

Evan-Moor Educational Publishers provides educators with practical, creative and engaging materials that enrich the PreK–8 curriculum.



“From a growth perspective, customer retention, repeat sales and website visitor engagement were very important to us. Zinrelo’s solution has enabled us to do that effortlessly.”

- Paul Warfield, Marketing Manager at Evan-Moor Educational Publishers



#### Objective:

## INCREASE REPEAT PURCHASE FREQUENCY AND WORD-OF-MOUTH REFERRALS

- 37% increase in repeat purchase frequency for every loyalty member
- 53% higher Average Order Value for loyalty users
- 108% increase in per-customer revenue for loyalty members
- 1 out of 5 visitors who returned to the website through the referral program became a customer i.e. completed a purchase
- Acquired 1000’s of high quality email subscribers

# BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

## METHODOLOGY

[Evan-Moor Educational Publishers](#), the well-known providers of educators with practical, creative and engaging materials that enrich the PreK–8 curriculum, was looking to increase the repeat purchases and boost customer engagement on its website.

Evan-Moor wanted to reward its customers by engaging them at various touch points on its website through a simple yet effective 360 degree engagement module. The brand also wanted to leverage the power of social referrals and acquire new customers and boost brand visibility via social channels.

Evan-Moor mapped all the touch points of the customer journey on the website effectively, and adopted an easy to implement customer loyalty program. They also implemented Zinrelo’s referral and email subscription program.

## RESULTS

- Uplift in repeat purchases
- Increase in site traffic through social referrals
- Interacted with site visitors at every touch point



The screenshot shows the Evan-Moor website interface. On the left, a vertical sidebar contains two promotional banners: 'GET \$10 OFF' and 'GET \$5.00 OFF'. A blue arrow labeled 'Referral Marketing Program' points to the top of this sidebar, and another blue arrow labeled 'Email subscription Program' points to the bottom. The main website content includes the Evan-Moor logo, a search bar, and a navigation menu with items like 'Grade', 'Subject', 'Daily Practice', 'Free Resources', 'Sale Items', and 'Rewards'. The 'Rewards' link is highlighted with a red box, and a blue arrow labeled 'Customer Loyalty Program' points to it. Below the navigation is a large banner for the 'Evan-Moor Club' with the text 'Earn FREE Evan-Moor Books!', 'Join the Evan-Moor Club Today!', and a 'LEARN MORE' button. The banner features illustrations of children reading and a teacher.

# INCREASE CUSTOMER SPENDING AND REPEAT SALES

## METHODOLOGY

In order to increase customer retention and to enhance engagement, Evan-Moor implemented Zinrelo's 360 degree [customer loyalty](#) app on its website and launched its Evan-Moor Rewards Program.

The brand promoted the loyalty program on its home page and encouraged customers to enroll for the loyalty program. A landing page was also introduced by Evan-Moor for the rewards program to make it simpler for the users to understand the process to earn reward points.

Evan-Moor encouraged its customers to engage with the program by awarding loyalty points for various activities such as account creation and email subscription along with purchases. The customers earned 1 point for every Dollar spent on the website. Evan-Moor gave a wide variety of choices to its customers to redeem the loyalty points in the form of gift cards.

The modern day loyalty program implemented by Evan-Moor made a direct, measurable impact on Evan Moor's revenues. The repeat purchase frequency per user jumped by 37%. The Average Order Value (AOV) for loyalty users jumped by 53%. As a result, revenue per customer increased by 108% for loyalty users.

## RESULTS

- 37% jump in repeat purchase frequency per user
- 108% increase in revenue per customer for loyalty users
- Achieved 53% increase in average order value (AOV) for loyalty program users



## INTRODUCING EVAN-MOOR'S REWARDS PROGRAM!

1. Shop & Participate  
on [evan-moor.com](http://evan-moor.com)
2. Earn Points
3. Redeem Points



It's easy to  
earn points  
and rewards!

