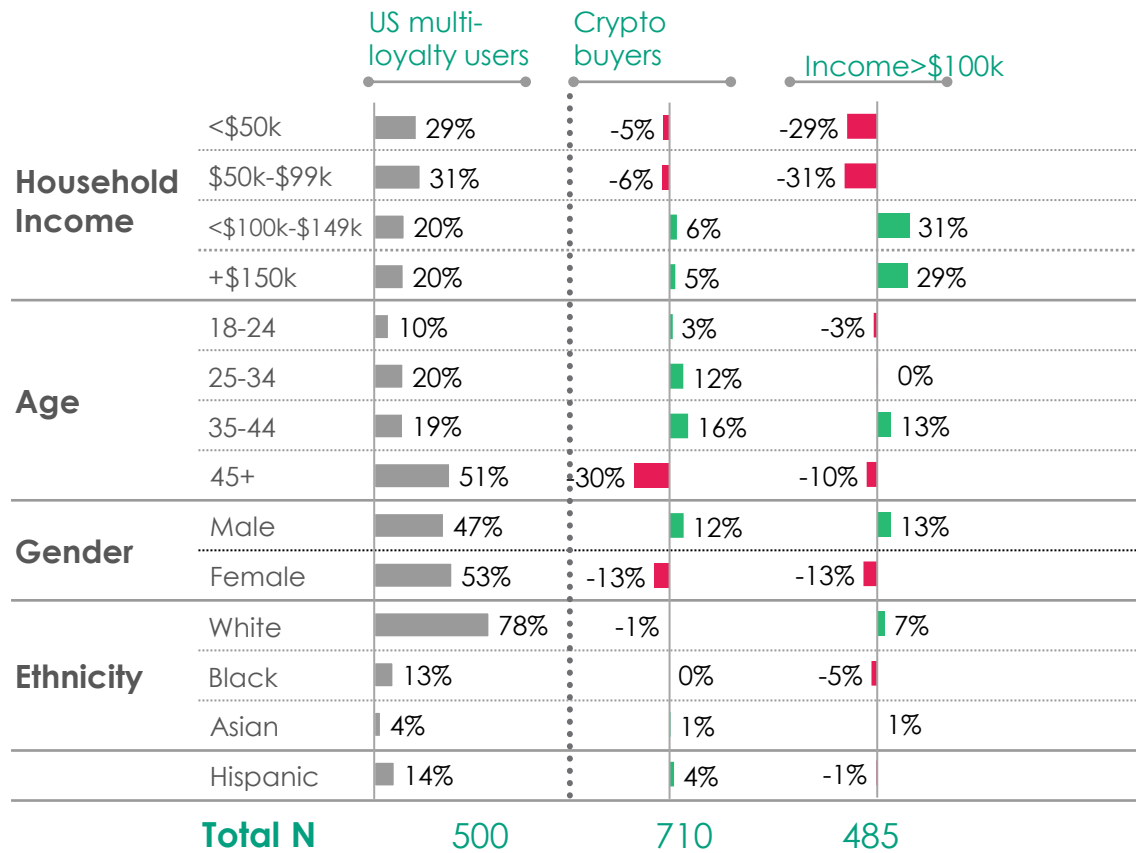


Survey overview

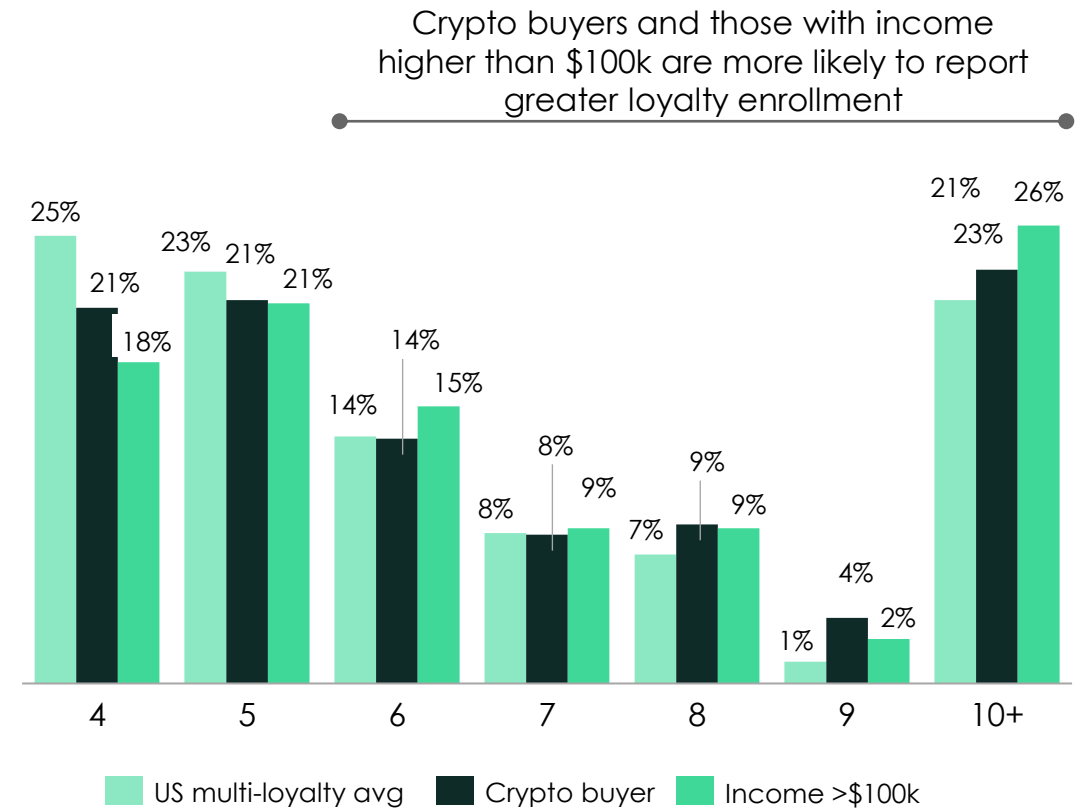
Crypto purchasers skew younger, male, and slightly higher income, as compared to the US population



