

CHASE  × BERA.ai

# From Miles to Meaning

How Chase and United Airlines turn customer loyalty  
into lasting growth.

**CHASE AND UNITED AIRLINES** renewed their long-standing co-branded credit card partnership through 2029, expanding benefits across the United MileagePlus portfolio, including the Explorer, Quest, and Club cards. The 2025 refresh introduced richer rewards, new travel credits, and elevated elite-status earning to deepen engagement across both travel and financial categories.

BERA.ai data shows that there's a strong brand synergy between Chase and United. It explains why this partnership is successful, and provides a model for how other brands should think about commercial partnerships.



**CHASE SHOWS HIGH BRAND EQUITY**  
among United's customer base. United's strong Uniqueness and Meaningfulness indicate similar strength within its loyalty audience.

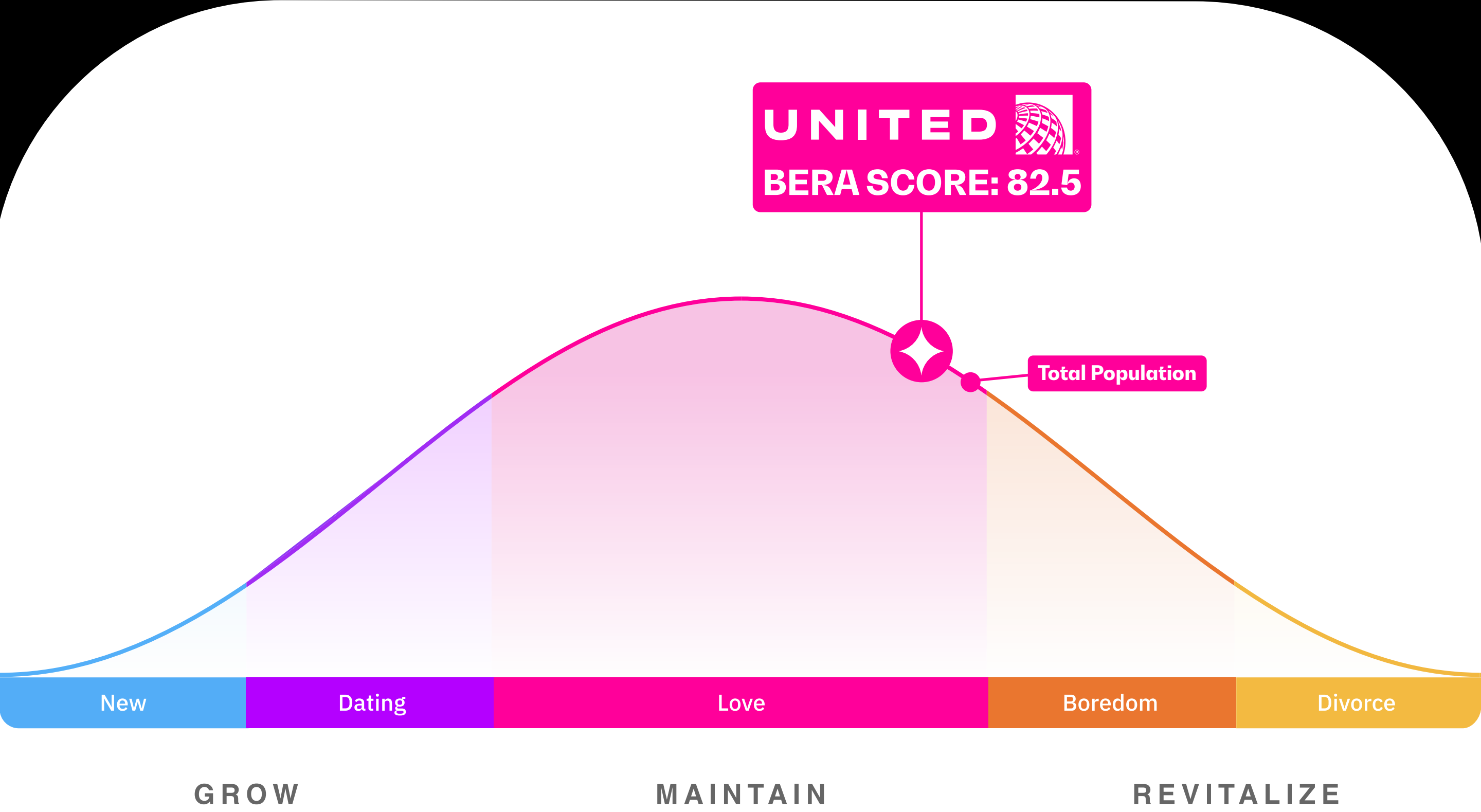


**BOTH ARE SEEN AS**  
reliable, premium, and intelligent, which reinforces each other's strengths and creates a cohesive experience across finance and travel.



