Primary card holders (n≈2.4 M)

- Had an email address (n=1,214,663)

  - Received an email (n=1,108,524)

    - Consented (n=47,066)

      - Estimated their degree of loyalty to be ≥41% (n=29,437)

- Did not have an email address in the retailer's database (n≈1.2 M)

  - Were excluded* (n=106,139)

  - Did not respond (n=1,061,458)

*Reasons for exclusions:
- Under 18 years of age
- Card holder had prohibited any contact with marketing or research-related material