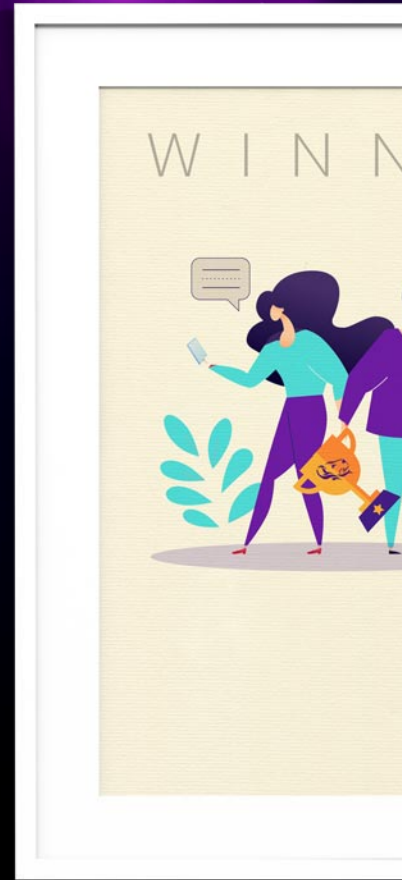


WELCOME TO THE

LoyaltyLion

HALL OF FAME



A celebration of the best ecommerce loyalty programs

THE WELCOME SPEECH



It's that time of the year again, where we crown the superstars of loyalty in LoyaltyLion's Hall of Fame.

With 2020's turmoil posing fresh challenges (and opportunities), ecommerce marketers have had to think laterally. Part of this shift has been the prioritization of loyalty and retention. Brands everywhere are unlocking long-term growth by focussing on their current customers.

This is why we're so thrilled to take this moment to showcase the hard work our retailers have put into their programs and to celebrate their successes this year.

This volume of the LoyaltyLion Hall of Fame investigates 18 areas crucial to building a loyalty program customers adore.

We've also added some new categories this year so you can see the full scope of what goes into a successful program.

Head of Customer Success, Ben Pointing

THE CATEGORIES

- ★ BEST BRANDED LOYALTY PROGRAM
- ★ BEST USE OF LOYALTY TIERS
- ★ BEST USE OF SUBSCRIPTIONS
- ★ BEST USE OF REVIEWS
- ★ BEST USE OF REFERRALS
- ★ BEST LOYALTY PROMOTIONS
- ★ BEST HEALTH AND WELLNESS PROGRAM
- ★ BEST FASHION AND APPAREL PROGRAM
- ★ BEST PETS PROGRAM
- ★ BEST FOOD AND BEVERAGE PROGRAM
- ★ BEST BEAUTY AND COSMETICS PROGRAM
- ★ BEST OMNICHANNEL PROGRAM
- ★ BEST USE OF SOCIAL MEDIA
- ★ BEST COMMUNITY INITIATIVE
- ★ BEST USE OF EMAILS
- ★ BEST USE OF RULES AND REWARDS
- ★ BEST INTEGRATED MARKETING STRATEGY
- ★ BEST OVERALL LOYALTY STRATEGY

You're going to get a look-in on innovative strategies as well as what makes a loyalty and retention leader. All so you can go away feeling inspired to kick-start your rewards program. That's a promise.

See you on the red carpet.

Can't wait?

Skip ahead to see the full winners list.

THE BEST BRANDED LOYALTY PROGRAM



Your brand is what defines you. It's the image you put out into the world to attract your ideal customers.

When well-defined, a brand identity gives you a sense of purpose and confidence – making it easy to communicate who you are and charm customers.

In the end, these like-minded shoppers will be loyal to you above others as they're emotionally hooked.

A loyalty program presents another opportunity to flex your brand identity consistently.

An important approach as Forbes found that brand consistency can

▶ **increase revenue by up to 23%** and makes you ▶ **3.5 times more visible to customers.**

▶ **You can create a personalized loyalty page** on your site to match your wider brand's look, feel, and personality.

It also becomes a place where customers can engage and connect with your brand in between spending.

So, whose loyalty branding do we consider to be best-in-class?...

AND THE WINNER IS



SKINNYDIP

What's made the branding of **Skinnydip's** loyalty program pop is how it resonates with their target market.

The identity of the program fits effortlessly with the rest of the store.

At the same time, it also has its own personality.

Skinnydip has named the program "Skinnydip Airlines". Then, from the first line of the landing page copy – which says "Grab your suitcase and your factor 50..." – every detail gives off vacation vibes.

Their loyalty program tiers are named "Check In", "Departure Lounge", "Boarding" and "Take Off". Then, below each tier, there's a description which takes the customer on an imaginary trip of a lifetime. The custom illustrations are both synonymous with airline archetypes and the brand's fashion-forward feel.

LoyaltyLion Hall of Fame



SKINNYDIP

The well-thought-out branding of Skinnydip's program draws customers in, makes them laugh, and motivates them to engage. Here's what Skinnydip's design agency, [▶ We Make Websites](#) said about this winning program.

“ Our friends at Skinnydip have been working with us to push their ecommerce site for many years. As their agency partner, it's our job to make sure they're teaming up with the best-in-breed when it comes to tech providers.

We trusted LoyaltyLion would drive Skinnydip's ecommerce growth even further, boosting brand engagement and tightening their customer relationships. And, they sure delivered – executing a powerful tiered program that's proved effective in motivating customers towards repeat purchases. Nice work!

Jessica Briggs, Account Strategist at We Make Websites

The screenshot displays two tiers of the Skinnydip Airlines loyalty program. On the left, the 'SKINNYDIP AIRLINES' logo is shown. The first tier, 'Level 1: Check In' (0-999 points), describes a reward where members receive a 15% off discount code for every 500 points earned, along with double point days and exclusive offers. The second tier, 'Level 2: Departure Lounge' (1000-2499 points), describes a reward where members receive a 20% off discount code for every 500 points earned, along with double point days, exclusive offers, and the ability to buy products with reward points. An illustration of a 'DEPARTURE LOUNGE' sign and two chairs is positioned between the two tiers.

Level 1: Check In
0-999 points

So you've arrived at the airport with your plush travel pillow and fluffy eye mask all the ready, and now you're all set to get checked in and start sipping bubbly in the Departure Lounge.

What do you get?

- For every 500 points you earn, you will receive a 15% off discount code
- Double point days
- Exclusive competitions and offers throughout the year

Level 2: Departure Lounge
1000-2499 points

Picture this. You're all checked in. You've got a couple of hours to kick back and relax before boarding so all that's left to do is browse duty free and shop til' you drop.

What do you get?

- Once you reach 1000 points, for every 500 points you earn, you will receive a 20% off discount code
- Double point days
- Exclusive competitions and offers throughout the year
- Buy Skinnydip products with your reward points

With its loyalty program, Skinnydip now sees more member engagement. Engaged customers spend 82% more than typical shoppers. They've also got a 65% higher repeat purchase rate.

Their most loyal customers also spend more per transaction and have an average spend of 35% more than their one-time shoppers.

Here's what Skinnydip had to say about the success of their program.

“ As a playful concept centered around giving our customers exclusive rewards, working with LoyaltyLion on Skinnydip Airlines has been a really exciting project for us. We're looking forward to watching our brand new loyalty program evolve and grow in the coming months.

Meghan Lewis, Head of Ecommerce at Skinnydip

SPECIAL MENTION



DONNA BELLA HAIR

This hair extension brand is proudly “innovative” and “forward-looking” – and their loyalty program matches up.

The program includes clean yet bold icons to match the store’s minimal color palette.

Plus, the accent typography is free-flowing, mirroring the professionalism of the hair stylists they sell to.

▶ **Donna Bella Hair** has done a stellar job at taking a simple program and making it uniquely their own. As a result, the brand has seen its repeat purchase rate shoot up to 80%. Their customers now repeat purchase five times on average, showing how members don’t shop and drop the brand. They stay around and grow their lifetime value – a true marker of loyalty program success.



What we can learn from the winners

A well-branded program isn’t just about adding a few flourishing touches here and there. It’s about creating a story and personality your customers can become a part of. Do this well, and you’ll become more visible to the customers who are the right match for your store.

THE BEST USE OF LOYALTY TIERS



Award-winning loyalty programs need to have customer motivations in mind. They have to consider what drives, excites and delights people.

Expectancy theory explains how people behave or act a certain way if they're motivated by a positive result or reward.

Every shopper wants a value exchange when they shop. If they give you something (such as a purchase or an engagement) they expect something worthwhile in return.

When we asked customers what made them loyal, **▶ 74% said they were motivated** by working towards a goal or reward. To motivate customers more, many loyalty leaders have added tiers to their programs.

▶ Loyalty tiers give members more desirable and exclusive rewards the more they spend and engage.

They also show there's always something of value within reach, increasing the motivation to spend further.

So which brands are ticking all the tiered-program boxes and what can you learn from them?...

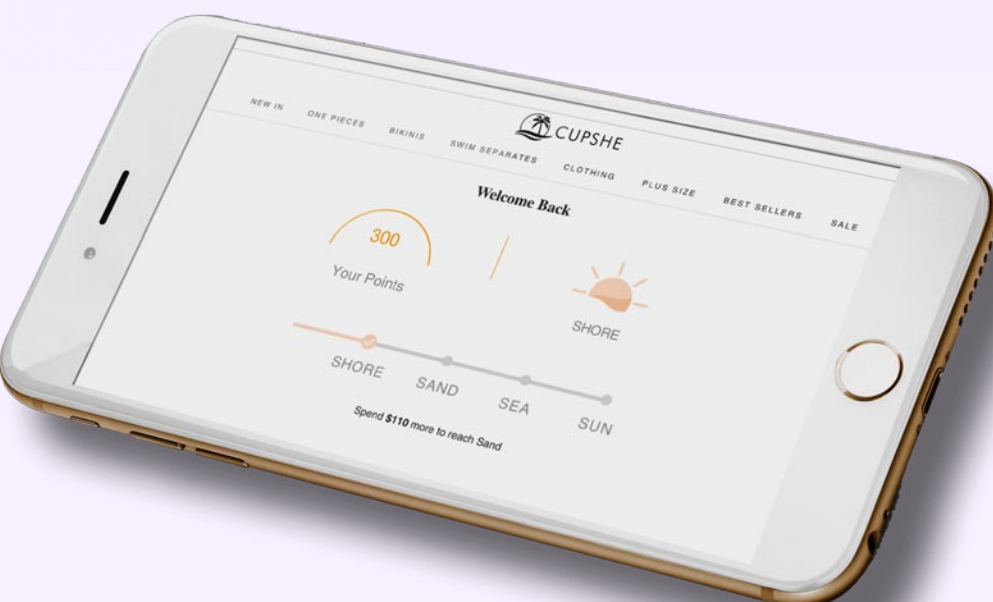
AND THE WINNER IS



CUPSHE

► Cupshe, a brand who "has scaled beyond \$3 million in monthly sales" take their program tiers seriously.

Their "Sunchasers" club has four tiers, "Shore" "Sand" "Sea" and "Sun" which members move up as they spend more.

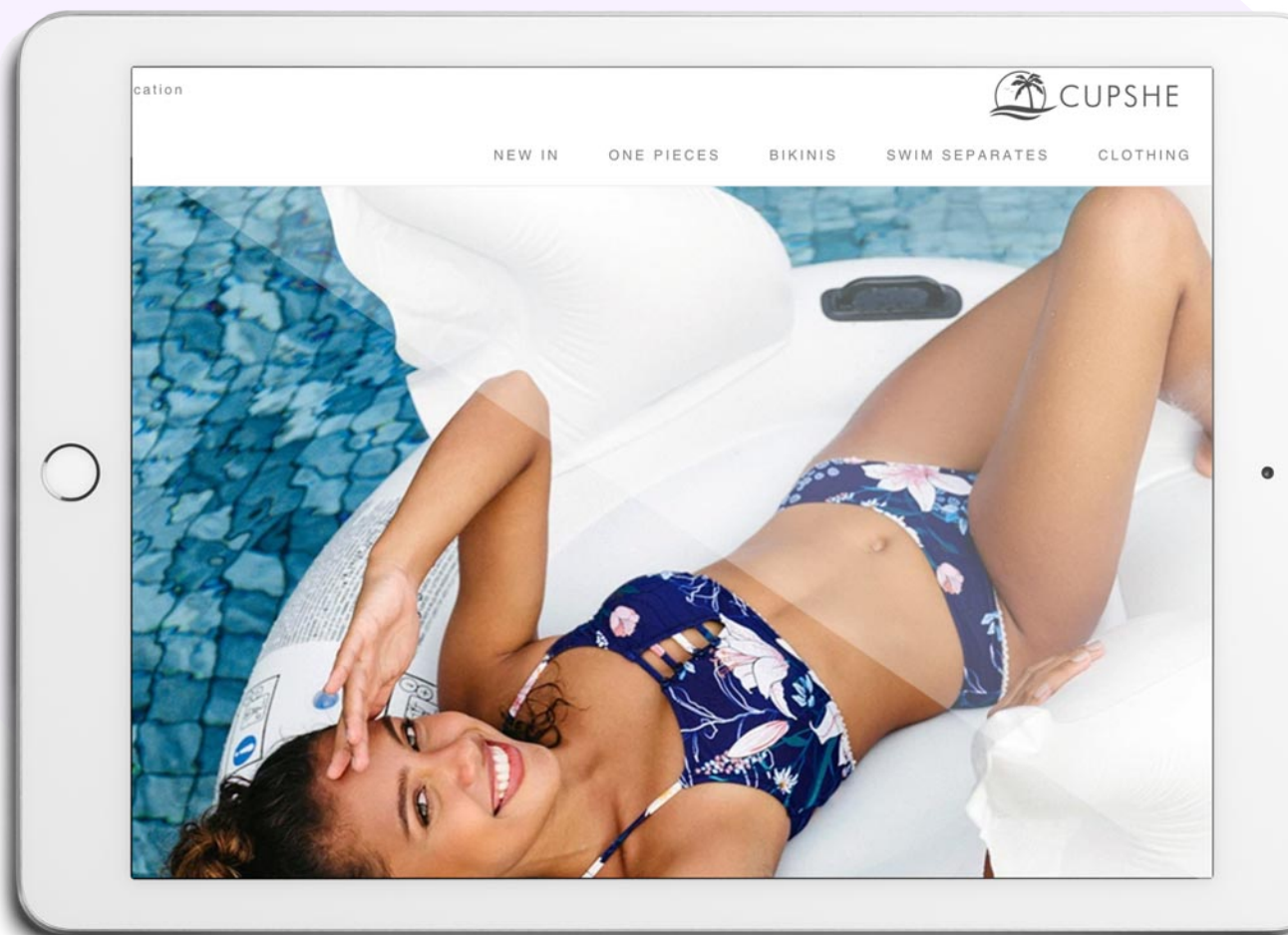


To keep shoppers notified of their current position, the bikini brand shows shoppers their current tier, points balance and how close they are to moving up as soon as they log in.

CUPSHE

Cupshe has also put thought into the exclusivity element of a tiered program. As customers move up, the rewards become more experiential rather than discount-based. This encourages loyalty as these perks engage customers and create memorable experiences.

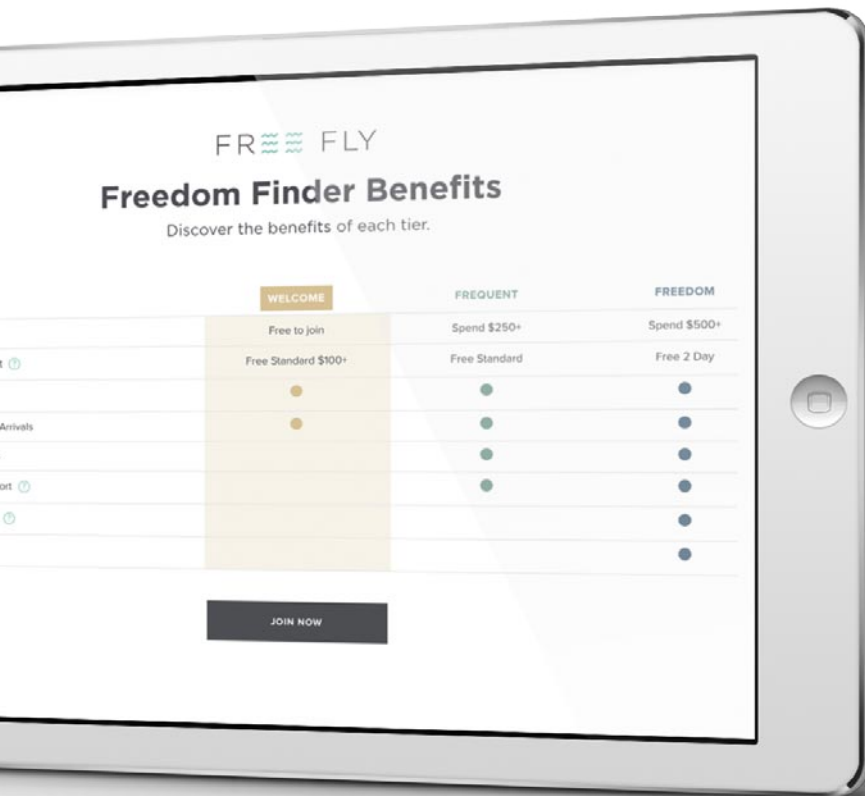
Members in all tiers get baseline perks. But, members in higher tiers unlock more elite perks such as premier shipping, invites to member events and priority customer service. For newer brand fans, seeing there are attractive rewards on the horizon motivates them to return and spend.