Now, you can simply earn points by purchasing on [evan-moor.com](http://evan-moor.com). Points are automatically added to your account as soon as you complete a purchase.

You will earn 1 point for every \$1 spent. You can redeem your points at any time right here on [evan-moor.com](http://evan-moor.com)!

**LOG IN TO MY ACCOUNT**

[Log in](#) to your [evan-moor.com](http://evan-moor.com) account or [Register here](#)

Points are awarded for purchases made on [evan-moor.com](http://evan-moor.com) only. Purchases made on or after 6/16/16 are eligible.

Points are not awarded for orders placed via fax, phone, or email.

# BOOST PURCHASES ON THE WEBSITE THROUGH WORD OF MOUTH PROMOTIONS

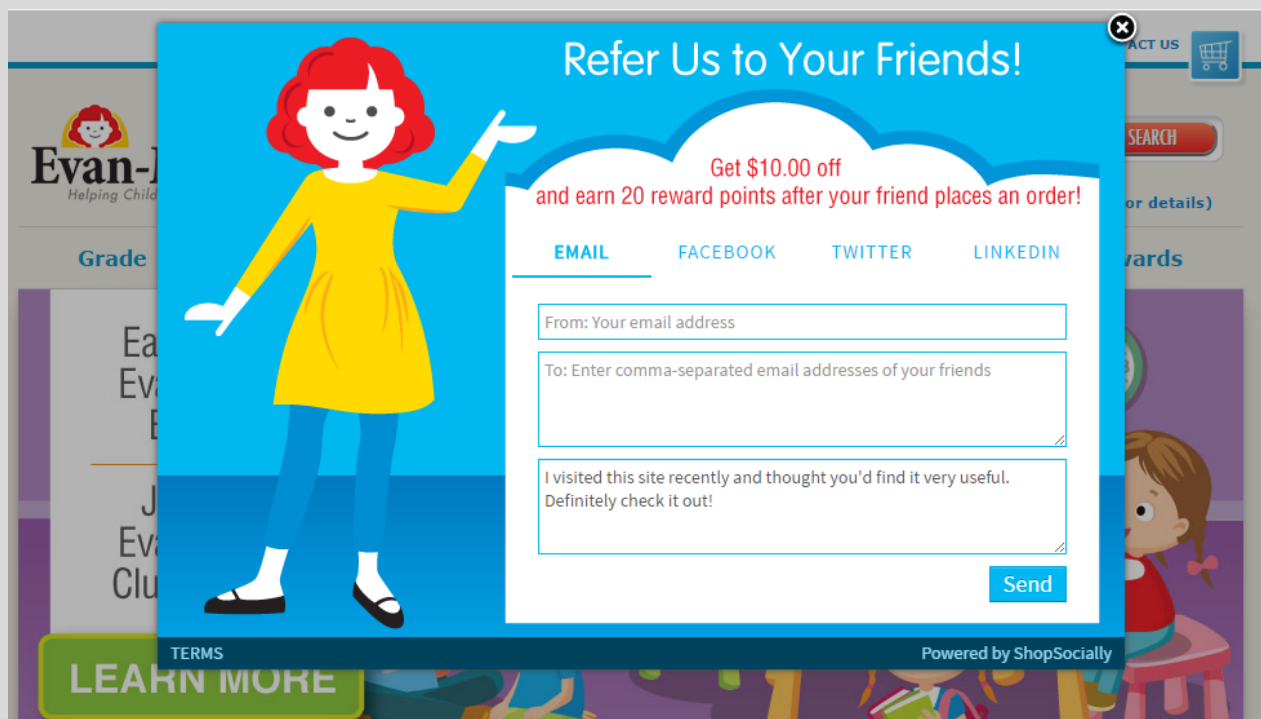
## METHODOLOGY

Evan-Moor also embedded Zinrelo’s [‘Refer-a-Friend’](#) app on its website and encouraged users to refer the brand to their friends via Email, Facebook, Twitter and LinkedIn along with a customized message. The brand offered visitors with an exciting offer of earning a \$10 coupon combined with 20 reward points for every friend who places an order on the website.