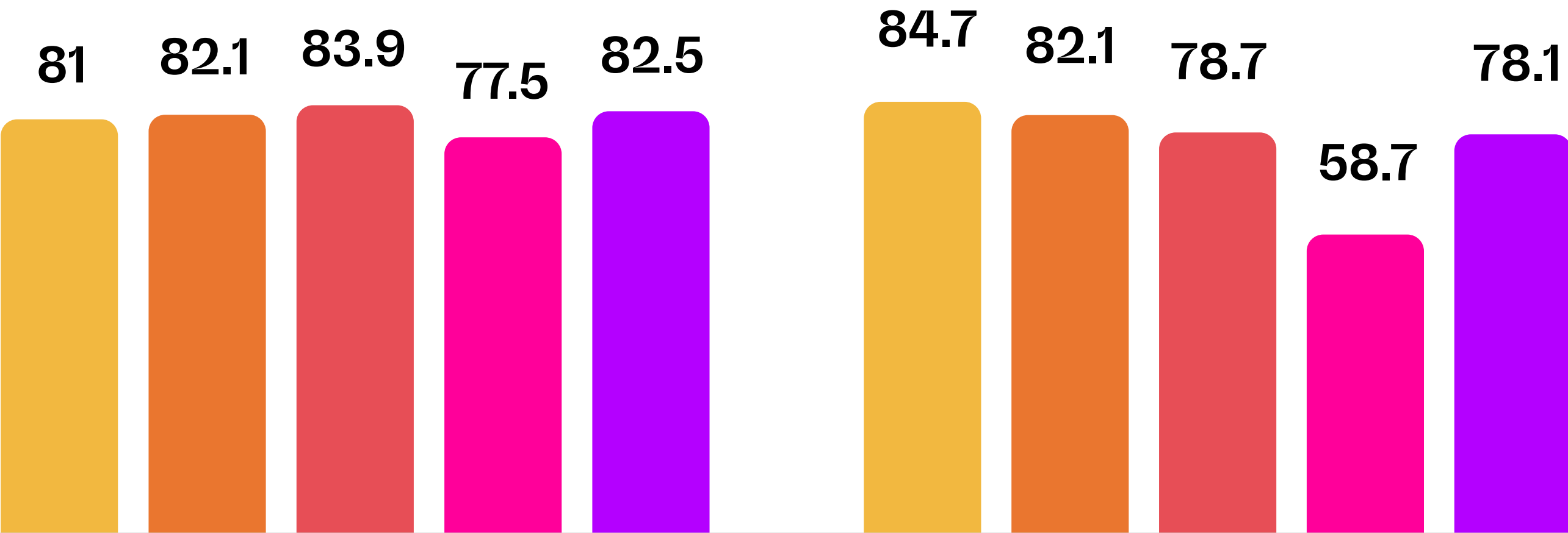
**UNITED CUSTOMERS SHOW STRONG**  
cross-consideration and usage of Chase, indicating deep overlap and room for continued loyalty growth.

Chase is in the Love stage among United customers, ranking above 82% of all brands and outperforming its score with the total population.