With Cupshe's tiered loyalty program:

- ★ Engaged members now spend 38% more than average shoppers
- ★ Loyalty program fans spend 26% more than one-time shoppers
- ★ Long-term customers have a 43% higher repeat purchase rate compared to newly acquired customers

SPECIAL MENTION



FREE FLY APPAREL

► Free Fly Apparel also uses tiers to provide a more exclusive experience to customers the more they spend.

Members in higher tiers receive early access to sales, exclusive email support and an annual gift.

Free Fly Apparel also uses tiers to increase advocacy and acquisition. Top-tier shoppers gain the perk of being able to share their member discounts with friends.

This makes their most loyal shoppers motivated to tell their loved ones about the perks.



What we can learn from the winners

► Tiers can level up your loyalty program. They offer the opportunity to turn one-time shoppers into brand fans who are excited to return and engage. This is because they know they'll get value and VIP treatment with every interaction.

THE BEST USE OF SUBSCRIPTIONS



Subscriptions continue to take the ecommerce world by storm. Consumers have surrendered the hassle of shopping online every time they need to repeat purchase or replenish items. Convenience is a top priority now, and welcoming in subscriptions makes everything completely care-free.

If you're a subscription-based brand, or have a subscription product in your inventory, setting up a loyalty program will help you to attract new shoppers and to keep the ones you've already got. With one, you can reward customers with loyalty points and perks every time they make a subscription purchase.

This attracts new customers as they'll see they get something extra for subscribing to your product. Meanwhile, your current customers will come back time and time again, as they know they'll get exclusive discounts and perks for staying around.

Subscription commerce has customer loyalty built in from the ground up. It is predicated on the fact the customer must return to the site and interact with the brand to manage their subscription, try new products, view gated content and more.

These interactions are opportunities for the customer to become more familiar with the merchant and subconsciously build loyalty with the brand. The merchant should take this opportunity to reward their subscribers as they are the most valuable customers.



We leverage LoyaltyLion to create meaningful and powerful rewards for customers to become and stay subscribers with extra points earned, early access to limited edition products, bonus referral credit, purchase with points and more.

Thomas McCutchen, Founder of  Scoutside

AND THE WINNER IS



BOOTAY BAG

▶ **Bootay Bag is a subscription-based underwear brand who delivers a box of new “undies” to its subscribers every month.**

At the heart of their approach is their brand community. On the homepage, there's even a love letter from the founder to their customers.

To make their most loyal community feel extra special, Bootay Bag rewards subscribers VIP perks every time their subscription rolls over to the next month. They include; access to “super-limited styles”, exclusive member pricing, free shipping, and points for every dollar spent.

“

We're so lucky to have such a strong community of women behind the brand! We can't wait to continue this journey together and show you what's coming.

A love letter from Bootay Bag to their customers.



BOOTAY BAG



Subscriptions are all about long-term brand buy-in. Boody Bag has created a feeling of sisterhood around its brand that makes customers feel a part of something bigger. When they sign up for a subscription, they are confident they're buying into a brand they want a relationship with long-term.

- ★ Bootay Bag are now nearing 4,000 subscribers
- ★ Their engaged loyalty program members spend 41% more than unengaged customers
- ★ In less than a year, close to 2,000 new loyalty program members have been acquired



What we can learn from the winner

Subscriptions are all the rage. Stand out by giving shoppers a reason to buy into your subscription-based product long-term. Points for purchases and top-shelf perks should do the trick.

THE BEST USE OF REVIEWS



Most of the time, ecommerce boils down to a game of trust.

To whittle down friend from foe, consumers dig around and do their research.

Their goal? To find a brand who guarantees top-quality customer service and products that meet expectations.

One key part of a customer's research is to read reviews from other shoppers.

Just think about how often you glance at the star rating before you make a purchase.

► **82% of consumers** read online reviews before buying from a brand, and the average shopper reads ten reviews before they trust a business.

But, most of the time, customers withhold from leaving feedback. It's another action to take and they're left wondering, "what's in it for me?".

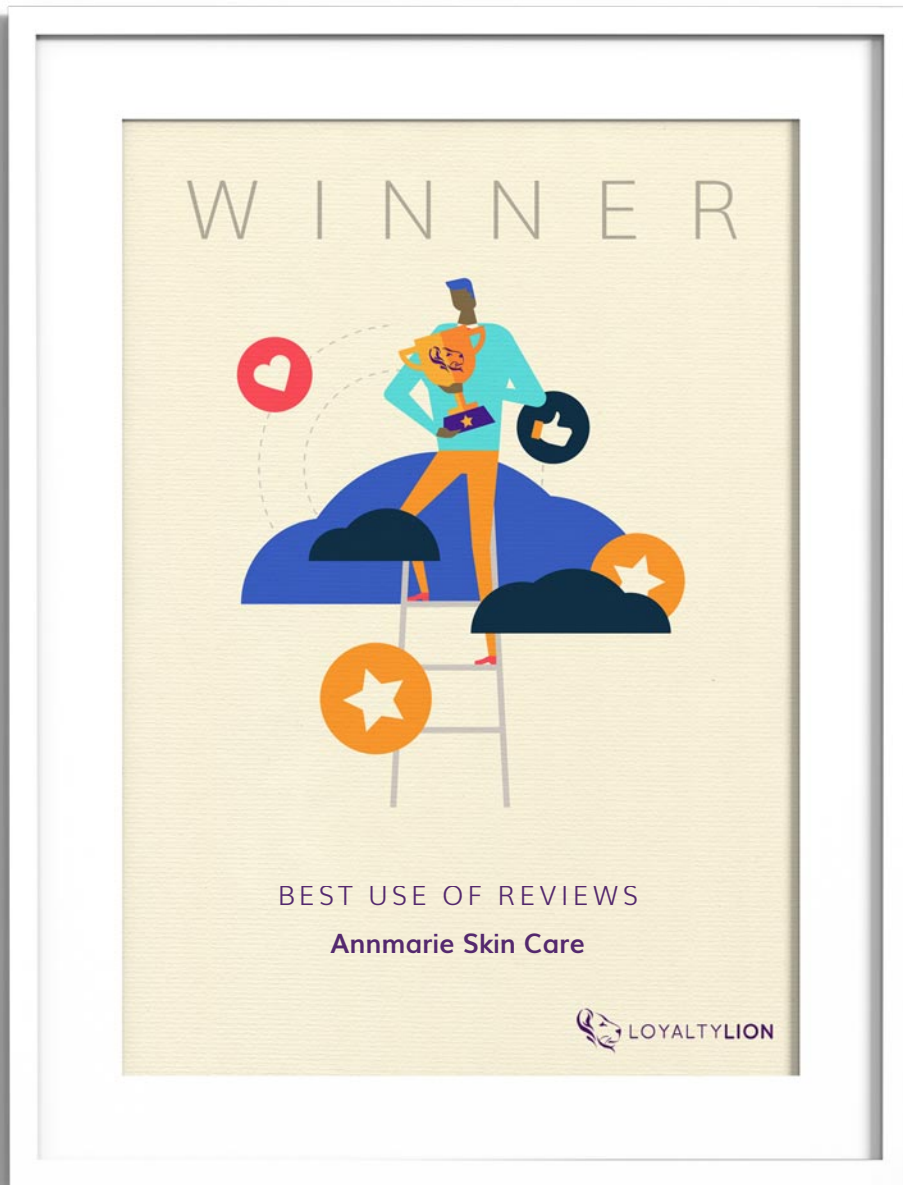
A loyalty program makes collecting customer reviews mutually beneficial.

By rewarding shoppers each time they leave feedback, you gather more social proof.

Meanwhile, the customer gets loyalty points they can use on future shops.

Here are some brands who are using review platforms to build trust, while rewarding their current customers...

AND THE WINNER IS



ANNMARIE SKIN CARE

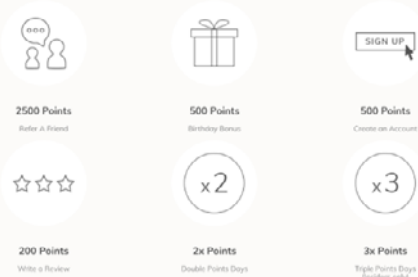
► **Annmari Skin Care is always an example we turn to when we talk about social proof.**

On their Facebook group, beauty-lovers share secrets and tales of the brand's products working wonders.

Annmari Skin Care has also integrated their loyalty program with the reviews platform, ► **Okendo**, to reward customers 200 points for a review.

Under each product listing they display the star rating. When customers click through and read the reviews, they see how the product works on different skin types. Reviewers can also leave a photo review and pick the "effectiveness" and "scent" of the product.

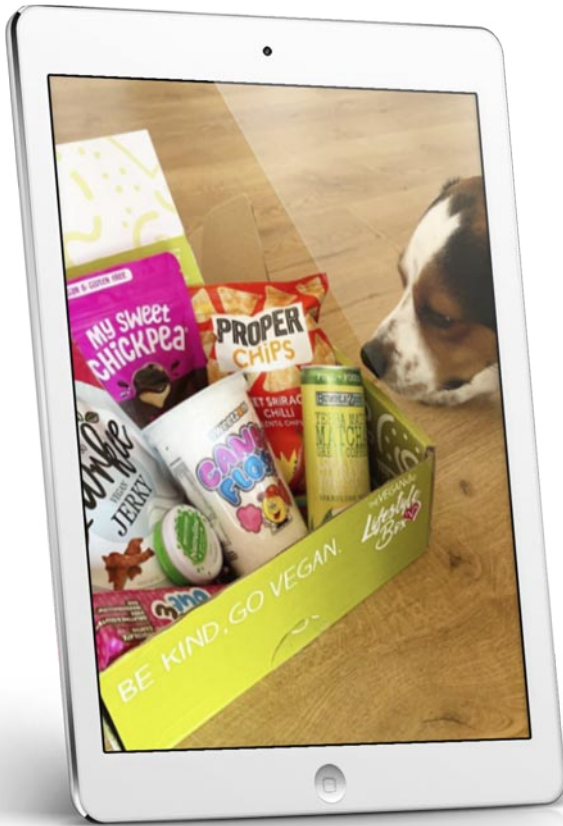
MORE WAYS TO EARN POINTS



To drive more reviews, Annmari notifies their members in emails how they'll get points for leaving feedback. The brand has gained 3,084 reviews as a result.


Rewarding for reviews means that Annmari has huge volumes of social proof to replace the in-store experience. It guides customers to make a choice (instead of a sales assistant helping). Plus, the images and "scent" sliders help shoppers almost try the product, without in-store testers.

SPECIAL MENTION




THE VEGAN KIND SUPERMARKET

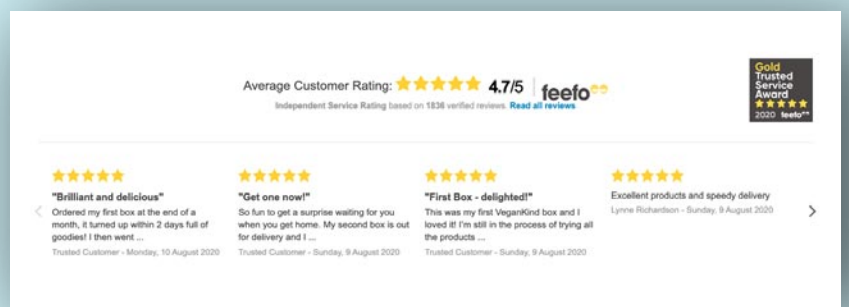
This vegan subscription box brand uses customer reviews to build trust.

On their homepage, they display their average  Feefo customer rating and key testimonials.

When customers click through to explore the boxes, each page includes written reviews and user-generated content from social media.

To generate close to 8,000 honest reviews,  **The Vegan Kind Supermarket** rewards customers loyalty points when they leave feedback. They can redeem these points for vouchers on future shops.

Reviews build trust for new customers. Shoppers need to know if they'll get high-quality items every time before they show long-term loyalty.



What we can learn from the winners
Reviews speak volumes. They build trust and confidence for new and existing shoppers. Gather more social proof by getting customers excited to leave reviews by rewarding them with points and loyalty rewards.

THE BEST USE OF REFERRALS



Referred customers have a ▶ **16% larger lifetime value than customers brought in other ways. Plus, their conversion rate is 30% higher.**

Shoppers acquired through referrals trust you immediately as your praises have already been sung.

Plus, brand-related conversations are happening all the time. Focussing on referral marketing helps you make the most of these candid chats to increase customer advocacy.

But, referral marketing doesn't happen as often as it should.

“

Like in the real world, people are more likely to engage with a brand if it's recommended by a friend or person they know. The same principle applies for digital commerce.

Referrals are an essential tool to build your audience, fuel customer loyalty and create repeat purchases. This can be achieved by a visual campaign on your website, making it easy for your customers to access and share a trackable link.

A supporting email marketing campaign and social media would make this initiative even more powerful.

Sergiu Tabaran, Ecommerce Specialist at ▶ [Absolute Web](#)

It's easy for customers to forget to tell their friends about you so you need to give prompts.

Instead, use your ▶ **loyalty program** to reward a customer every time they make a successful referral.

To help you inspire yours, here are the referral marketing masters who are using their loyalty program to get customers gossiping...

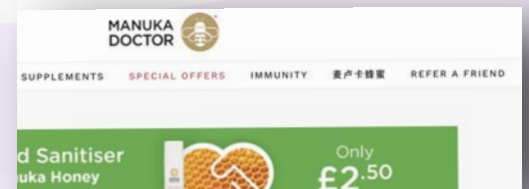
AND THE WINNER IS



MANUKA DOCTOR

► **Manuka Doctor leads the charge with referrals.**

In the brand's navigation menu, there's a clear "Refer-a-friend" button, immediately tempting curious shoppers to click.



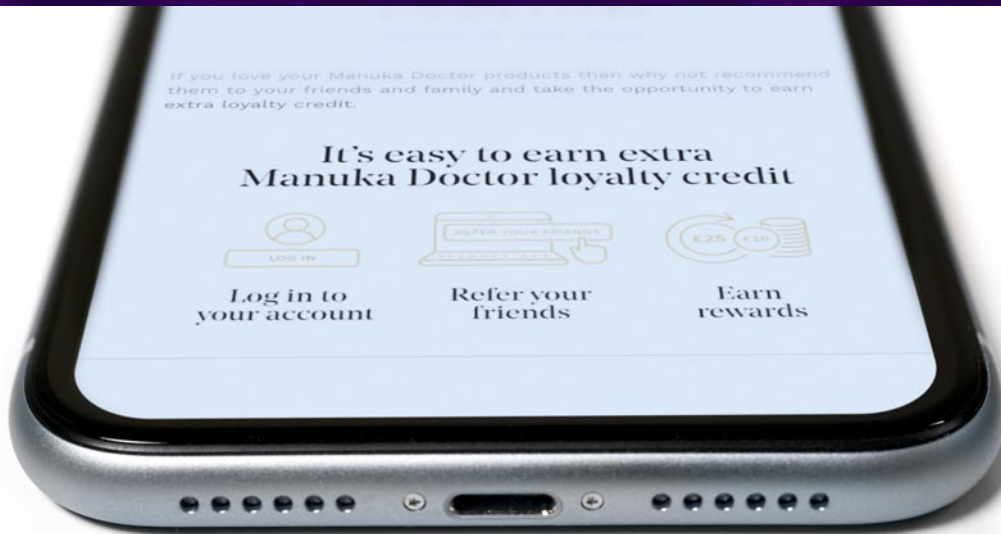
When they do, they're shown a landing page that shares the benefits of making a referral and the steps to complete the action. The page also includes a testimonial from a shopper who has made a successful referral:

“

"I love the Manuka Cashmere cream for my older skin and recommended it to all my friends. I have referred my daughter to Manuka products which was very easy to do..."

