

BedHead Pajamas designs and creates couture loungewear from Los Angeles



“To be able to use a 360 degree engagement model and rapidly increase our revenue per user by 2x for loyalty members is very impressive.”

- Miguel Duque, Director of Operations at BedHead Pajamas



Objective:

MAXIMIZE CUSTOMER ENGAGEMENT AND RETENTION

- 2X increase in revenue per user for its loyalty program users
- 69% of users enrolled in the loyalty program made a purchase
- 55% open rate and 18% click through rate for loyalty program email notifications send to program users
- Earned thousands of loyalty members

BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

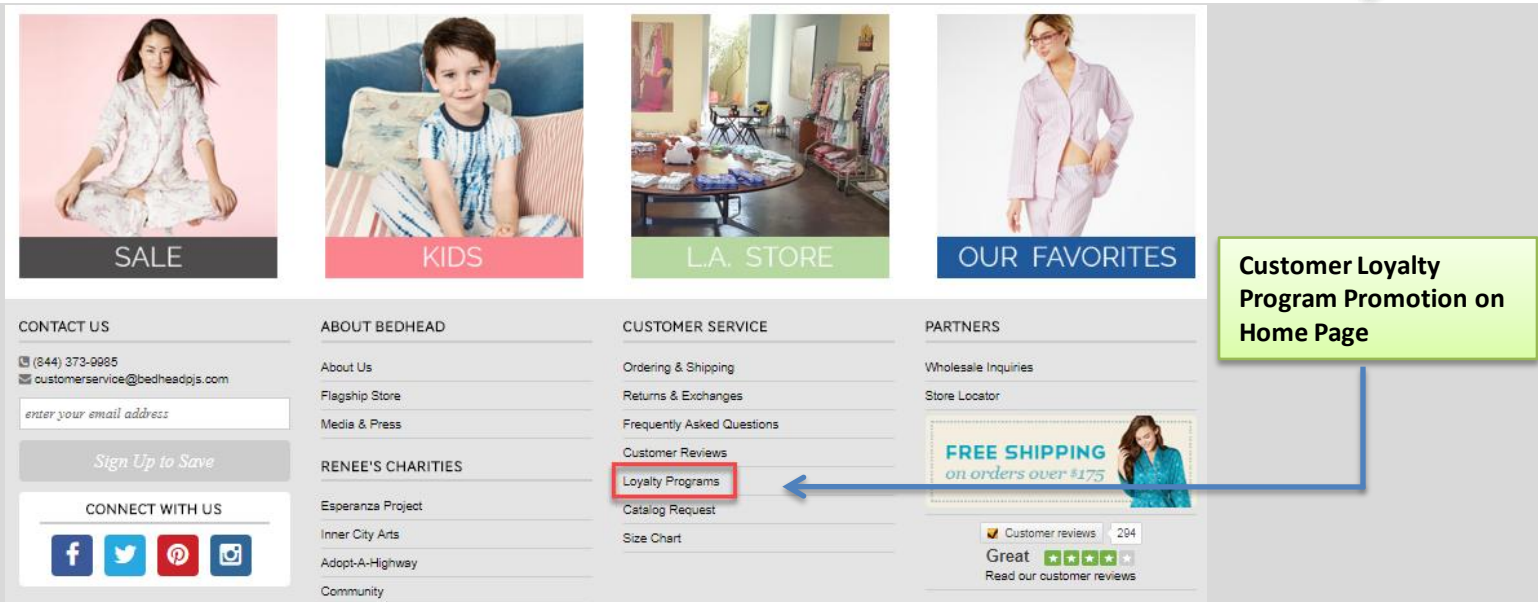
METHODOLOGY

[BedHead Pajamas](#) – a designer sleepwear company implemented the modern day [loyalty rewards program](#) from Zinrelo with built-in 360 degree engagement module to engage customers at multiple touch points on the website and thus enhance customer retention.

To make it easy for the website visitors to discover and enroll for the loyalty rewards program, BedHead Pajamas promoted the program in the footer section of its website. The link in the footer section directed the users to a landing page for enrollment. This page encouraged website visitors to create an online account to participate in the loyalty rewards program with a few easy steps. The page also gave an option to its visitors to sign-up with their Facebook account and thus reduced password fatigue.

RESULTS

- Earned thousands of loyal customers
- Enhanced 360 degree customer engagement



BOOST PURCHASES AND INCREASE REVENUE PER USER

BedHead Pajamas rewarded its users for multiple interactions on the website. For online purchases the brand awarded customers with 1 point for every \$1 spent. Further, the program users received 200 points for email subscription, 100 points for referring a friend via Facebook, 200 points for sharing on Twitter and 500 points for referring a friend via the share-a-purchase app. To encourage users to spend on the website for future purchases, BedHead allowed its loyalty program members to redeem their loyalty points for gift cards.

In addition, BedHead also used the program's built-in, real time notifications feature to ensure that its customers are constantly aware of the points they earn for activities, redemptions and tiers. The loyalty program notifications email sent by BedHead to its customer base resulted in an impressive 55% open rate and a click through rate of 18%. The 360 degree engagement module led to 69% of enrolled members making a purchase. As a result, the revenue per user rose by 2X.

RESULTS

- 2X increase in revenue per customer for loyalty users
- 69% of users enrolled in the loyalty program made a purchase
- 55% open rate and 18% click through rate for loyalty program email notifications send to program users

BedHead Moments | Gallery | Blog | Catalog | Contact | Login | Gift Registry Search

WOMEN · MEN · CHILDREN · NEW ARRIVALS · FAMILY PJS · Lounge Dogs · SALE · GIFT CARD

MADE IN THE USA

950 AVAILABLE POINTS

200 REDEEMED POINTS

Welcome Deana Wille

Logout

POINTS ACTIVITY

POINTS ACTIVITY	REDEEM POINTS	EARN POINTS
<input checked="" type="checkbox"/> EARNED	<input checked="" type="checkbox"/> REDEEMED	<input type="checkbox"/> PENDING
<input type="checkbox"/> REJECTED	<input type="checkbox"/> DEDUCTED	

Last three months

250	Made a \$250 purchase	4 minutes ago
100	Shared via Email	21 hours ago
200	Became an Email Subscriber	1 day ago
200	Referred a Friend	2 days ago
200	Shared on Twitter	15 days ago



ZING YOUR LOYALTY AND REFERRAL PROGRAMS

ABOUT US

Zinrelo brings you the world's best loyalty rewards and referral programs, helping to maximize revenue per customer and new customer acquisition through 360-degree customer engagement. It supports omni-channel interactions including desktop web, mobile web, mobile apps and in-store engagements.

Zinrelo loyalty rewards program boosts per-customer revenue by 2.4 times and repeat purchases by 80%. It creates fiercely loyal customers that are rewarded for all forms of engagements including purchases, social advocacy, reviews, sign-ups, referrals, photo sharing and more. It is fully customizable and is easy to deploy. Zinrelo referral program delivers a 25% uplift in new customer acquisition by converting your customers into brand ambassadors.

To zing your loyalty and referral programs, contact Zinrelo at <http://www.zinrelo.com> or [info\(at\)zinrelo\(dot\)com](mailto:info@zinrelo.com)

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