Demographics



Loyalty program enrollment

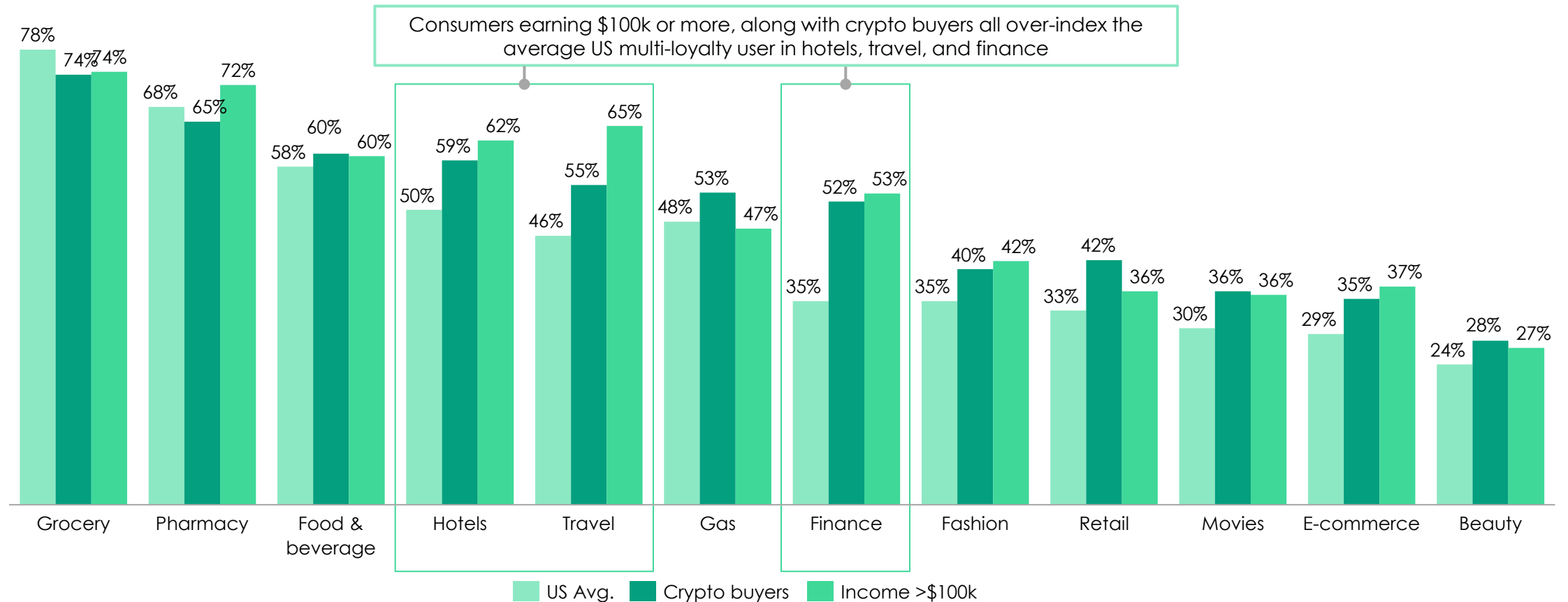




Crypto purchasers and those earning more than \$100k are more likely to use loyalty programs across most major categories