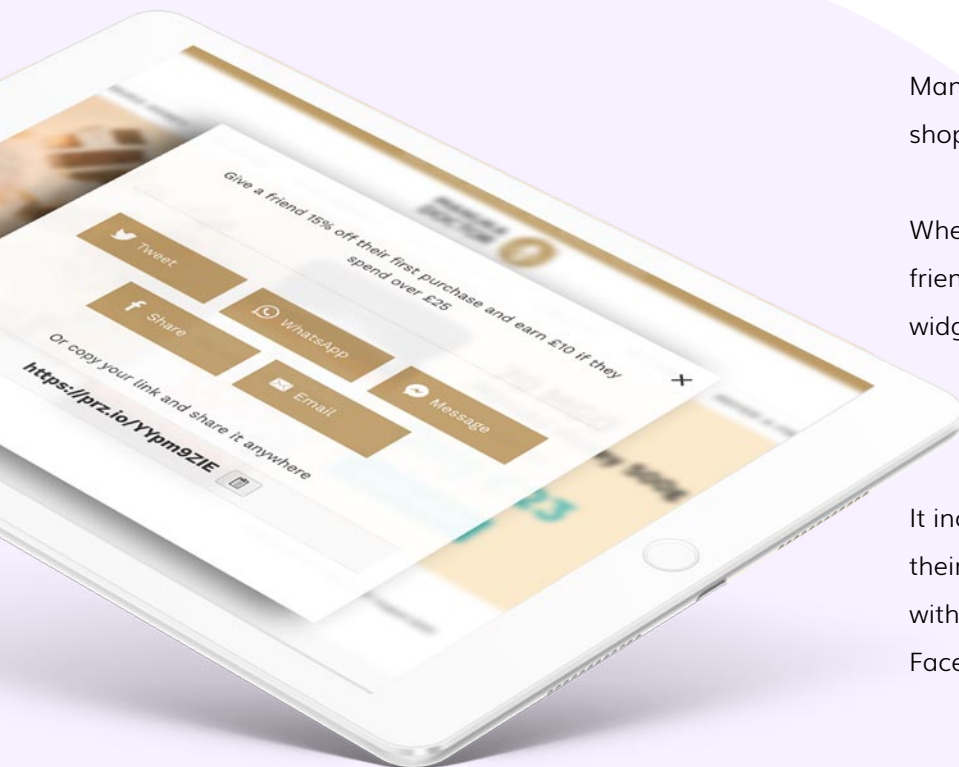
Gillian Lister, Manuka Doctor customer

MANUKA DOCTOR



Manuka Doctor's referrals are also beneficial for all parties. The referred shopper gets 15% of their first order if they buy through a referral link. In return, the advocate gets £10 of loyalty credit.

This mutually beneficial approach has brought 15K new visitors to Manuka Doctor's site – 1,000 of whom have converted into new customers.



Manuka Doctor also makes it simple for shoppers to refer others.

When the shopper clicks the "Refer your friends and get £10" button, a pop-up widget appears.

It includes buttons for the customer to share their referral URL in all the places they chat with friends (including Twitter, WhatsApp and Facebook Messenger).

Manuka Doctor sees almost 100% of those who are referred convert into customers.

SPECIAL MENTION



STUDIO M

Homeware brand, [▶ Studio M](#), places a lot of attention in growing their loyal member base.

They reward program members 200 points (the equivalent of \$10) if a friend they refer makes a purchase.

To encourage more shoppers to make referrals, Studio M has also set up [▶ email triggers](#). Every time a shopper leaves a review, they are sent an email showing that they'll earn points for sharing the brand with a friend. All the shopper needs to do is forward the email on.

Studio M are leaning on the customers who clearly love the brand (as they've left positive social proof) and are using loyalty perks to turn them into long-term advocates.



What we can learn from the winners

Your current customers are your best spokespeople. They've shopped, think fondly of you and are loyal brand fans. From the outside, they're also a more authentic form of advertising for new shoppers.

Research shows [▶ 92%](#) of customers trust referrals from people they know whereas only [▶ 33%](#) of people believe online advertising.

Take your referral marketing forward leaps and bounds by rewarding your brand fans points and perks for bringing new shoppers to your site.

THE BEST LOYALTY PROMOTIONS



A loyalty program can be your ticket to a new USP your competition won't see coming.

With one, you can make customers feel special and ignite relationships that last.

But, your loyalty program won't take off unless you shout about it. Without any marketing effort, customers (old and new) won't find it and you won't get the excitement you were hoping for.

“

One technique that has worked well with our clients is rewarding customer referrals with double points for a “limited time only”. The sense of urgency this creates, coupled with the extra incentive, drives valued customers to refer friends.

We can then use integrations with ESPs like Klaviyo to push the promotion, including the unique referral link in the content and as well as sending users to the loyalty page on site. The actual cost to the merchant versus the perceived customer to the client is still favorable for merchants as there is still plenty of room for a profitable CPA.

George Linton, Head of Growth at [▶ By Association Only](#)

Next, we're going to look at how loyalty program leaders have promoted their program to increase sign-ups and revenue...

AND THE WINNER IS



FARMACY BEAUTY

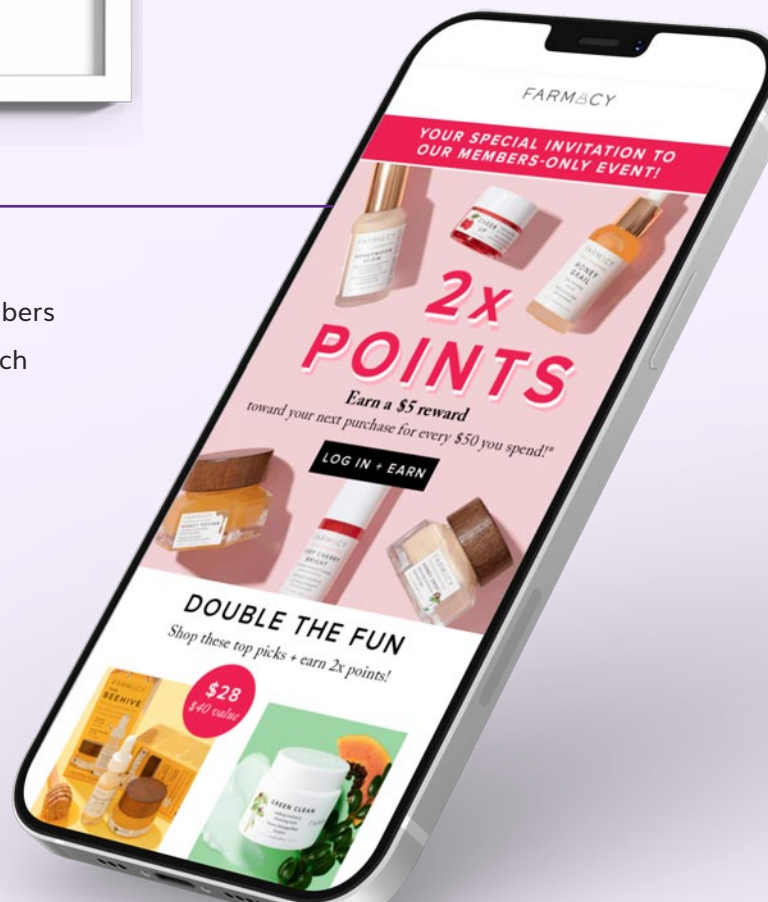
When **Farmacy Beauty** set up their program, they were excited to use sophisticated loyalty data to run nurture campaigns.

The beauty brand experimented with a few different approaches.

First, they ran double points events for members only.

These promotions encouraged repeat orders as customers knew they would get their next reward in half the time.

Farmacy Beauty also ran an email campaign notifying members they'll have first access to a mini-sample of their latest launch which made customers feel valued.



FARMACY BEAUTY

After experimenting with different ways to promote their program, the team found the most effective way was to run bi-annual events where VIPs get 20% off sitewide.

This campaign didn't just make their most loyal customers feel cared for, but it also acted as a recruitment tool to motivate new customers to join the program.

All in all, it resulted in more program participation and positioned membership as desirable.

“

We've seen great success and engagement with our loyalty members through our bi-annual, members-only, site-wide sales. During our April 2020 sales, we saw a 14% growth in our loyalty member program.

We're also currently testing new engagement tactics such as, tailored rewards available emails, annual birthday emails and introducing seamless free products.

Brittany Chauca, Digital Marketing Manager at Farmacy Beauty

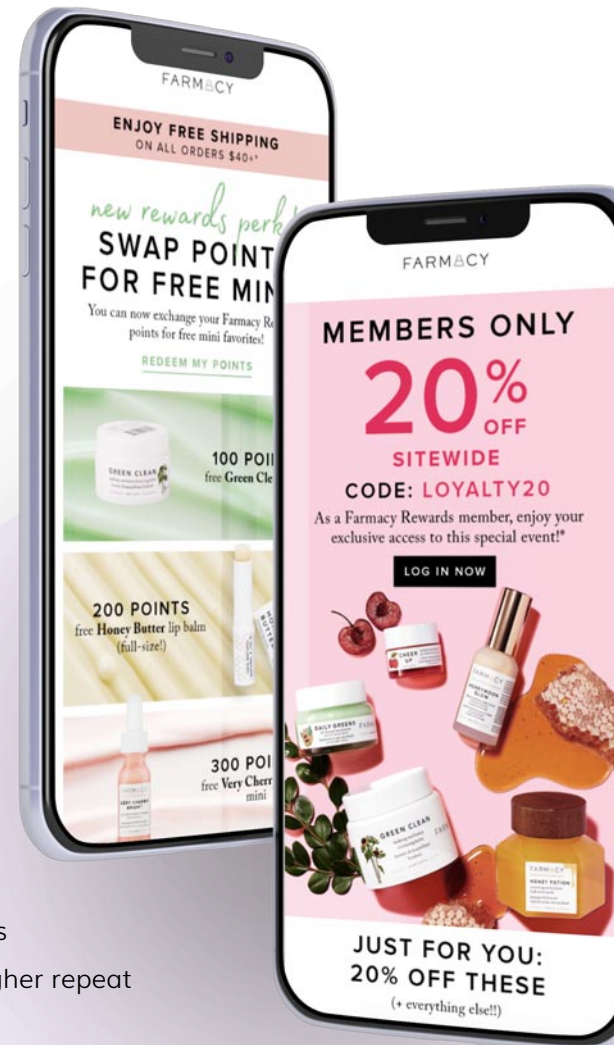
Thanks to their hard work, Farmacy Beauty's engaged program members spend 56% more than their regular customers. They also have a 54% higher repeat purchase rate.

“

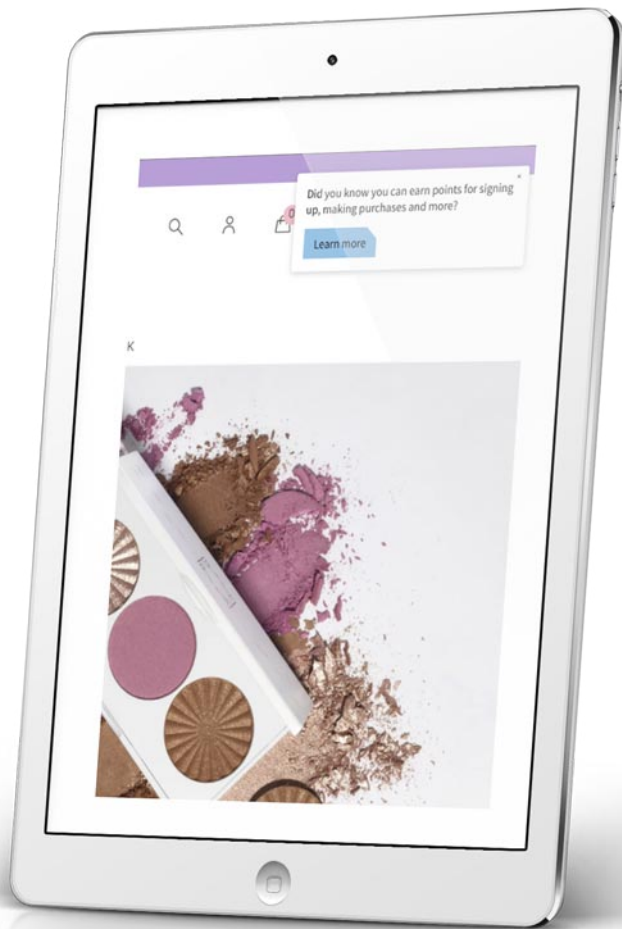
LoyaltyLion has been instrumental in helping us identify strategies to increase the value of our best customers and expand the membership of the program. We have seen a 164% increase in our loyalty base this year alone.

With their partnership, we have tailored our loyalty communications to better address customer needs. We are excited to continue to grow our base of loyal customers and drive more enhancements in collaboration with LoyaltyLion.

Brittany Chauca, Digital Marketing Manager at Farmacy Beauty



SPECIAL MENTION



OFRA COSMETICS

Promoting your program doesn't just have to be about re-engaging your existing customers.

► **Ofra Cosmetics** broadcasts the program on their homepage to convert guest checkouts into loyalty program members.

The banner tells shoppers they'll get product upgrades and special offers. This stops them from slipping through the cracks, never to be re-engaged again.

BEAUTY BONUSES

Earn points, receive \$ back, get product upgrades, and special offers.

LEARN MORE



Ofra Cosmetics also uses a pop-up on-site to tell customers the perks they'll get for becoming a member. This lures new shoppers to sign up for the program as FOMO sets in.



What we can learn from the winners

The most effective brands are the ones who create exclusive campaigns for members only. They make existing customers return to make the most of the one-time deals. Plus, new shoppers are encouraged to sign up as they want in on the exclusivity you're offering.

THE BEST HEALTH AND WELLNESS PROGRAM



\$4.5 trillion. ▶ That's what the global wellness market was valued at back in 2018.

A number expected to grow by more than 17% by 2020.

This explosive growth is a sign of a greater trend. Wellness today isn't a passing fad; it's a way of life and more brands are hopping on it.

But, with this expansion comes more competition.

As an up-and-coming ▶ **health and wellness brand**, you need to capture and keep new customers.

Next, we're going to look at the health and wellness brands who are using a loyalty program as their competitive advantage...

AND THE WINNER IS



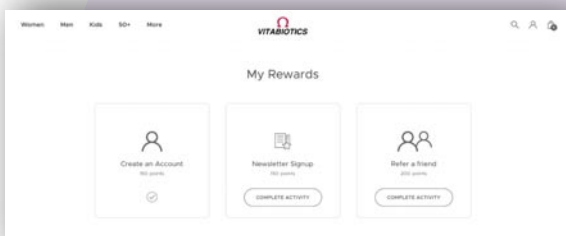
VITABIOTICS

Headed up by the entrepreneur **Tej Lalvani**, **Vitabiotics** has made a mark in the health and wellness world.

As a brand that aims to "give everyone the benefit of good nutritional science", Vitabiotics wanted to boost brand advocacy from their existing shoppers.

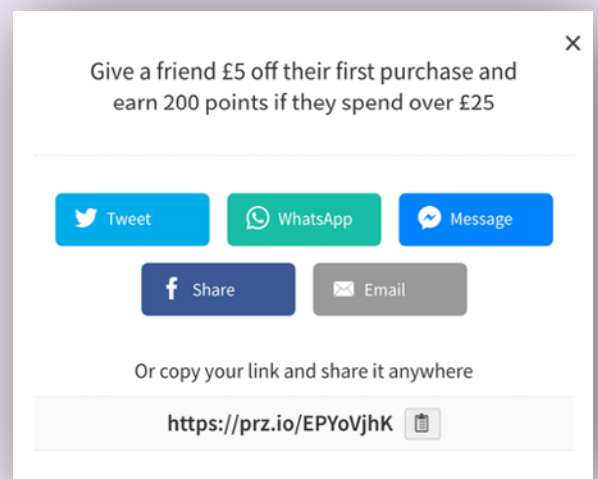
Using a loyalty program, Vitabiotics now encourages top customers to refer others. Their refer-a-friend modal makes it easy for members to share the brand on social media.