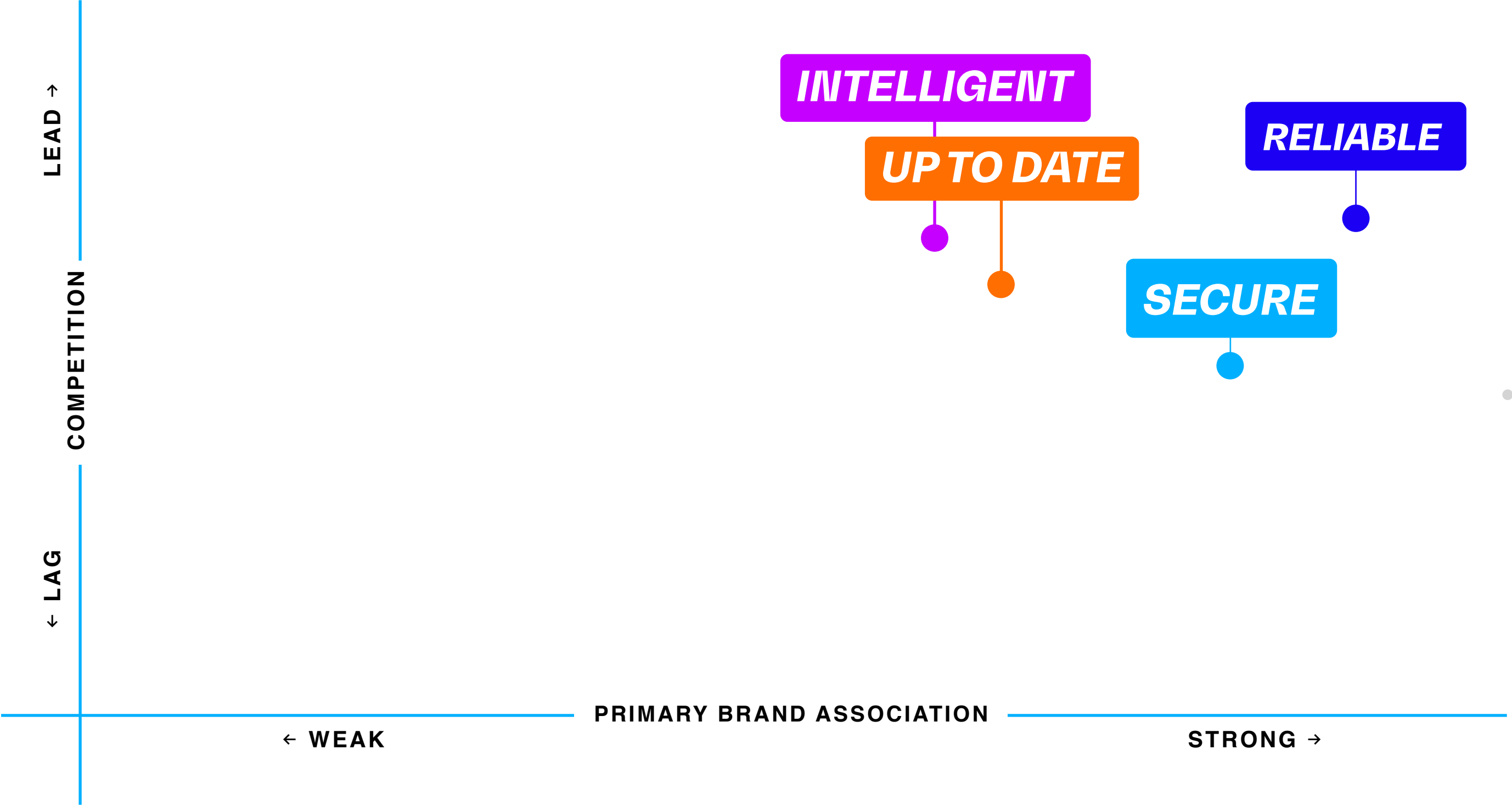
Chase’s perceived **Uniqueness** is nearly 20 points higher among United customers than the general population.

 Familiarity       Regard       Meaningfulness       Uniqueness       BERA SCORE



*Total Population*

Chase has built strong emotional associations of being **reliable**, **secure**, **a leader**, **intelligent** and **up-to-date** among United customers.



# Funnel Metrics

Among United Customers, 86% consider Chase, 64% use it, 42% prefer it, and 24% advocate for it.