Loyalty membership, by type & user

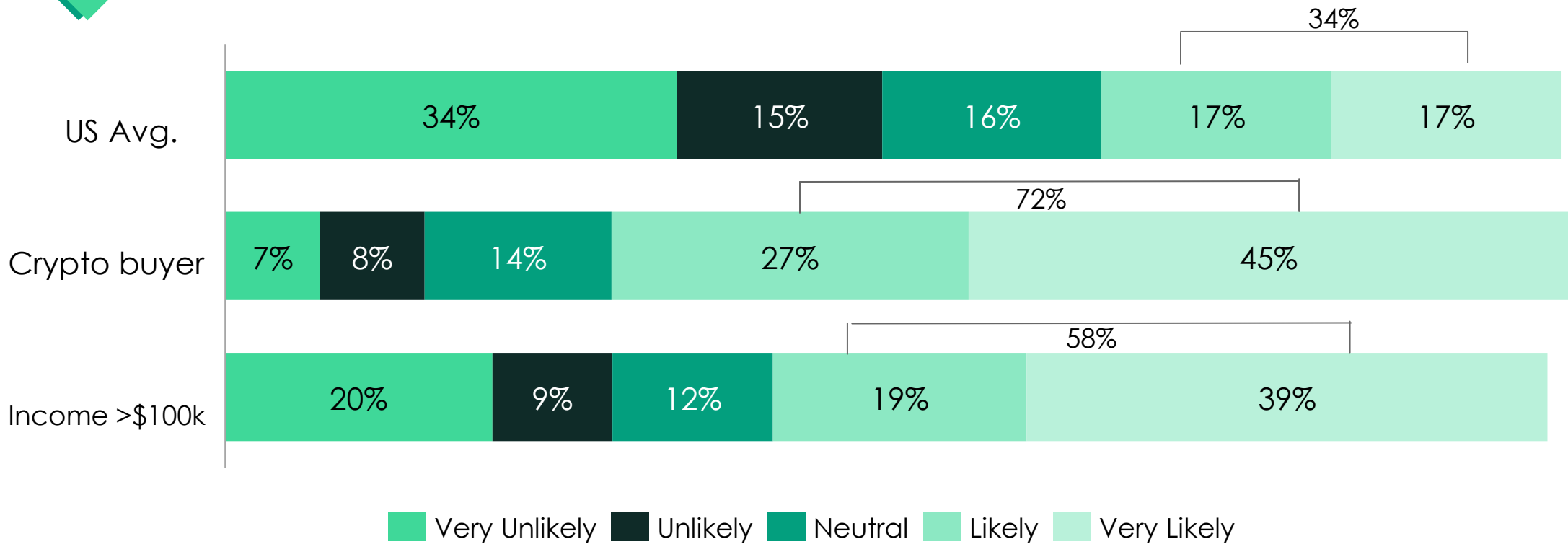




Crypto buyers show high excitement for redeeming loyalty points for cryptocurrency