Customers who make a successful referral get 200 points to use towards future shops.



Customers today want everything now and communicated simply.

Vitabiotics have taken a stripped-back approach to their loyalty program page. The minimalist icons and color palette make the page user-friendly and simple to navigate.



VITABIOTICS

Vitabiotics also uses loyalty components to steer customers to the right information at the right time. When viewing products, shoppers see the points they'll get for the item.



Then, when they add the item to the cart, they're shown in real-time how many loyalty points their shop is worth. Vitabiotics also recommends related items in the checkout. This encourages shoppers to increase their average order value to move them closer to a reward.

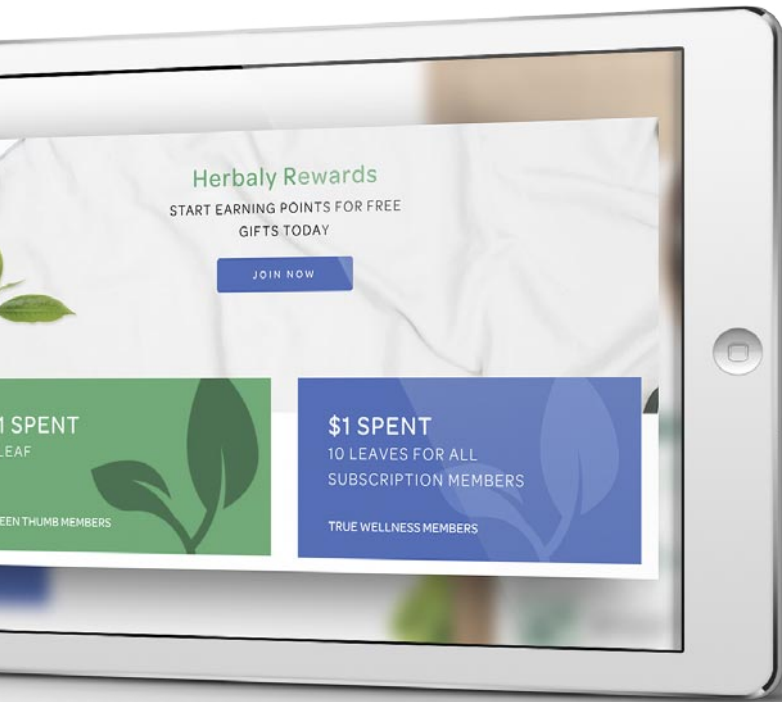
Consumers want loyalty programs to be frictionless and complement their journey.

▣ 77% of customers join a loyalty program if the benefits are communicated

▣ 78% of shoppers will join a loyalty program if the sign-up process is easy

Vitabiotics has made its program accessible and complementary to the customer journey. Now, 15% of their customer base is loyal and contribute 39% of their total revenue.

SPECIAL MENTION



HERBALY

▶ **Herbaly is a wellness tea brand. With a loyalty program, they have increased the spend and repeat purchase rates of their treasured customers.**

- ★ Program members spend 49% more than guest visitors
- ★ Active program members have a 73% higher repeat purchase rate than guest shoppers

Within its loyalty program, Herbaly has a subscriber tier. This is where enrolled members earn more per shop than regular members.

By giving subscribers extra perks, Herbaly gives new and existing shoppers the drive to sign-up for recurring orders.

Over time, this contributes to them having a higher lifetime value.



What we can learn from the winners

The health and wellness market is booming, meaning you need to stick out over the competition. Create a program that complements the customer journey, and that takes advantage of the popularity of subscriptions. In the end, you'll attract shoppers who will become long-term brand fans.

THE BEST FASHION AND APPAREL PROGRAM



Apparel and accessories sales form nearly 20% of total ecommerce sales and are projected to hit **▶ \$170 billion by 2022.**

Competition is fierce and if you want a share of the profits, your store needs to be best-in-class.

▶ **Loyalty programs** allow fashion retailers everywhere to give their shoppers high-end customer experiences.

Just look to H&M, Urban Outfitters, Walmart, and Bloomingdales as proof.

“

The fashion industry is competitive and regularly driven by trends that cause big shifts in customer demand. Developing a good relationship with your customers to build brand loyalty and trust is critical in creating sustainability for your business and to minimize the impacts of changing trends.

Understanding your customer, and maintaining a regular conversation with them through communications that nurture and reward them for being a loyal buyer or advocate, will not only increase the stickiness of that customer, but may also create an ambassador for your brand that will share their experience with others.

Matthew Craig, Director at ▶ [Mindarc Digital Agency](#)

Keep reading to see the fashion brands whose loyalty programs are dominating the stage.

AND THE WINNER IS



NEVER FULLY DRESSED

Founded on sophistication and sass, **Never Fully Dressed** wanted to drive excitement around their tenth anniversary last year.

Enter the “Loyalty Love” program.

Never Fully Dressed rewards customers for ten actions including purchasing from their new collections, signing up to the mailing list, and referring friends.

In return, they give shoppers vouchers to use towards their next fashion-forward look.

In celebration of the program launch, Never Fully Dressed also sent out thank you emails to their existing customers with 500 bonus points automatically added to their account.

This extra touch showed Never Fully Dressed's existing customers that they were valued and solidified the relationship.



NEVER FULLY DRESSED



The Loyalty Love program has been a great success for Never Fully Dressed. We wanted to celebrate our 10th birthday and through LoyaltyLion found ten great ways for our customers to engage with us.

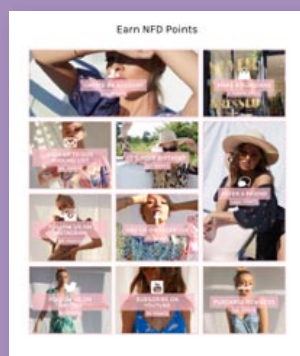
From launch last year, we were keen to reward our incredibly loyal customers and were able to do so by retrospectively awarding points for the previous three months of purchases.

We have since grown our active members by 2.4X and frequently see comments from customers about how much they enjoy accruing (and spending!) their points.

Sukh Takhar, Ecommerce Manager at Never Fully Dressed

Never Fully Dressed also use program tiers to drive customer loyalty. Members in the top "Supremely Sassy" tier get exclusive rewards such as access to surprise gifts and secret sales.

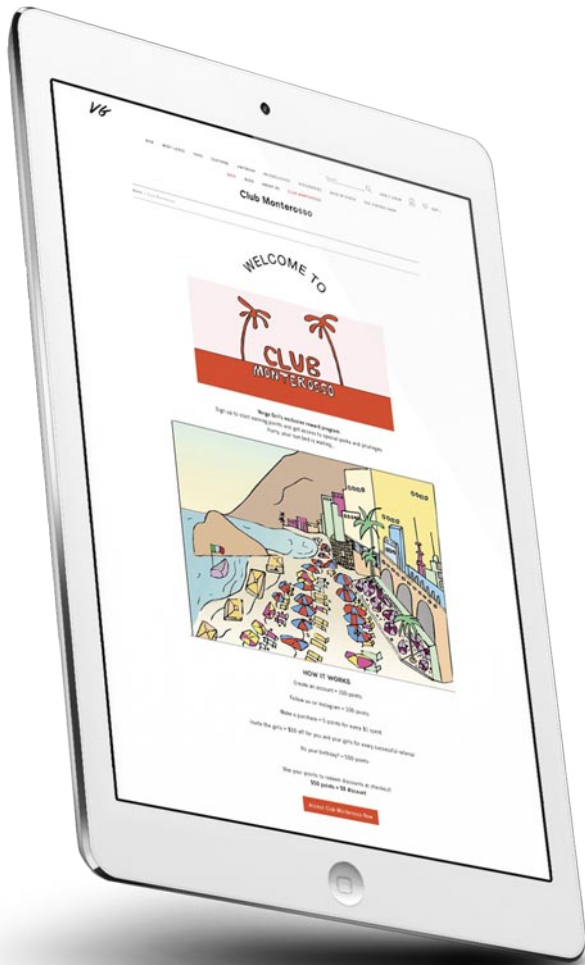
These perks lock in the love as **79% of customers** say they're loyal to brands if they get exclusive benefits. And, with premier perks on the horizon, shoppers in lower tiers will return and shop again to move closer to VIP status.



In fashion, community is key. Brands who establish one enjoy word-of-mouth promotion, higher brand loyalty, increased customer lifetime value, and repeat orders. This is why Never Fully Dressed uses their loyalty program and social media together to build a circle of trusted shoppers. Members earn points for following the brand on Instagram, Facebook, Twitter, and Youtube.

This way, the brand frequently pops up on their members' news feeds and more people see their winning content (for example, their styling videos on IGTV). Never Fully Dressed has acquired 6K new followers across its channels since the launch of their program.

SPECIAL MENTION



VERGE GIRL

Aussie-based brand, [Verge Girl](#), has a striking loyalty program.

The page includes bold illustrations.

Plus, the casual messaging, such as "Hey girl" and "grab your drink", makes shoppers feel like they're best friends with the brand.



The program is also branded to take shoppers through the motions of visiting the beach bar: "Club Monterosso".

Shoppers begin at the beach bar. As they move up the tiers, they reach the private cabana where they get more exclusive perks; including early access to new collections and VIP customer service.



What we can learn from the winners

Generate excitement around your loyalty program to get trend-seeking shoppers returning and re-engaging.

But remember, in fashion, things go out of season fast. Refresh your program often to keep it up-to-date and desirable.

THE BEST PETS PROGRAM



In 2018, pet care ecommerce sales increased by ▶ 67% in the US with estimates projecting the market to be worth over ▶ \$200 billion globally by 2025.

Recently, pet care products have seen an uptick in demand. Nielsen reported that dog and cat food sales ▶ increased by 54% within one week this March.

People are willing to spend more to treat their furry fellows and now is the time for digital-first pet brands to shine.

Keep reading to learn how one pet brand made loyalty its new best friend...

AND THE WINNER IS



EDGARD & COOPER


Beyond the quality and price of your pet care products, demonstrating social responsibility and shared values should be on your radar.

▶ 68% of customers will be loyal to brands who share the same values as them.

▶ 89% of shoppers will switch to a brand who is associated with a good cause, given similar quality and price.


▶ Edgard & Cooper welcome their customers' caring attitude towards their pets and the planet. Through their program, customers exchange points (or "belly rubs") to feed a shelter dog or to plant a tree.

This matches their company-wide pledge to donate 1% of all sales to helping pets in need.



give
Give a meal to a shelter dog

We support the Dog Care Clinic in Sri Lanka - an amazing organisation that gives thousands of stray dogs a second chance. There are about 3 million stray dogs in the country, so there'll be plenty of tails wagging if you choose this reward!



plant
a tree for the planet

Trees are the BEST! Not only do they provide sticks for throwing and shade for napping under, they also offer a home to lots of different species all while sucking harmful carbon dioxide out of the atmosphere. More trees = better for everyone.

Wouter, Edgard & Cooper's Digital Lead, said this about their loyalty program approach:



Loyalty is earned by making it worthwhile for people to maintain a habit with our brand. Our loyalty program is part of that crucial effort.
Wouter Baert, Digital Lead at Edgard & Cooper

EDGARD & COOPER

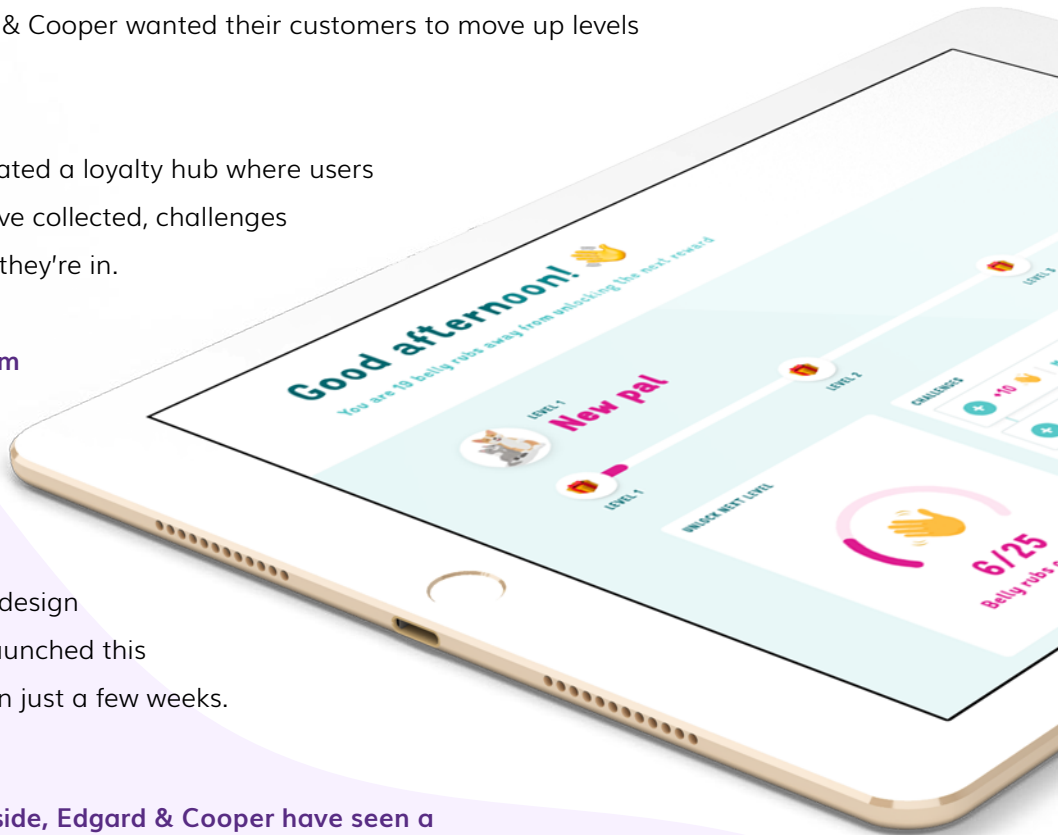
When building the program, Edgard & Cooper wanted their customers to move up levels and earn more rewards over time.

To encourage engagement, they created a loyalty hub where users can see how many "belly rubs" they've collected, challenges they need to complete and the level they're in.

Edgard & Cooper's engaged program members have a 54% higher repeat purchase rate than unengaged shoppers.

Working closely with the experience design studio **Bothrs**, Edgard & Cooper launched this innovative and thoughtful program in just a few weeks.

With their loyalty program by their side, Edgard & Cooper have seen a 22% uplift in AOV, 35% increase in active customers and their retention rate rise by 38%.



Last year Edgard & Cooper came knocking with a new challenge. They wanted to spark more repeat purchases to increase the lifetime value of their customers. Since their platform runs on Shopify, we were primarily looking for an integration that would blend in with the existing website.

Sure enough, LoyaltyLion came out on top: fully customizable via CSS, and customers can collect points (or "belly rubs" in this case) in a multitude of ways that were pretty easy to set up. Four weeks later, the loyalty hub was ready for launch. Job well done!

Laurens Goethals, Digital Marketeer at Bothrs



What we can learn from the winner

When your product is hyper-personal, use a loyalty program to appeal to your customers' hearts. Let shoppers claim points for charitable actions to show you're aligned with their values. More on this later!

THE BEST FOOD AND BEVERAGE PROGRAM



Food and beverage ecommerce revenue is projected to exceed ▶ \$24 billion this year.

Plus, the well-worn phrase, "new normal", has escalated the industry's growth.

More foodies are snapping up new brands outside of the supermarket shelves.

▶ **One Nielsen study** found that around one-quarter of shoppers now order groceries online and 55% will continue this in the future too.

With the right loyalty strategy, food and drink retailers will ensure their longevity and success. Rachel Saul, Co-founder of ecommerce agency ▶ **Chelsea and Rachel Co**, agrees:

“

Cultivating customer relationships in the food and beverage category helps to increase key KPIs that project overall brand growth. Acquiring your customer is a task in and of itself, so keeping them requires just as much effort.

We believe that developing a loyalty program aimed to incentivize repeat purchases and frequency while giving relevant and attractive rewards, will secure your D2C site's longevity. With your food or beverage product, what additional benefits will draw them back for more? Free shipping, free product, accessories, or swag puts a smile on your customer's face. Test your offer on social and then implement it.

Rachel Saul, Co-founder at Chelsea and Rachel Co.

Read on for this year's tastiest examples of food and drinks rewards programs...

