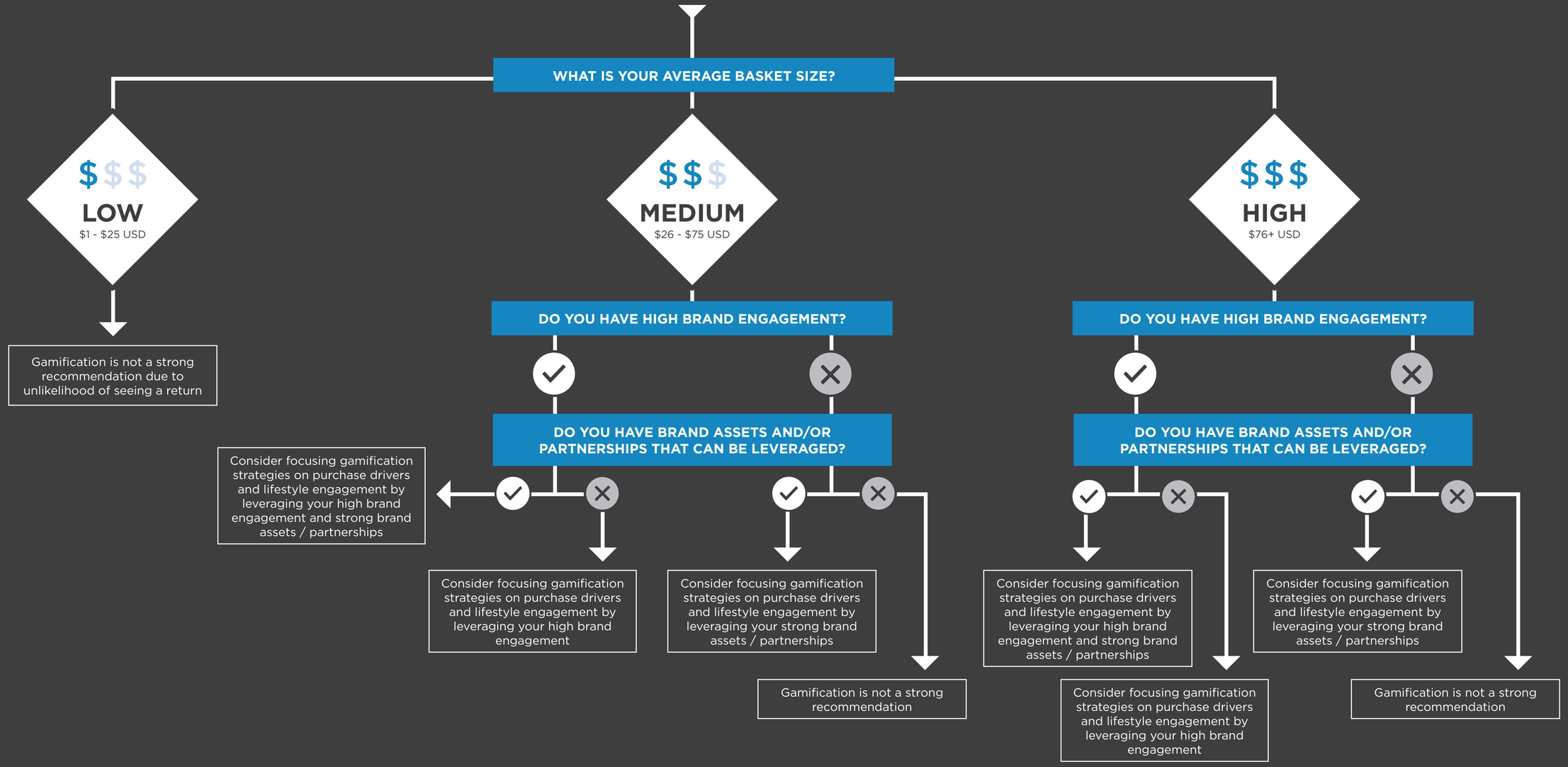
MEDIUM PURCHASE FREQUENCY BRANDS

(MONTHLY - QUARTERLY)



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Advice from Aimia's Strategy & Consulting Team:

If Gamification is a suggested consideration for your medium purchase frequency brand, focus strategies on purchase drivers as well as lifestyle engagement