## AWARENESS

98.2%

## CONSIDERATION

86.1%

## USAGE

63.8%

## PREFERENCE

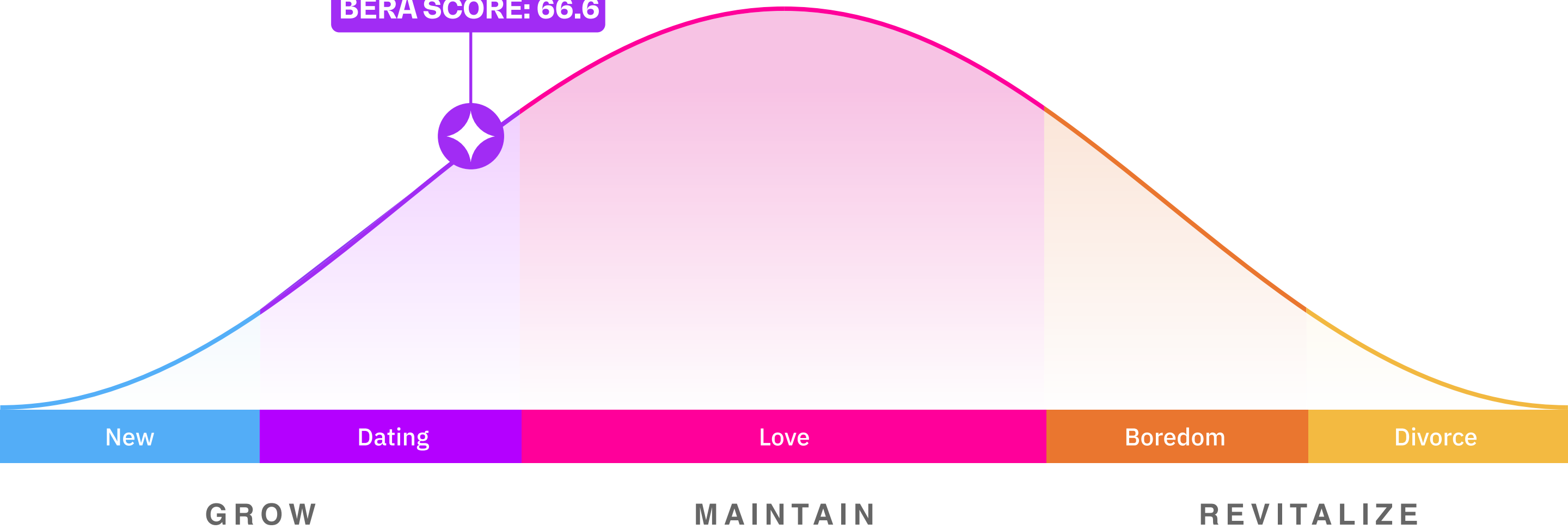
41.6%

## ADVOCACY

24.3%

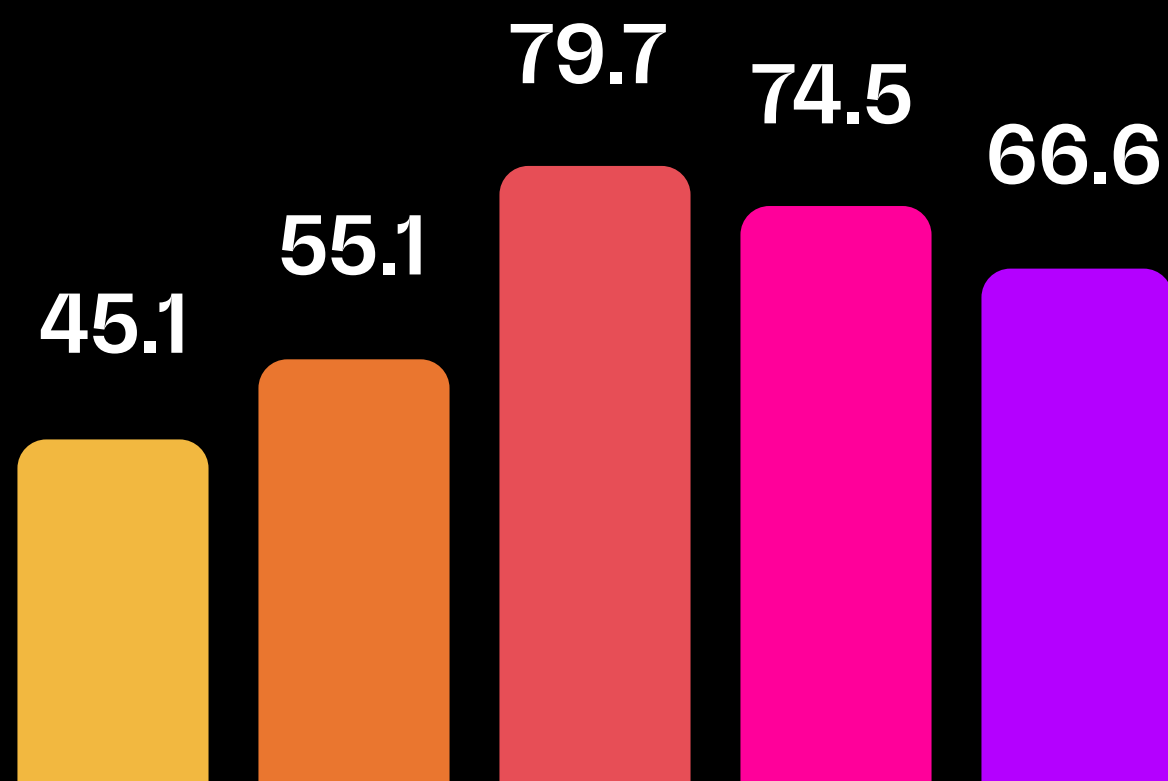
UNITED  
MileagePlus  
BERA SCORE: 66.6

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United has an **opportunity to grow its MileagePlus brand** among its customer base, driven by strong Uniqueness and Meaningfulness perceptions.


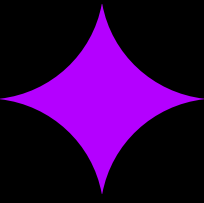
 Familiarity  Regard  Meaningfulness  Uniqueness  BERA SCORE




*Rewards Program*



# Want to get the full story?



See how Chase and United built a partnership that connects travel and finance, driving loyalty, spend, and brand love across both customer bases



[READ THE FULL ARTICLE](#)