AND THE WINNER IS



JUST SPICES

► **Just Spices use their loyalty program as an acquisition and retention tool.**

To attract new home-chefs to sign up, Just Spices includes a "Spice Club" button in the top navigation.

Shoppers who click it are immediately shown the perks of joining the program to catch their interest and drive them to sign up.

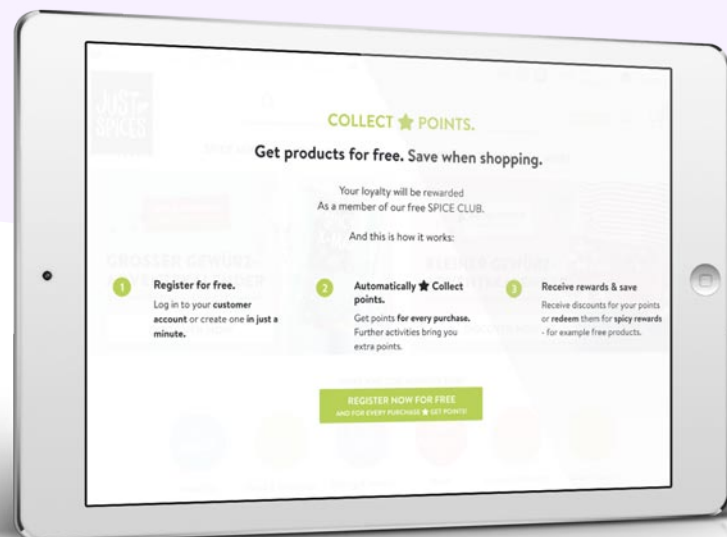
The brand also uses this approach on the program's registration page.

Clearly communicating the perks of the loyalty program motivates customers to join as they see the value of the relationship.

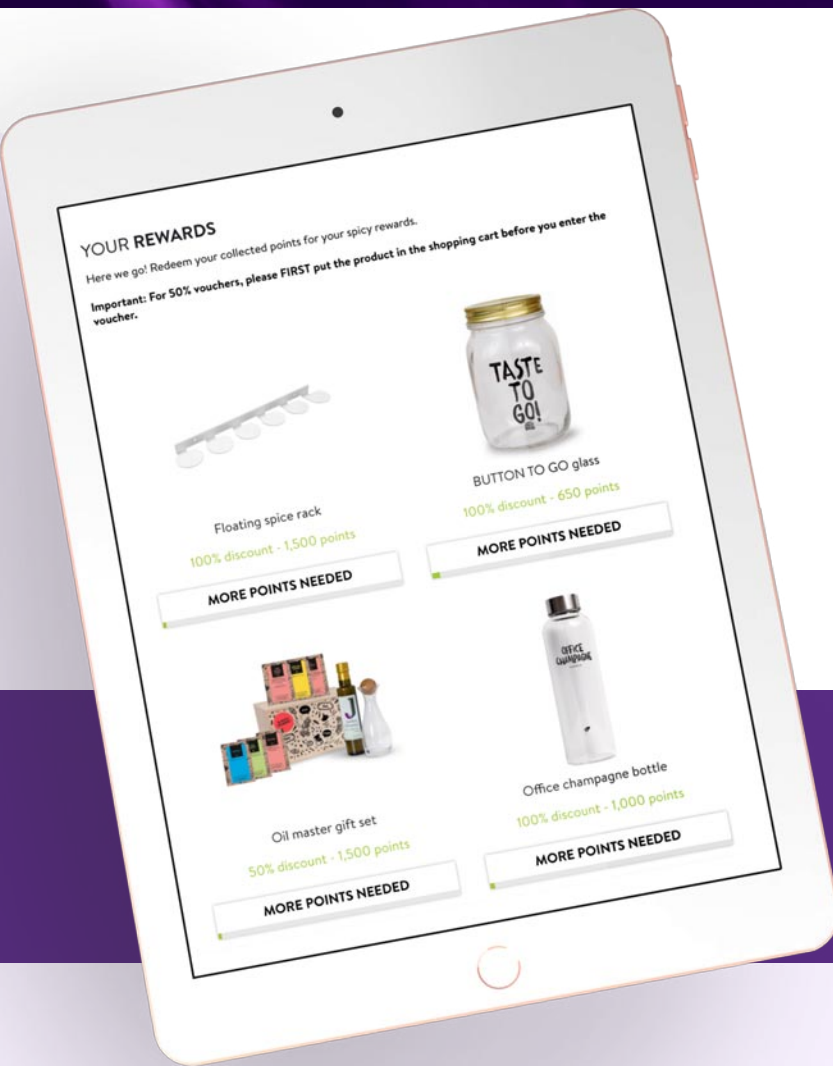
In return, Just Spices gets the customer's contact details which they can use to re-engage them in the future.

Once in the club, members see they'll get points for a variety of actions, including signing up for the newsletter or visiting the website every two days.

These actions are easy ways for shoppers to earn points without parting with their money.



JUST SPICES



Just Spices also makes their rewards high-value – meaning shoppers will return to earn points towards a payoff they're hungry for.

As well as vouchers for future shops, customers can save up points for free high-priced products – such as gift sets and floating spice racks.

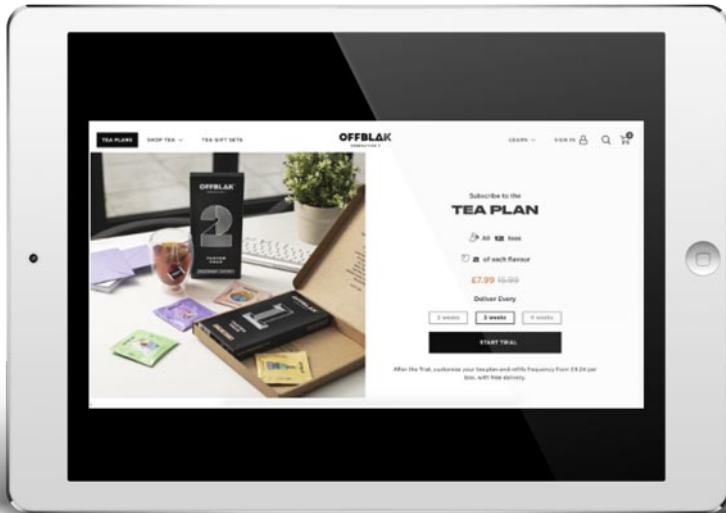
Another element of Just Spices' loyalty strategy is that they inspire their existing customers to become advocates.

For every successful referral made, Just Spices' customers earn 1,000 loyalty points (the equivalent of a €10 voucher). Plus, the new seasoned chef gets a €10 voucher to use on their first shop.




SPECIAL MENTION

OFFBLAK



In the last five years, the subscription market has  grown by **890%**. Food and drink subscriptions account for more than **34%** of the market.

Tea brand  **Offblak** created their loyalty program, "Tea Perks", with two tiers, one of which is a subscriber tier.

Shoppers can only become a member of the "T Club" if they are enrolled into recurring orders. Once in the club, they receive double points for purchasing and completing on-site actions. This motivates non-subscribers to enroll as they'll earn more points and get more rewards when they shop.

In a single month, Offblak's members now spend 24% more than guest shoppers. Plus, members have a 50% higher repeat purchase rate.



What we can learn from the winners

It's the food and drink sector's time to shine. Shoppers are straying away from the supermarket shelves and are looking to taste new D2C brands. Stand out by offering points for purchases and engagements which can be redeemed for valuable perks. Better yet, attract new subscribers with top-quality treats and rewards through a loyalty program.

THE BEST BEAUTY AND COSMETICS PROGRAM



Beauty products have a high repeat purchase rate and once a shopper swears by one, they'll continue to use it for years to come.

Exactly why beauty and cosmetics brands are suited for loyalty programs.

On top of this, beauty lovers are never shy to speak highly of the products they love.

As a [▶ beauty and cosmetics brand](#) competing against both tenacious newbies as well as legacy brands, a rewards program is how you can keep your brand fans and draw new shoppers in.

“

Beauty and cosmetic brands aspire for their customers to buy into their ecosystem, to not just buy the one nail paint or foundation, but the lip paint, the eyeliner and the co-ordinating eyeshadow. With competition so fierce loyalty programs present a real opportunity for brands to differentiate themselves, to encourage consumers to repeat purchase and to develop that brand advocacy that will pull customers into their ecosystem.

Incentivizing customers to buy their staple products from a single brand, to trust that brand, and to not feel the need to shop around are key benefits of what a good loyalty program in this sector can deliver.

Jonathan Patrick, Account Director at [▶ Strawberry](#)

Here are the beauty brands who have had glow-up thanks to their loyalty program...

AND THE WINNER IS

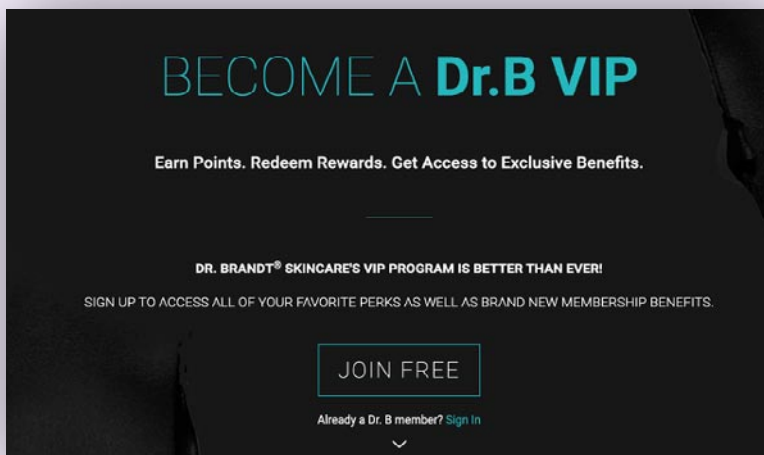


DR. BRANDT SKINCARE

► Dr. Brandt Skincare's mission is to provide everyone with long-lasting, high-impact skin care results at home.

They pride themselves on their scientific formulas heralded as the secret to healthy aging.

Phrases like "exclusive offers", "customer care" and "first access" are all over their site, showing how pampering their customers is a priority. To top it all off, Doctor Brandt has a rewards program that's all about VIP treatment – the program is even named "Dr. B VIP".



On their program page, the design is clean, minimal, and classy, mirroring the experience you would get if you walked into a real-life cosmetics studio.

Customers are rewarded for completing engagement actions – including leaving product reviews, signing up for their newsletter and creating an account. They also earn one point per dollar spent.

DR. BRANDT SKINCARE

REWARDS

Benefits of Being a Dr. B Rewards Member

REFERRALS

50 Points

REVIEWS

20 Points
per product review

CREATING AN ACCOUNT

50 Points

SIGN UP FOR NEWSLETTER

50 Points

Dr. Brandt Skincare's rewards are also incredibly indulgent. In exchange for loyalty credit, customers get access to promotional days on specific products, as well as high-ticket vouchers.

This way members can save their points and splurge them on a larger purchase.

This skincare superstar also uses its loyalty program to encourage shoppers to buy into their subscriptions.

One of the rewards for moving up the tiers is 10% off their next two subscription orders.

A tasty treat for meeting the next tier threshold.

HOW IT WORKS

Earn 1 point for every dollar you spend on drbrandtskincare.com.

Earn double points for every dollar you spend on promotional days or on specific products.

100 points = **\$5 OFF**

200 points = **\$10 OFF**

400 points = **\$20 OFF**

600 points = **\$30 OFF**

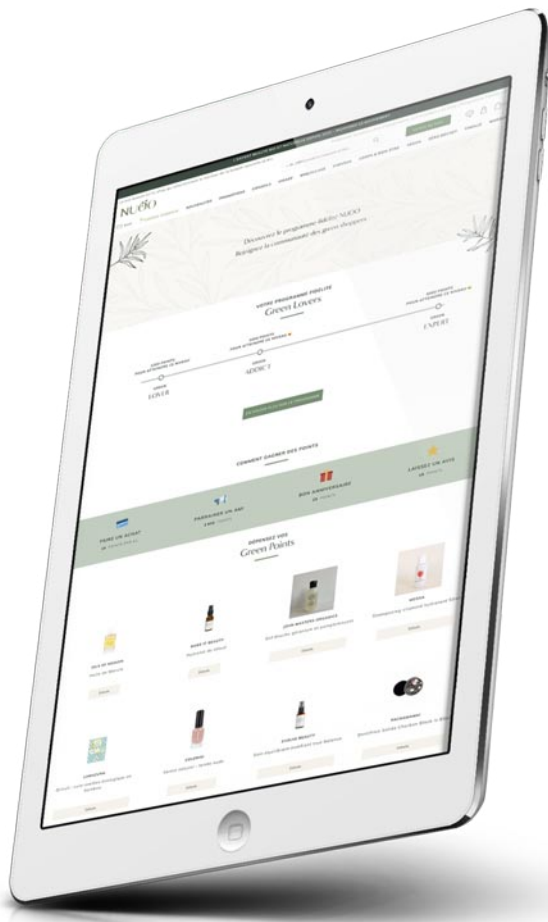
1000 points = **\$50 OFF**



By putting their VIPs first, Dr. Brandt Skincare has seen the spend of their members grow: they now spend 57% more than guest shoppers.

Plus, their members' repeat purchase rate is 42% higher than other customers. Over time, these shoppers have a higher customer lifetime value.

SPECIAL MENTION



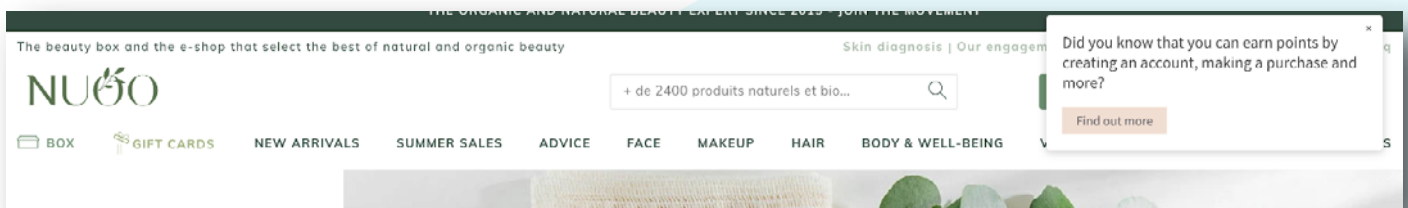
NUOO COSMETICS

The success of [Nuoo Cosmetics'](#) loyalty program shows that successful programs don't have to be about discounts and money-off.

Letting customers redeem points for samples of their products, Nuoo Cosmetics' members are more inclined to try something new.

And who knows? This freebie might become their next go-to.

Nuoo Cosmetics also does a good job of converting new shoppers to become loyalty program members. When a customer lands on their page, they're shown a [pop-up](#) telling them they'll get points through their program for creating an account or making a purchase.



Advertising perks this way lets new shoppers know the program exists and encourages them to sign up. Once members, Nuoo Cosmetics can retarget these shoppers with draw-back emails to encourage them to spend again.



What we can learn from the winners

Beauty brands come in all shapes and sizes. What's consistent, however, is that once a customer swears by one product, they'll stay loyal to it for a long time. Hook new shoppers in to try your products by encouraging advocacy, showcasing sign-up perks, and displaying how your values are aligned with theirs.

THE BEST OMNICHANNEL PROGRAM



As shoppers flock online, brands need to step-up and think about how to connect their site to the offline experience.

According to Harvard Business Review, **73% of all customers** use multiple channels during their purchase journey.

And, UC Today found that **nine out of ten consumers** want an omnichannel experience.

As the number of touchpoints increases, so does the need for a seamless customer experience that doesn't confuse shoppers.

A loyalty program is a smart way to break down the barriers between channels and unite the experience wherever your customers shop. Here's how...

AND THE WINNER IS



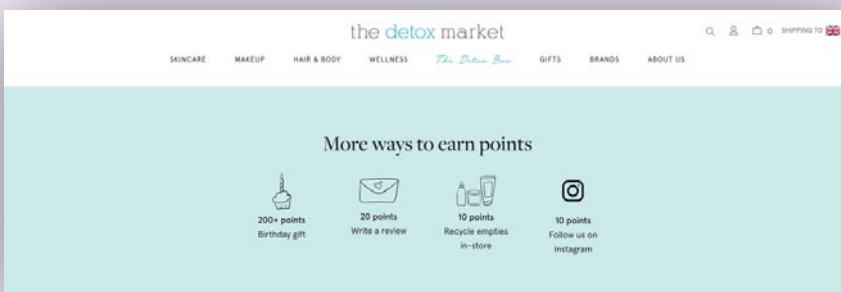
THE DETOX MARKET

► **The Detox Market unites its online and brick-and-mortar experience with an engaging brand story.**

Their site is filled with the message "Sustainability starts now" and promises to make a difference.

