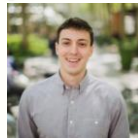


FSAstore.com is the leading e-commerce site stocked exclusively for Flexible Spending Account (FSA)-eligible products and services.



“The loyalty program is an extension of our overall mission to make it easy for consumers to use, understand and manage their Flexible Spending Account (FSA).”

- Mike Shoiock, Director of Marketing at FSAstore.com



Objective:

BOOST ENGAGEMENT AND INCREASE REPEAT PURCHASES

- 5.5% increase in average order value for loyalty program users
- 74% increase in revenue for registered members of the loyalty program
- The purchase frequency for loyalty program members was 64% higher than that of non-loyalty users
- Earned thousands of loyalty members, word-of-mouth referrals, social posts and followers

BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

METHODOLOGY

FSAsore.com - the leading e-commerce site stocked exclusively for Flexible Spending Account (FSA)-eligible products and services was looking to increase repeat purchases and boost customer engagement on its website.

FSAsore.com was keen 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 to acquire new customers and boost brand visibility via social channels.

FSAsore.com implemented a modern day loyalty program to reward users for multiple interactions on the website. They also implemented Zinrelo's referral program to complete the 360 degree engagement module.

RESULTS

- Rewarded users for multiple interactions on the site
- Increase in site traffic through social referrals
- Boost in brand loyalty and increase in repeat purchases



Referral Marketing Program

The screenshot shows the FSAsore.com website interface. At the top, there are navigation links for FSA Store, HSA Store, and contact information. A search bar is present with the text "Search: Thermometer, Sunscreen, Blood Pressure Monitor, First Aid, etc.". Below the search bar is a navigation menu with categories like BUNDLES, GOODIES, PERSONAL CARE, etc. The main content area features a large green banner for "FSA Perks™" with the text "Earn 10 POINTS for every \$1". Below this banner are icons for REFERRALS, DEADLINES, SOCIAL MEDIA, and REVIEWS. On the right side, there are several utility icons: Eligibility List, FSA Calculator, Learning Center, FSA Tracker, RX Process, and FSA Perks. A red box highlights the "FSA Perks" icon. A blue arrow points from the "Referral Marketing Program" text to a vertical green box on the left that says "GET 3,000 PERKS POINTS!". Another blue arrow points from the "Customer Loyalty Program" text to the "FSA Perks" icon.

Customer Loyalty Program

BOOST IN REPEAT SALES AND INCREASED REVENUE

METHODOLOGY

FSAstore.com implemented Zinrelo's customer [loyalty program](#) on its website and launched the 'FSA Perks' rewards program. With the rewards program, FSAstore witnessed a consistent month-on-month increase in users who actively engaged with the loyalty program.

The rewards program offered customers' with loyalty points for multiple interactions on the website such as purchases, referring the brand to their friends via social media, posting reviews and submitting their FSA deadline. For point's redemption, FSAstore offered customers a special coupon via email. The coupon code allowed the loyalty program users to save on their purchases during check out on FSAstore.com.

FSAstore.com received compelling results from the implementation of the modern day loyalty program. The loyalty program users showcased a 5.5% higher Average Order Value and 64% higher purchase frequency when compared to the non-loyalty users. The registered members of the loyalty program spent 74% more than others on the website. In addition, the rate of growth for loyal customers was 3x times the normal customer acquisition rate for FSAstore.com. The brand was successful in converting its website visitors into loyal customers with actively engaged customers spending more and shopping more frequently on the website.

RESULTS

- 74% increase in revenue from the loyal customers
- Achieved 5.5% higher average order value (AOV) for loyalty program users
- 64% higher purchase frequency of loyalty program users

FSA Perks™

Welcome to the FSA Perks Program

*Where dollars spent turn into points
to keep you engaged
with your FSA all year long!*

HOW YOU CAN EARN POINTS FOR USING YOUR FSA

Spend and Earn.



Refer a friend.

LEARN MORE



Share your FSA deadline.

LEARN MORE



Share on social media.

LEARN MORE



Submit a review.

LEARN MORE



BOOST PURCHASES ON THE WEBSITE THROUGH WORD OF MOUTH PROMOTIONS

METHODOLOGY

FSASTore.com also embedded Zinrelo's [Refer-a-Friend](#) app on its website and ran referral campaigns to encourage site visitors to share the website with their friends and family in exchange for perk (loyalty) points.

The intuitive interface of the app presented site visitors with an incentive of 500 loyalty points for sharing the brand via Facebook and Twitter. Additionally, if a purchase is completed with the link that is shared by the site visitor, additional 3000 loyalty points were awarded to their account.

This strategy resulted in thousands of referrals and drove high quality referral traffic to the site by leveraging the existing client base of FSASTore thus converting the brand into a word-of-mouth power house.

RESULTS

- Achieved brand virality through word of mouth promotions
- Got high quality traffic on the website through referrals via social channels



The screenshot displays the FSASTore.com website interface. At the top, the logo reads "FSA Store THE FLEXIBLE SPENDING ACCOUNT SITE" with a search bar containing "Search: Thermometer, Sunscreen, Blood Pressure Monitor, First Aid, etc.". Below the logo is a navigation menu with categories: BUNDLES, GOODIES, PERSONAL CARE, BABY & MOM, HOME MEDICINE, MEDICINE CABINET, FIRST AID, TRAVEL ESSENTIALS, NEW ARRIVALS, CONTACT LENSES, RX GLASSES, and SALE. A large promotional overlay titled "FSA Perks" is visible on the left, featuring the text "Share on Facebook = 500 Points" and "Get a friend to place an order with your link = 3,000 Points". The overlay also includes a "Share" button and a "Powered by ShopSocially" logo. In the background, a banner advertises "\$25 OFF ORDERS OF \$100 OR MORE" with a "SHOP NOW" button. To the right of the banner are several utility icons: Eligibility List, FSA Calculator, Learning Center, FSA Tracker, RX Process, and FSA Perks. At the bottom of the page, there are "Free Shipping" icons and a "FREE SHIPPING on Orders over \$50" banner. A "Contact us!" button is located in the bottom right corner.



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