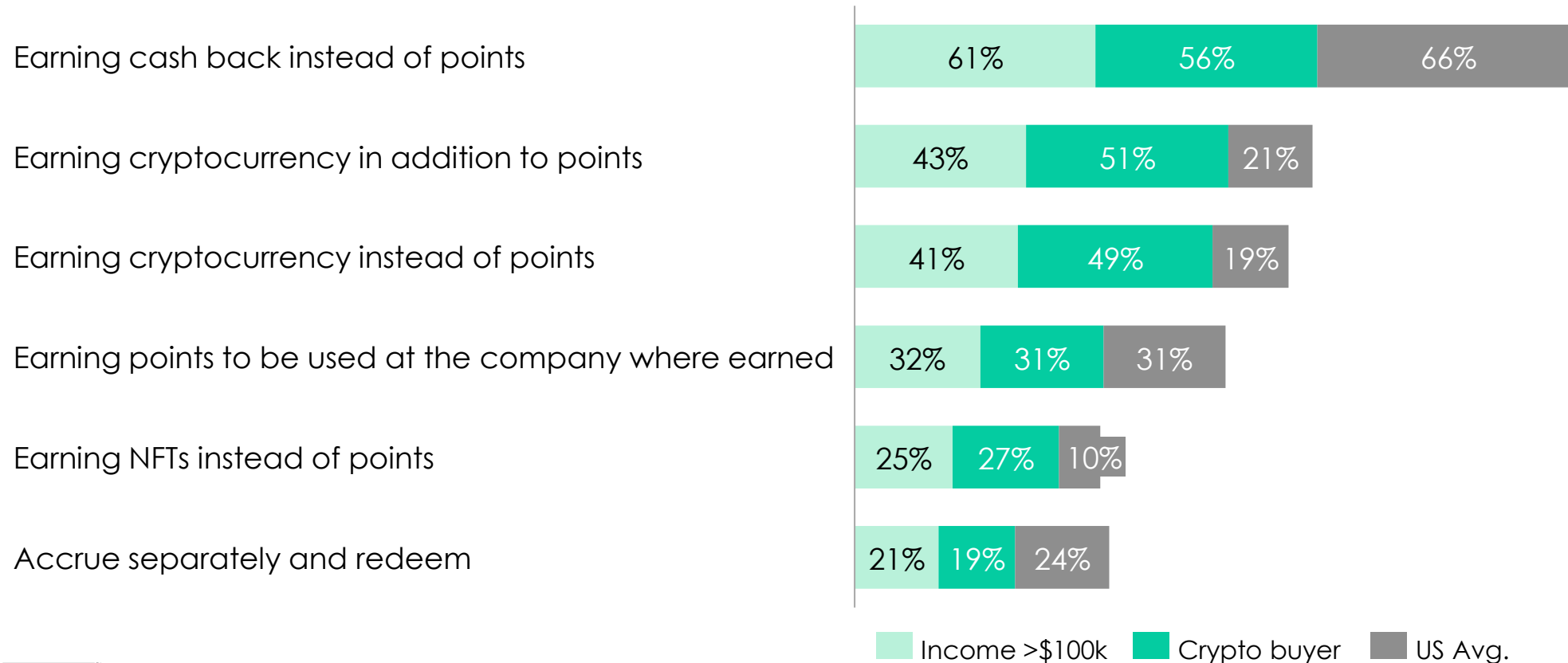
Likelihood to redeem loyalty points for cryptocurrency





While most consumers currently prefer cash back when earning, crypto buyers are nearly equally open to earning in crypto