Through their program, "Detox Points", members earn points for online and offline activities. Online they get perks for their birthday, writing a review and following the brand on social.

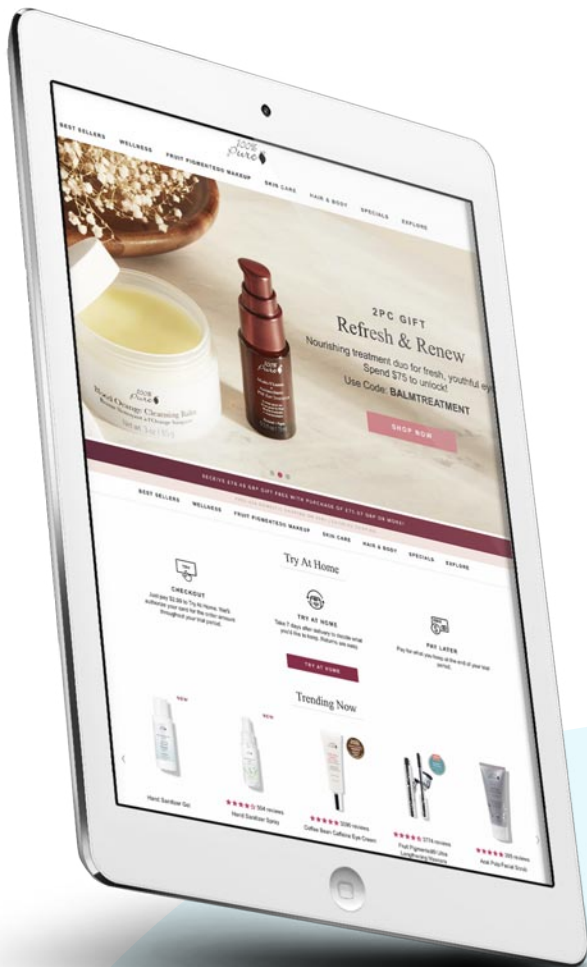
Offline customers earn 10 points for every "empty" they recycle in-store.



Empowering shoppers to engage with their ethos online and in-store shows The Detox Market's customers that they share their values. They'll return and engage with the brand over others who aren't emotionally connected this way.

On top of this, The Detox Market has made sure shoppers can earn points on their purchases made in both brick and click locations. All they need to do is hand over their email address and they can earn points and redeem rewards in person.

SPECIAL MENTION

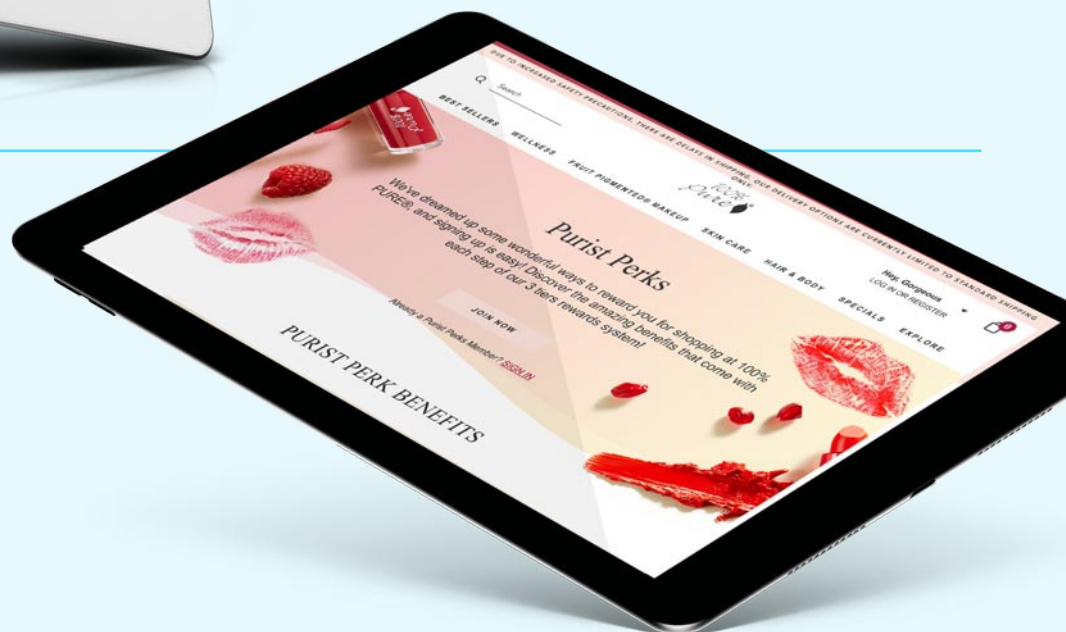


100% PURE

► **100% Pure** wanted an omnichannel loyalty program to recognize their customers as the same individual on their website and across 12 brick-and-mortar locations.

They used Shopify Plus "multi-link" to connect several Shopify POS accounts. Shoppers could then earn and redeem points wherever they chose to shop.

Ultimately, they could create a single customer view to record all purchases in one place.



What we can learn from the winners

Today, ► 50% of customers use more than four touch-points when buying from a brand. Make your loyalty program omnichannel to recognize your shoppers as the same person wherever they chose to shop with you.

THE BEST USE OF SOCIAL MEDIA



Social media increases visibility. When done well, it keeps conversations alive between you and your customers.

But, even with the popularity of social platforms, some ecommerce stores still haven't tapped into the channel's full potential. Others have made half-hearted attempts that feel inauthentic and sales driven.

By creating a strong, honest social media presence, you can build brand awareness, drive traffic to your store and remind your valuable shoppers you're there.

Social media is key in turning everyday "users" into "valued customers".

Social platforms allow brands to communicate their loyalty offerings at crucial moments during the marketing funnel. Using advanced targeting, brands can engage new and current users to remind them of the benefits that come with joining their loyalty program and making repeat purchases.

“

Brands should create customer journeys that incentivize users to join their social communities, refer others and post about their purchases. Having an integrated tech stack will allow the automation of these journeys to improve efficiencies.

Brands can then focus on optimizing their loyalty offerings based on data-driven decisions.

Sebastian Dennie, Digital Strategist at [Overdose](#)

AND THE WINNER IS



BLACK LIMBA

In the run-up to their program launch, **Black Limba** ran an Instagram campaign to drive anticipation.

On their Instagram Stories, they had a countdown timer ticking down to the launch date. They also posted stories to educate customers on how to earn points.

Instagram Stories have over **500 million daily users**. Plus, **62% of people** say they have become interested in a brand after seeing it in Stories. Black Limba has tapped into an often forgotten about channel to drive up curiosity and sign-ups.



BLACK LIMBA

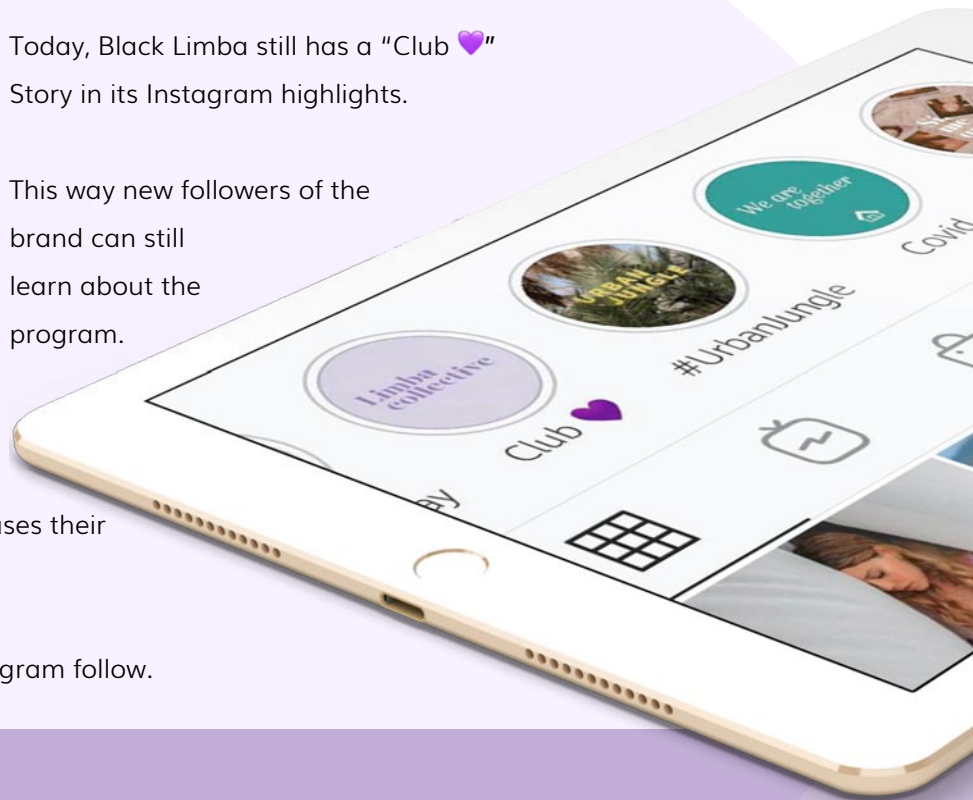


Around the launch of the "Limba Collective", the brand also introduced the program in a post on their Instagram feed.

Shoppers were excited and asked questions about the program which Black Limba answered. In their answers, they also hinted towards the perks to rile up excitement.

Today, Black Limba still has a "Club ❤️" Story in its Instagram highlights.

This way new followers of the brand can still learn about the program.



On the other side of the coin, Black Limba uses their program to grow their social following.

They award shoppers 50 points for an Instagram follow.

“

Even though we launched the program just a few months ago we have seen an increase of 2X in the average orders of our customers and a significant increase in the overall returning customer rate.

These members are also generating lots of new customers thanks to LoyaltyLion's referral tool. But, this is just the beginning, we still have a lot to learn and to improve. But we are really happy with the results so far.

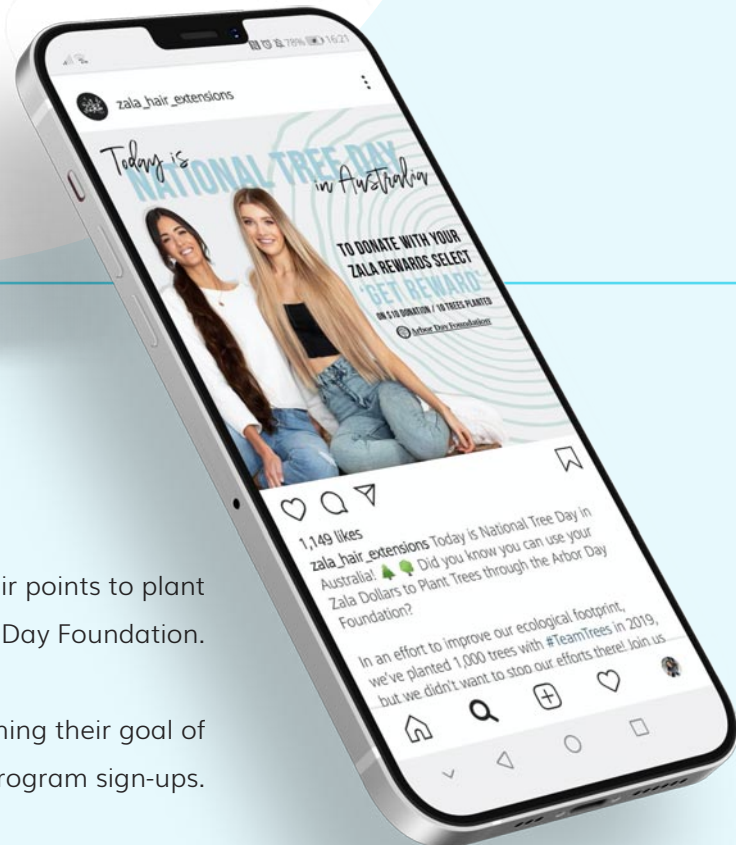
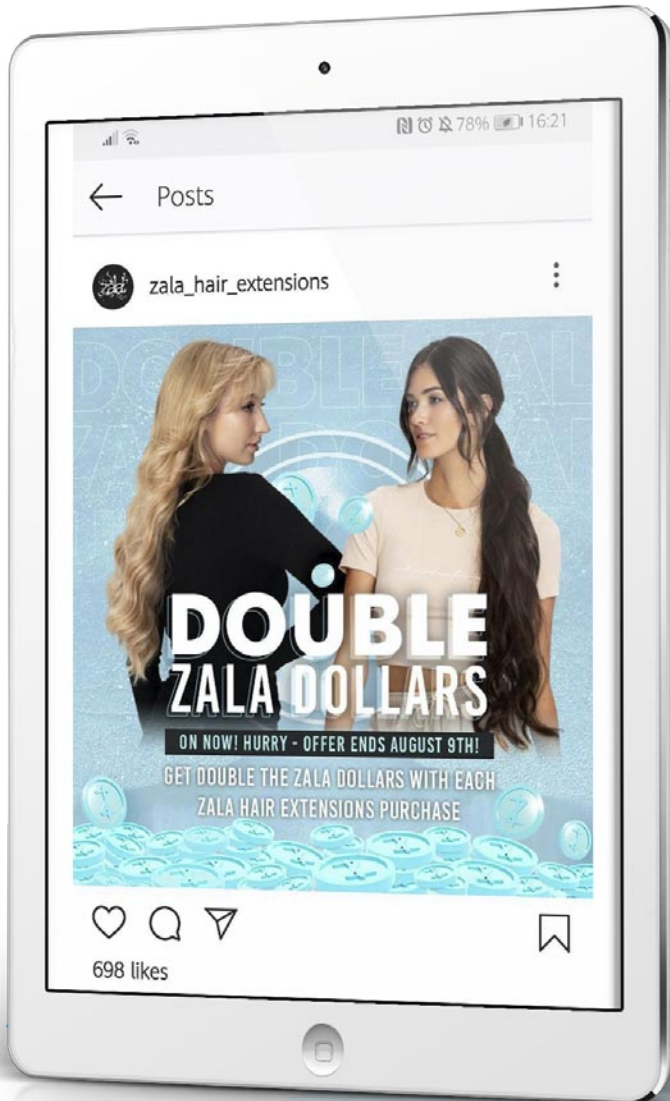
Javier Garay, Co-founder and Head of Digital at Black Limba

SPECIAL MENTION

ZALA HAIR

With an Instagram following of 204K, [Zala Hair](#) uses their strong social following to direct followers to their loyalty program.

They have posted timely loyalty program promotions telling shoppers they'll get double Zala Dollars for a limited time only (which racked up almost 700 likes).



They also posted how members can trade in their points to plant trees through the Arbor Day Foundation.

The post rallied their followers up to support them in reaching their goal of planting 100K trees this year – and encouraged more program sign-ups.



What we can learn from the winners

Your social media followers already love your brand enough to give you likes and love. Get them to check out your rewards program by shouting about it on social media. And for those members who aren't checking out your posts just yet, reward them with loyalty points for a social media follow.

THE BEST COMMUNITY INITIATIVE



Throughout this ebook, we've been talking about the importance of aligning with your customers.

This is because when we asked consumers what would make them shop from a brand again:

- ▶ 68% said it was all about shared values.
- ▶ 66% said they would need to know they can create ongoing relationships with the brands they like.

Beyond great prices and supreme customer service, shoppers want to feel ▶ **brand affinity** towards the stores they shop from. With this desire comes the feeling of wanting to be a part of a wider community;

- ▶ 47% of consumers say they would be loyal to a brand if they can become part of a community of like-minded individuals

A rewards program is your ticket to show off your brand values, take pride in who you are, and build a community of like-minded customers. Since the race for new customers is becoming increasingly difficult across industries, it is still important to keep customers loyal to your brand.

“ To build up your brand sustainably and to increase the interactions from your fans, a tool that bundles everything together is indispensable. With the incentive of targeted campaigns, customers can be encouraged to continue working with the brand, while at the same time building their own brand and community. In the end, customers buy the brand, not just the product.

Andreas Wächter, Founder of ▶ bee clever

AND THE WINNER IS



DARN GOOD YARN

► Darn Good Yarn's program, "Karma Points", is used to connect with customers.