The attractive incentive combined with strategic placement of referral interface resulted in driving more sales and bringing genuine traffic to their site at the same time. Additionally, 1 out of 5 customers who came back to the website through the referral program completed a purchase.

## RESULTS

- Achieved brand virality through word of mouth promotions
- 1 out of 5 customers who came back to the website through the referral program completed a purchase



# CONVERT WEBSITE VISITORS INTO EMAIL SUBSCRIBERS

## METHODOLOGY

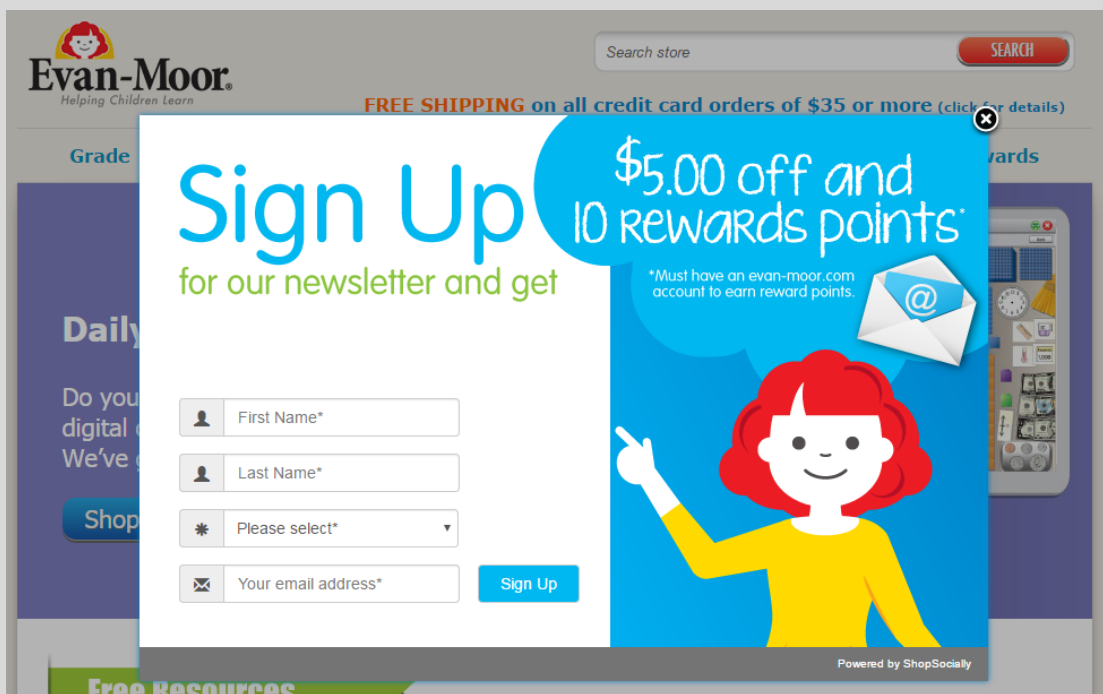
Evan-Moor wanted to acquire email subscribers and share attractive offers via emails and newsletters. The brand embedded Zinrelo's 'Get-an-Email' app on its site and converted its website visitors into email subscribers.

With the Get-an-Email app, Evan-Moor offered its visitors with \$5 off and 10 reward points in exchange for becoming members of the email subscription program. Incentive was delivered inline and user never had to leave the website. This made the entire process of signing up for email subscription program very easy. It also assisted Evan-Moor to share offers and discounts on their products via email with high intent customers.

With this strategy, the brand added thousands of high quality email subscribers to its database.

## RESULTS

- Doubled email subscriber count in few months
- Higher conversion because visitors felt they 'earned' the coupon





## 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)

**REQUEST A DEMO**