Earning preferences



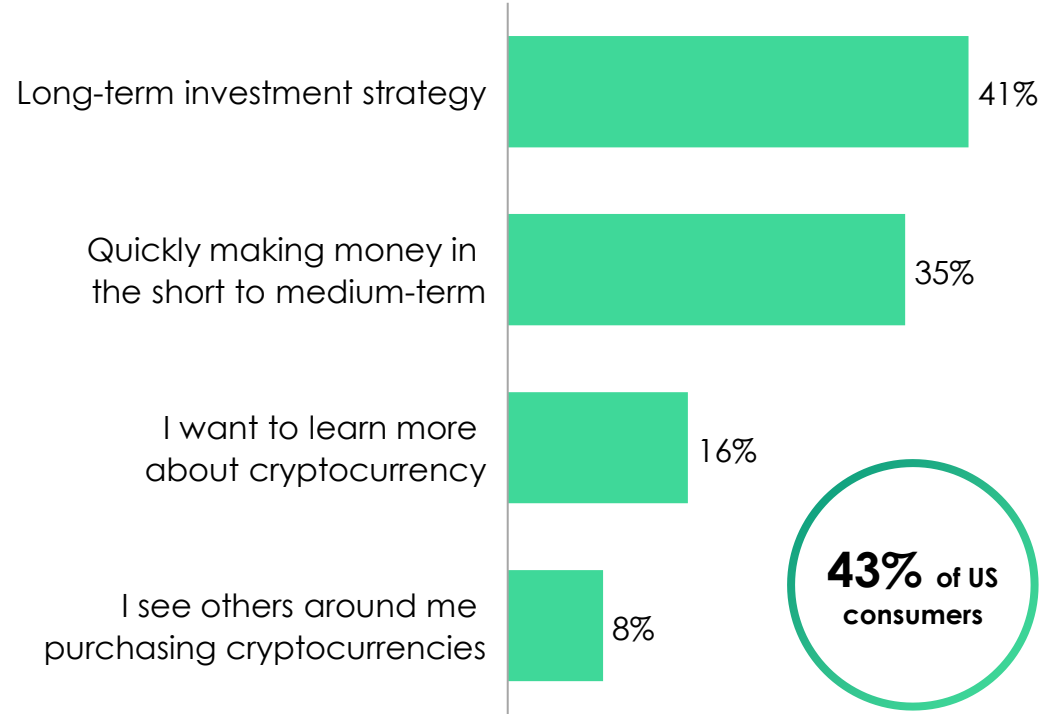
Source: Bakkt Loyalty & Rewards 2022 Outlook Study, December 2021, n=1000



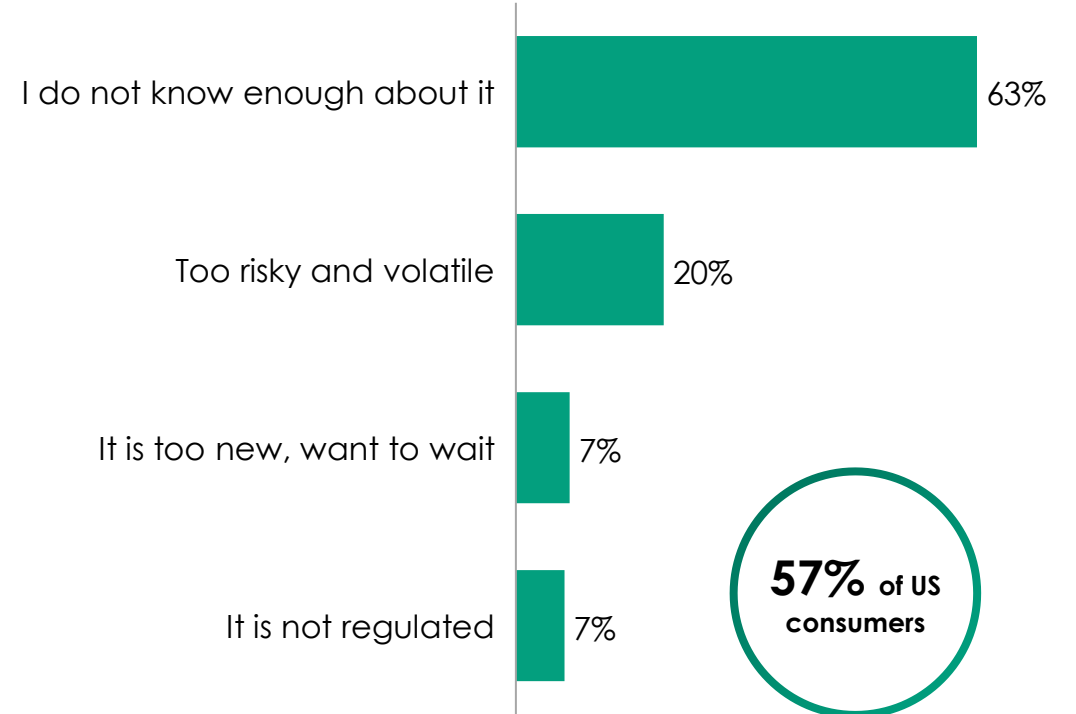
US consumers see information as the largest barrier to purchasing cryptocurrency



Primary reasons why consumers traded crypto ...