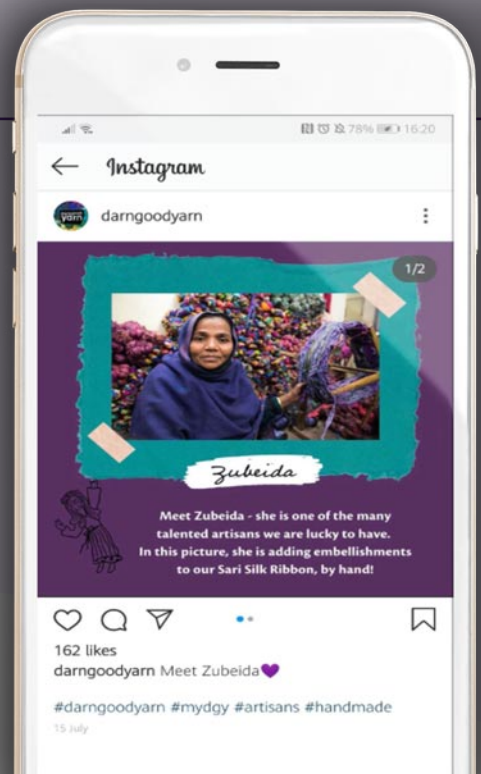
The identity of the program fits effortlessly with the rest of the store.

At the same time, it also has its own personality.

Once members sign up, they earn points by opting in for the newsletter or for an Instagram follow.

This way, Darn Good Yarn gets a wider audience to share their do-good approach to ecommerce with.

On Instagram, Darn Good Yarn posts about the artisans who make their products. In emails, they include "Artisan updates" showing the creators behind the brand.



DARN GOOD YARN



Over International Friendship Day, Darn Good Yarn reminded their program members they'll get \$10 worth of "Karma Points" for sharing the brand with their crafty friends.

As a result, 600+ dedicated shoppers have made referrals.

By their very nature, referrals are social. They run on word-of-mouth and friends telling friends. Darn Good Yarn uses referral perks to stitch together a collective of loyal shoppers.

Bringing like-minded people together this way establishes a long-term, brand-to-customer relationship.

This approach means that Darn Good Yarn's engaged members:

- ★ Spend 59% more than unengaged customers
- ★ Have a 48% higher repeat purchase rate

SPECIAL MENTION



LUCY & YAK

This sustainable dungarees brand uses their loyalty program to encourage their community of "Dungaree Devotees" to learn more about their ethical initiatives.

On-site they have a whole section named "What matters to us" to take shoppers through pages on the brand's ethos, values, ethics, and where their fabrics come from.

They also post content on their blog and social channels to educate shoppers on ethical ecommerce.

By rewarding shoppers 200 points for referring a friend through their program, [▶ Lucy & Yak](#) are using their current loyal followers as a means to acquire more like-minded shoppers who believe in the same values.

Over time, the circle of "Dungaree Devotees" grows and Lucy & Yak has a wider collective of customers to re-engage with their content.



What we can learn from the winners

Building up an engaged community around your brand is vital for increased advocacy and loyalty. Show shoppers what you stand for by advertising it across your site, on social media, and in email marketing. Then, use your loyalty program to reward shoppers when they share you with other like-minded customers.

THE BEST USE OF EMAILS



Email marketing is the art and science of generating more sales for your store.

Your email marketing can be simple, such as sending cart abandonment emails and order confirmations.

Or it can be used to keep in touch with customers before and after a purchase.

No one wants to feel they're only important because they've got money to spend.

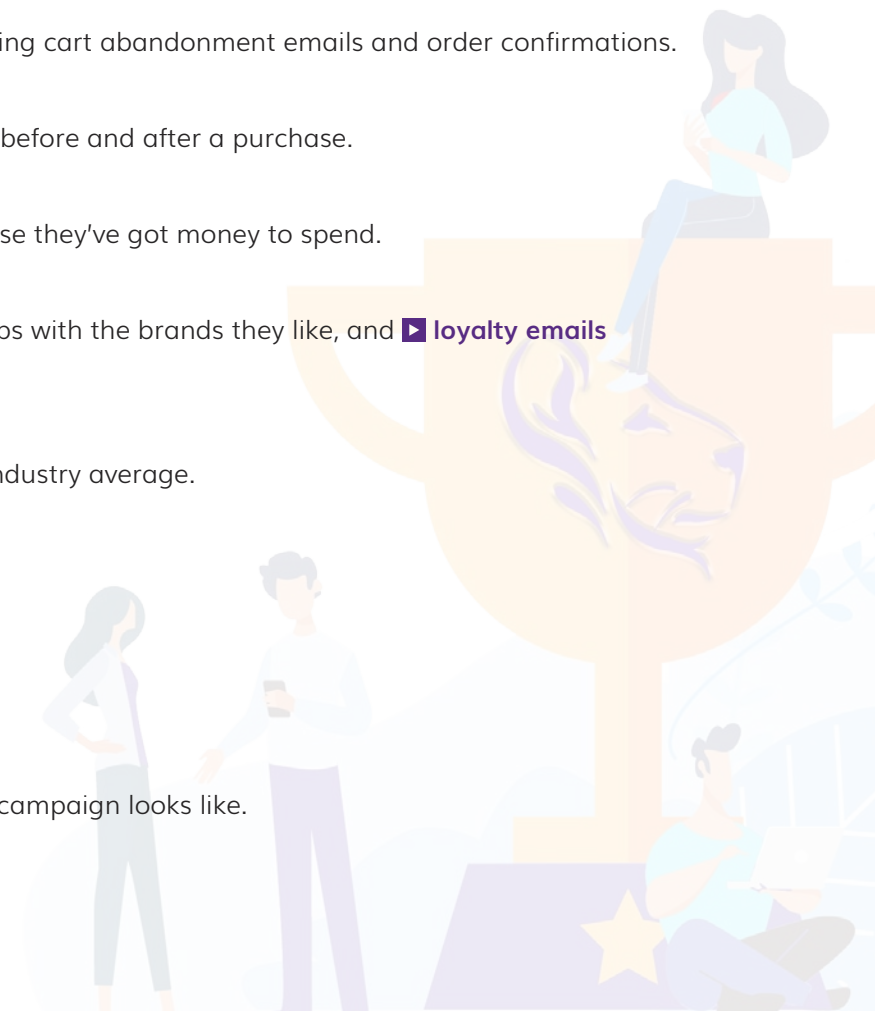
Shoppers today want to form on-going relationships with the brands they like, and **loyalty emails** are the place to start.

Plus, they have a 2.5X higher open rate than the industry average.

What's not to love?

Here's what effective loyalty and email marketing campaign looks like.

LoyaltyLion Hall of Fame



AND THE WINNER IS



MOXIELASH

► MoxieLash runs multiple email campaigns to retain their customers and prevent churn.

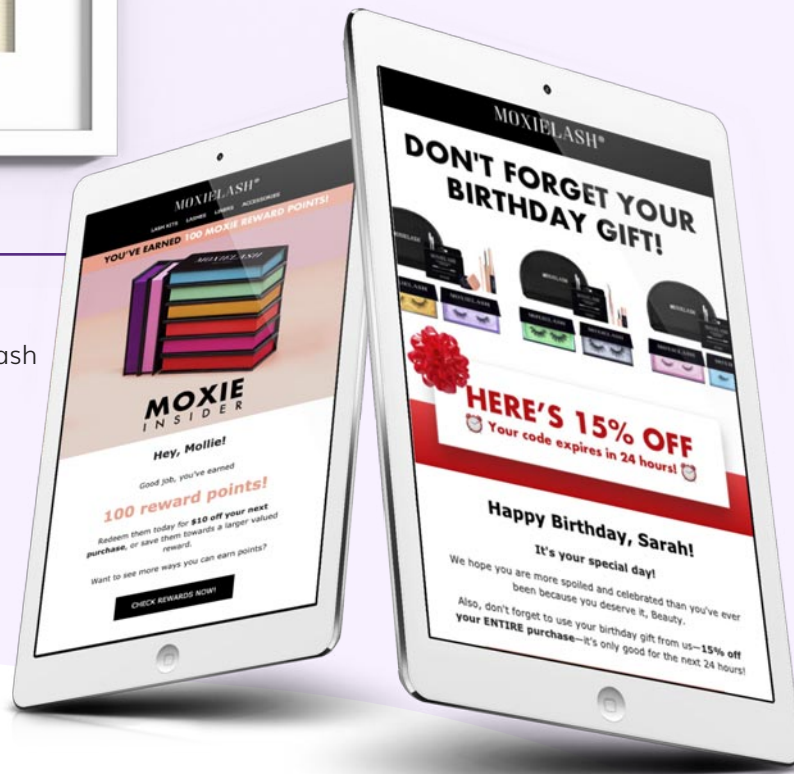
When members sign up for the program they're sent an email welcoming them into the "Moxie Insider Club".

They're given 100 points just for joining and told the other ways they can get points.

But this isn't the end of the conversation. To keep MoxieLash front of mind, they send regular updates reminding shoppers of their current status in the loyalty program.

On their birthday, shoppers are notified of their birthday gift – 15% off sitewide for the day. They're also sent point update emails telling them how many points they have waiting in their account.

By personalizing emails this way, more shoppers will return as the email addresses their individual needs. In fact, personalized email marketing generates an ► **average ROI of 122%**.

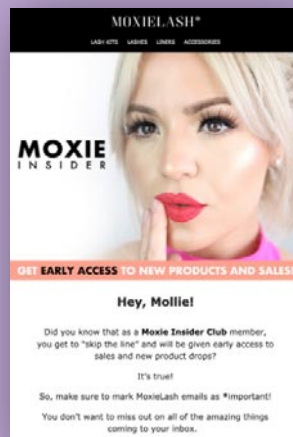


MOXIELASH

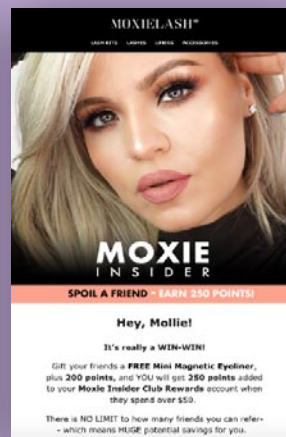
For their most dedicated customers, MoxieLash uses emails to let them know they get early access to their new products and sales.



Then, to nudge these brand fans to become advocates, they're sent an email telling them they can "spoil a friend".



Here, they're told they can gift a loved one a free sample of their magnetic liner and, in exchange, they'll get 250 points added to their account.



It's a win all round. By awarding current customers points for a referral, they get discounts on their next lash stock up. New customers get to try the brand's sweetheart product.

And, MoxieLash acquires more customers who have the potential to spend **200% more** than shoppers acquired other ways.



What we can learn from the winner

Your email marketing shouldn't just be another chore that tags along with running an ecommerce business. It's your opportunity to sparkle and show new and current customers the best they can get from your brand. Tie it up with your loyalty program so you have more personalization options to build long-term relationships.

THE BEST USE OF RULES AND REWARDS



All loyalty programs need rules shoppers can complete for points and rewards to show customers they're valued.

But you don't have to be cookie-cutter in your approach.

Why follow the crowd?

We're going to take a look at the loyalty program leaders who are mixing up their approaches to rules and rewards...

AND THE WINNER IS

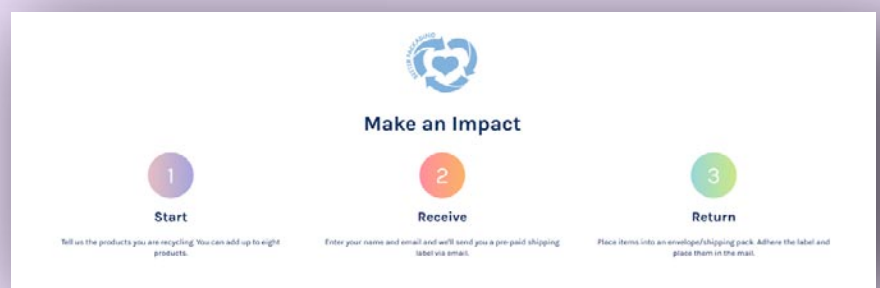


PACIFICA BEAUTY

► Pacifica Beauty has built its brand on ethical values, selling only vegan and cruelty-free products.

To encourage shoppers to minimize plastic waste, Pacifica has added a recycling system to their program. When customers send their empty bottles back to be reused, they earn 100 loyalty points to spend towards future shops.

To date, over 2K customers have interacted with the rule – showing how Pacifica's shoppers are engaged in the green initiative.



Incorporating its brand identity into their rewards, Pacifica has achieved:

- ★ 44% higher customer spend by engaged loyalty program members
- ★ 31% of total revenue coming from their loyalty program members

SPECIAL MENTION



FOURSTATE

► **FourState** is a sustainable beauty and clothing store. They know their customers care about more than just cheap products.

Instead of offering discounts and money-off in exchange for points, FourState lets customers spend their points on charitable actions; such as planting trees and donating meals.

This approach builds a community around the program as shoppers will know they're giving back every time they spend at FourState.

Over time, more of the engaged customers will chat about the brand experience to others, drawing in more of the right kind of customers.



What we can learn from the winners

Loyalty programs are an opportunity to add some zest to your store to increase customer engagement. In fact, investing in customer experience initiatives has the potential to ► double your revenue within 36 months – pretty good going if you ask us.

THE BEST INTEGRATED MARKETING STRATEGY



A united marketing strategy provides a consistent picture of your brand wherever shoppers engage.

When done well, the picture you paint will be a masterpiece your shoppers will proudly return to, engage with and shout about.

Derric Haynie, Chief Ecommerce Technologist at [Ecommerce Tech](#) said it best:

“The challenge is making real, authentic connections with your customers and prospective customers. "Integrated marketing" really just means, "having really well thought out and meaningful interactions with your customers.

Incentivizing them to do more of what they already wanted to do because of how passionate they are about you and your business and how you've changed their world."

If you make a difference in people's lives, you want to continue the brand and product experience well outside of the transaction. To do that, be consistent and succinct across multiple channels. Stand up for something, be proud of a position you can take (as a brand) in the world, and be brave enough to share it.

Derric Haynie, Chief Ecommerce Technologist at [Ecommerce Tech](#)

iers they can

me them into LIVELY's brand world. They get invited to exclusive events, early access to new products and can vote on the styles the brand creates next.

AND THE WINNER IS



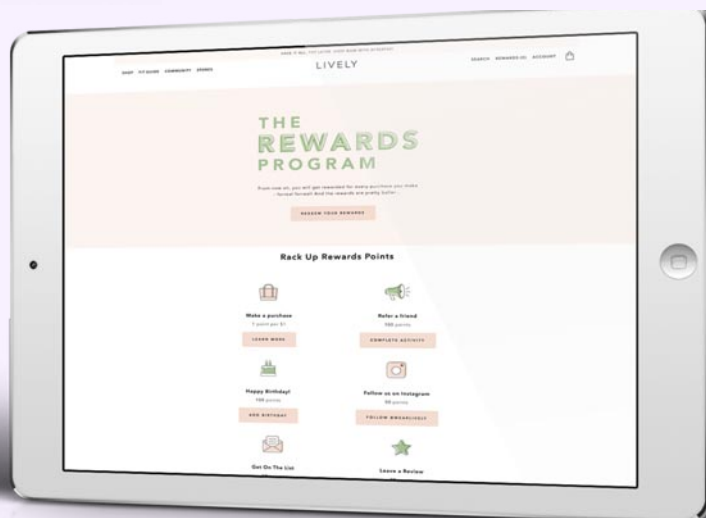
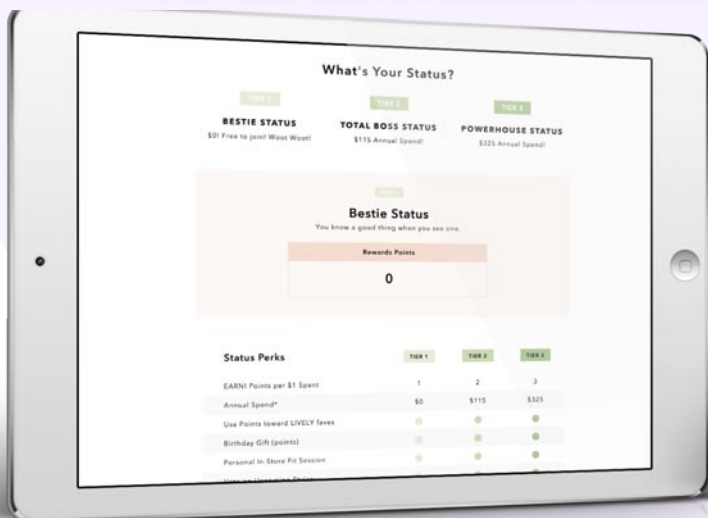
LIVELY

Underwear leader, **LIVELY**, pulls out the stops to give their best-loved shoppers a consistent brand experience.