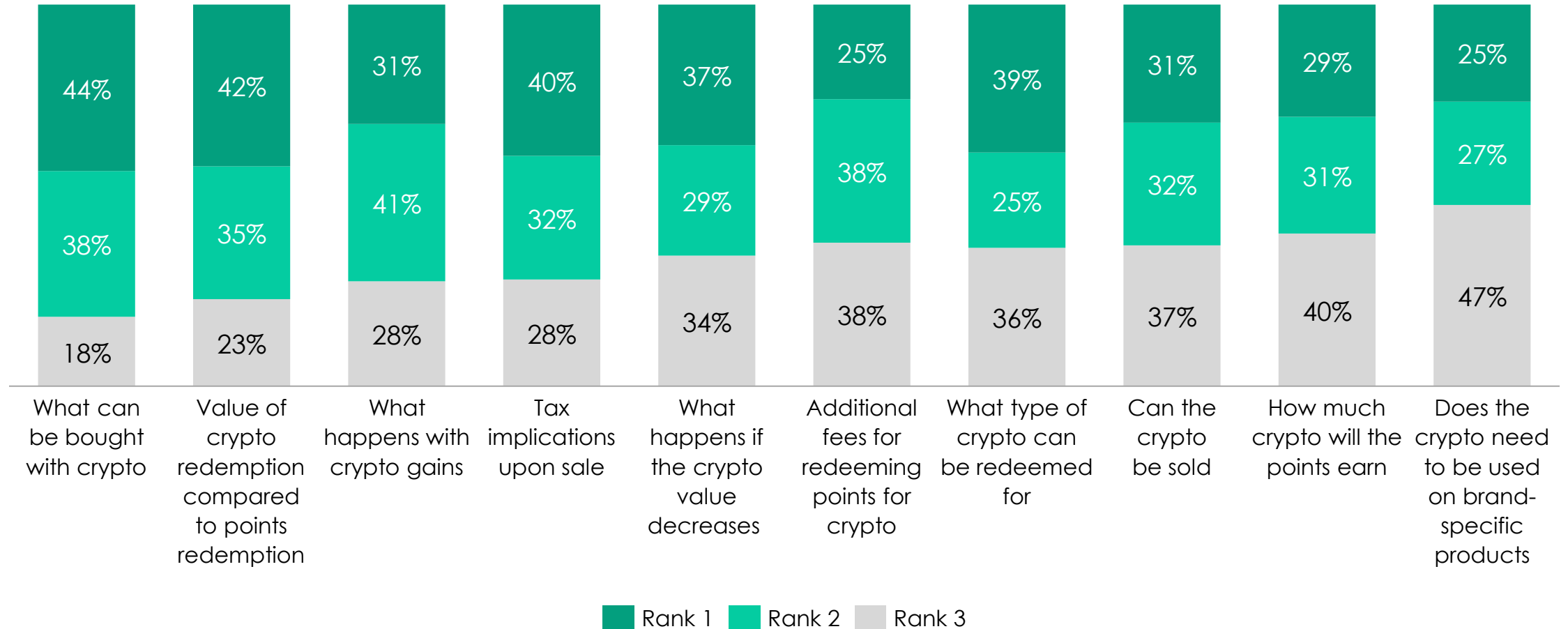


And why consumers that have not are hesitant ...





US consumers want to know what can be bought with crypto to help them invest



About this study

Commissioned by Bakkt and conducted via an online survey tool, the study polled 1,000 consumers across the U.S. and was fielded in December 2021, providing insight into how individuals interact, redeem and accrue loyalty points, as well as examining what outlook consumers want for the future of the industry. Participants were screened for membership of at least 3 or more loyalty programs.





The End

Media

Lauren Post,
Head of Communications

Lauren.Post@Bakkt.com