How? By putting loyalty at the centre of their marketing.

"The LIVELY Rewards" Program is a beacon of their brand. It includes their signature blush pink and accent green. It also has custom icons.

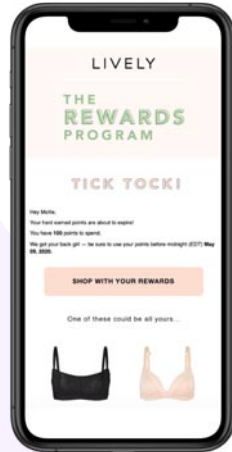
The same look and feel is then used in all ongoing comms around the program.



As members move up the tiers they can engage in ways that welcome them into LIVELY's brand world. They get invited to exclusive events, early access to new products and can vote on the styles the brand creates next.

LIVELY

Loyalty emails make sure LIVELY doesn't just drop customers after they've shopped. They keep in touch with shoppers post-purchase and to tell them about the surprises waiting in their account. This includes points updates showing it pays to be loyal and point expiry emails motivating shoppers to return before they miss out on the goods.



LIVELY's members are important to them. Not only because they buy products but also for the value they give back to the brand. To pamper their most-loved customers, LIVELY offers one-off experiences. They've run double points events so customers can get more value when they treat themselves. LIVELY knows that by portraying a consistent message, they can acquire new shoppers by using their brand fans as advocates – growing their community as a result.

On their program page, members are encouraged to "Hook up [their] BFF" with a \$10 voucher by referring them to the brand. On Instagram and in emails, they share last calls for their double points campaigns and encourage members to share the perks with their friends.



Our loyalty program is an extension of our appreciation for our community and a way for us to show our current customers how much we value them. LoyaltyLion offers us the opportunity to get customers excited to make a purchase every time they visit our site, as well as increase retention rate, repeat customers, and AOV.

Michelle, Founder and CEO at LIVELY



What we can learn from the winner

Your marketing and loyalty program shouldn't live in silos.

LIVELY are an example of how a rewards program can enhance your existing channels to build up your store's community. In the end, an integrated approach like this means you'll acquire more shoppers who are well suited for your brand.

THE BEST OVERALL LOYALTY STRATEGY

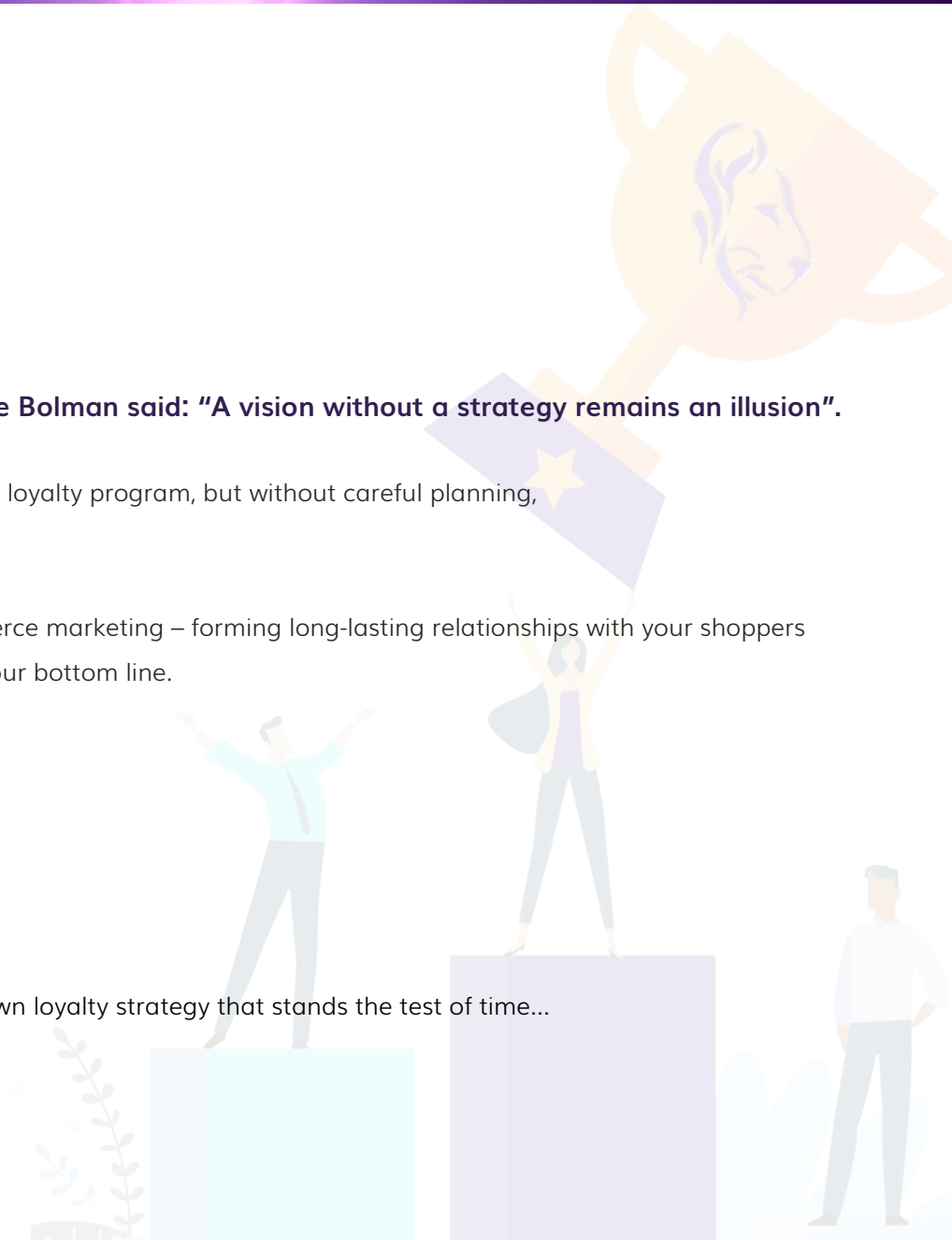


Author, scholar and consultant, Lee Bolman said: "A vision without a strategy remains an illusion".

It's all well and good to aspire to have a loyalty program, but without careful planning, you won't see a positive ROI.

Loyalty stands at the centre of ecommerce marketing – forming long-lasting relationships with your shoppers makes them return and contribute to your bottom line.

Here's how you can implement your own loyalty strategy that stands the test of time...



AND THE WINNER IS



BOODY

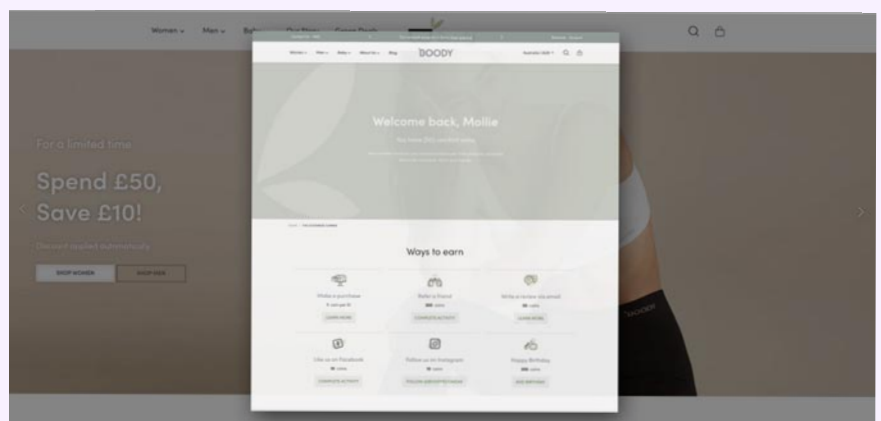
► **Boody already had an engaged community who backed their values.**

But, they wanted to reward these fans for their dedication to the brand – as well as creating a shortcut to welcome new members in.

The vision was to make people feel good about the brand. This manifested as the creation of their loyalty program, "The Goodness Corner".

Part of the strategy was to make the program page a vital part of the brand's identity. The page is minimal and the lifestyle shots give shoppers a sense of Boody's customer base.

By earning "comfort coins" members can also move up the brand's tiers where they can pursue goodness and get a 5% discount in return. In just one month, the spend of Boody's customers jumped by 25%.



BOODY



We approached LoyaltyLion because we were looking to create a rewards program that would further strengthen our relationship with our customers. We wanted it to reflect our unique brand philosophy and identity, and LoyaltyLion helped us achieve just that with its completely customisable integration.

Shaun Greenblo, Managing Director at Body

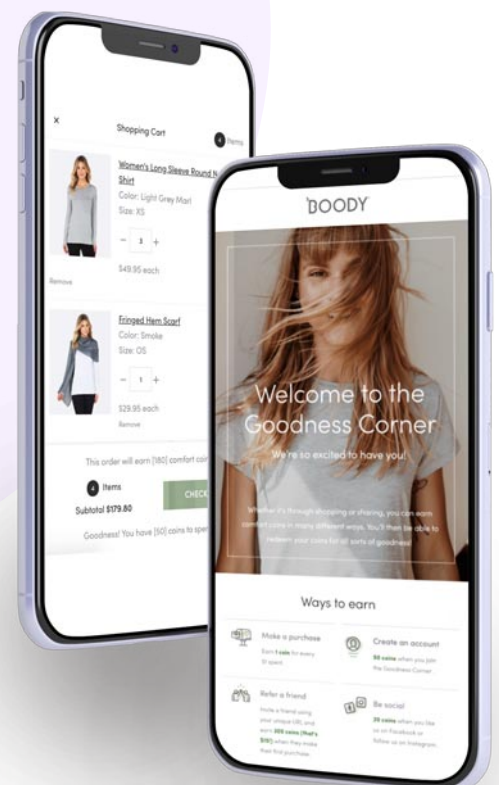
To kick off the program launch, Body mapped out a sign up strategy.

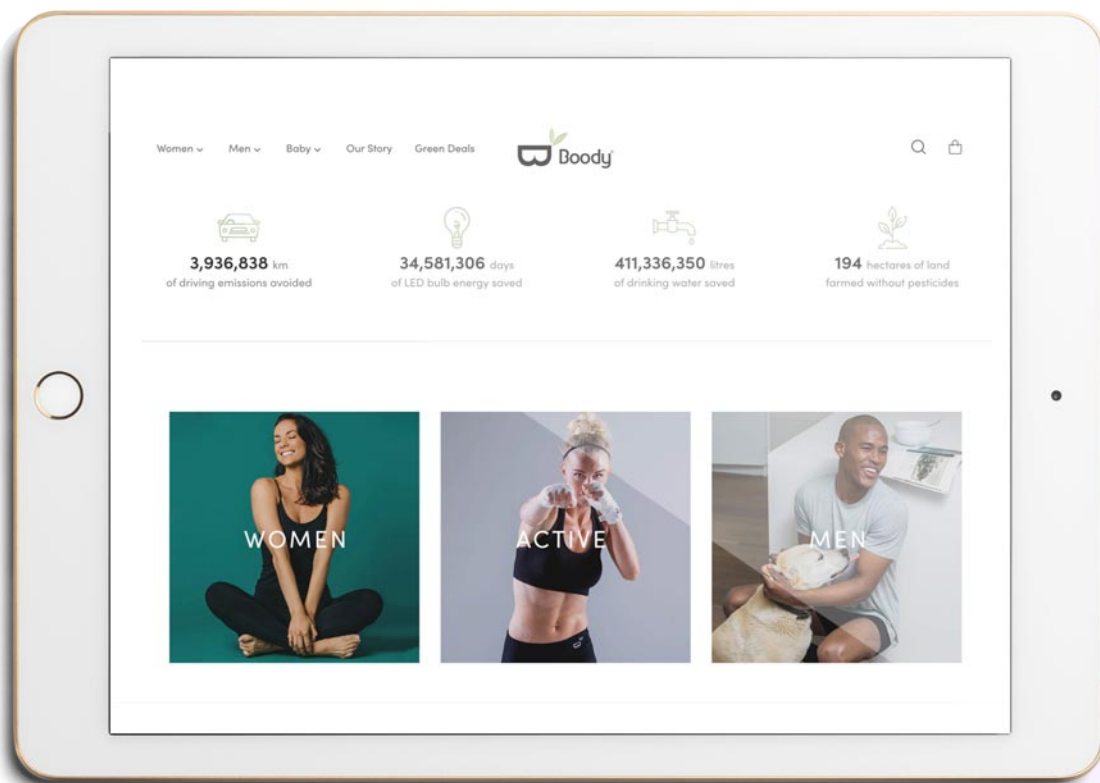
On the homepage, they added a banner advertising the program and pushed it on social media.

Then, to build further intrigue, Body introduced a launch week offer – where members got double points for a limited time only.

Evolution should always be front of mind of your loyalty strategy. Body didn't just launch their program and leave it at that. Today, the program is displayed in banners across their homepage and is integrated into their cart and email flows.

More member-only promotions are already in the works. And, the brand is aiming to use the program as a platform to launch new collections.





“

In addition to our rewards program, we nurture our customers with clickable professionally-written content, dynamic and highly-segmented digital advertising and sophisticated marketing automation flows.

These strategies work hand in hand with the incentive of our rewards program to ensure we always remain top of mind and within the consideration set of our customers.

Shaun Greenblo, Managing Director at Boody



What we can learn from the winner

A loyalty program is your ticket to higher retention rates, repeat orders and an uplift in revenue. But you can't just set it and forget it. Revisit your loyalty strategy often to make sure it scales and grows with your brand.

THE WINNERS

Can't remember who took home the gold? Here's an at-a-glance overview of our loyalty program winners.

★	BEST BRANDED LOYALTY PROGRAM	SKINNYDIP	★
★	BEST USE OF LOYALTY TIERS	CUPSHE	★
★	BEST USE OF SUBSCRIPTIONS	BOOTAY BAG	★
★	BEST USE OF REVIEWS	ANNMARIE SKIN CARE	★
★	BEST USE OF REFERRALS	MANUKA DOCTOR	★
★	BEST LOYALTY PROMOTIONS	FARMACY BEAUTY	★
★	BEST HEALTH AND WELLNESS PROGRAM	VITABIOTICS	★
★	BEST FASHION AND APPAREL PROGRAM	NEVER FULLY DRESSED	★
★	BEST PETS PROGRAM	EDGARD & COOPER	★
★	BEST FOOD AND BEVERAGE PROGRAM	JUST SPICES	★
★	BEST BEAUTY AND COSMETICS PROGRAM	DR. BRANDT SKINCARE	★
★	BEST OMNICHANNEL PROGRAM	THE DETOX MARKET	★
★	BEST USE OF SOCIAL MEDIA	BLACK LIMBA	★
★	BEST COMMUNITY INITIATIVE	DARN GOOD YARN	★
★	BEST USE OF EMAILS	MOXIELASH	★
★	BEST USE OF RULES AND REWARDS	PACIFICA	★
★	BEST INTEGRATED MARKETING STRATEGY	LIVELY	★
★	BEST OVERALL LOYALTY STRATEGY	BOODY	★

LoyaltyLion

HALL OF FAME



THE AFTER PARTY

Thanks for joining us on the trip through our LoyaltyLion Hall of Fame.

We hope you enjoyed celebrating this year's loyalty and retention all-stars. Hopefully, you've learnt a few winning tricks to level-up your own rewards program.

Want to keep celebrating?

■ [Book a call](#) with one of our loyalty experts to discover how a rewards program will increase your customers' lifetime value, boost your revenue and help you retain the right customers.

And, who knows, you could be crowned a winner in our next LoyaltyLion Hall of Fame.

Who are ■ [LoyaltyLion](#)?

We're a data-driven loyalty and engagement platform that powers ecommerce growth. A loyalty program is about more than points and rewards. It is about unlocking real insights to increase customer lifetime value.

With LoyaltyLion, you can build a better understanding of what drives longer-lasting customer relationships, and use those insights to connect and accelerate your existing marketing efforts. Proven to increase retention and spend, LoyaltyLion is trusted by thousands of fast-growth ecommerce merchants worldwide.

