

A design centric grooming company  
for a head shaving razor brand



“Our customers look to us for the most advanced design and dynamic range of products in the same way as we look to Zinrelo to help us create more users that become raving fans and brand ambassadors. My team is very pleased that we are making headlines after tracking a 60% active customer conversion rate with the Loyalty Program.”

- Todd Greene, Founder at HeadBlade



#### Objective:

## ENAGAGE CUSTOMERS AT EVERY TOUCH POINT TO DRIVE REPEAT SALES

- Impressive 60% conversion rate for customers who interacted with the rewards program
- Loyalty users spend 31% more than non-loyalty users
- 22% increase in average order value for loyalty program users
- Increased level of repeat purchases from loyalty users

# CONVERT SITE VISITORS INTO LOYAL CUSTOMERS

## METHODOLOGY

[HeadBlade](#), a design centric grooming company for a head shave razor brand was looking to actively engage its site visitors at every touch point and turn them into loyal raving fans to boost repeat sales. In order to increase customer retention and to enhance engagement, HeadBlade implemented Zinrelo's 360 degree [customer loyalty app](#) on its website and launched its HeadBlade Rewards Program.

By implementing the 360 degree engagement model on it's website that mirrored the interaction paradigm of it's shoppers, loyalty users converted at an impressive 60% rate compared to 16% rate for non-loyalty users. The loyalty program also highlighted that the customers who actively engaged with the loyalty program spent 31% more than the non-loyalty users and displayed an impressive 22% increase in average order value (AOV).

## RESULTS

- Impressive conversion rate of 60% for loyalty users
- Loyalty users spend 31% more than the inactive customers
- Achieved 22% increase in average order value (AOV) for loyalty program users

The screenshot displays the 'HEADBLADE REWARDS' dashboard. At the top, it shows 'Home > HeadBlade Rewards'. The main section features a '606 AVAILABLE POINTS' counter and a '0 REDEEMED POINTS' counter. Below this is a 'POINTS ACTIVITY' section with tabs for 'EARNED', 'REDEEMED', 'PENDING', 'REJECTED', and 'DEDUCTED'. A table lists recent activities:

Points	Activity	Date	Icon
200	Become an Email Subscriber	12 days ago	Gift icon
206	Make a purchase	Aug 20, 2016	Gift icon
200	Create an account	Jul 29, 2016	Gift icon

# BOOST REPEAT SALES

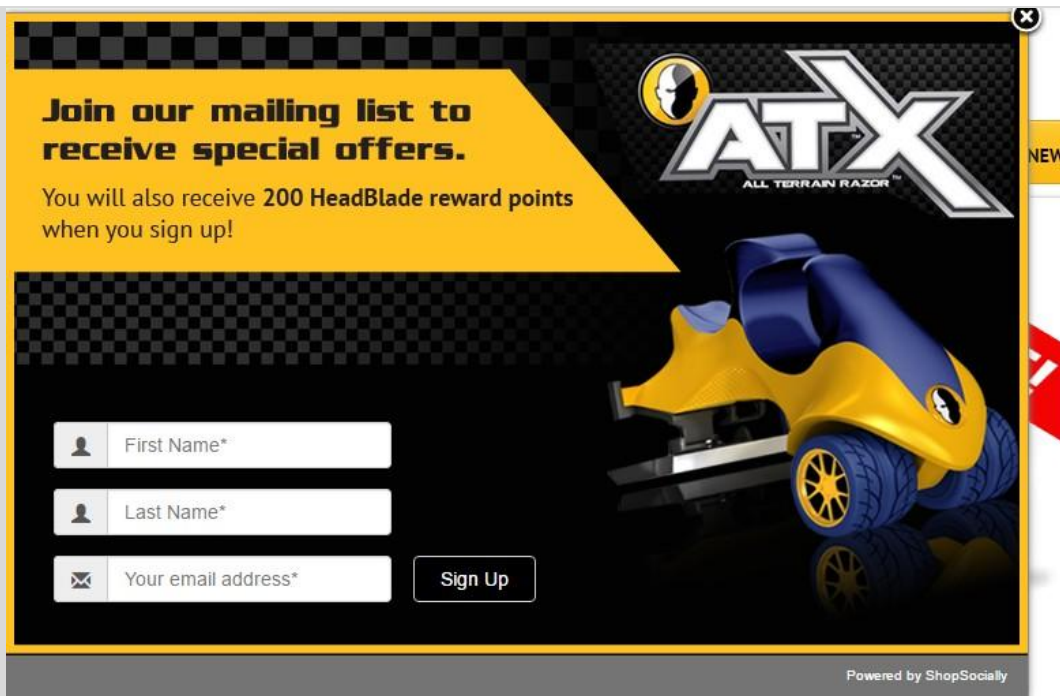
## METHODOLOGY

The 360 degree engagement model of the loyalty program assisted the brand to engage with the customers at a spectrum of touch points and rewarded them not only for purchase but a host of other activities such as referrals, new account creation, following the brand on Twitter, subscribing to the email program etc. In addition, the brand offered several exciting and motivating rewards in lieu of loyalty point's like key chains, messenger bags, wallets and gift cards.

By embedding Zinrelo's [get-an-email app](#), HeadBlade also converted it's website visitors into email subscribers. HeadBlade offered it's visitors with 200 reward points in exchange for becoming members of the email subscription program.





## RESULTS

- Uplift in customer engagement and retention
- Got 1000s of high quality email subscribers





## REWARDS PROGRAM

POINTS ACTIVITY	REDEEM POINTS	EARN POINTS
<p><b>Create an account</b> <span style="float: right;"><b>200</b></span></p> <p>Points for creating a loyalty account</p>  <p><b>Frequency</b> : 1 times in a lifetime</p>	<p><b>Follow on Twitter</b> <span style="float: right;"><b>100</b></span></p> <p>Earn points when you follow us on Twitter.</p>  <p><b>Frequency</b> : 1 times in a lifetime</p> <p style="text-align: right;"><a href="#">Earn Now</a></p>	
<p><b>Referral Purchase</b> <span style="float: right;"><b>300</b></span></p> <p>Earn points when your friend whom you had referred, makes a purchase.</p>  <p><b>Frequency</b> : 1 times in a month</p> <p style="text-align: right;"><a href="#">Earn Now</a></p>	<p><b>Make a purchase</b> <span style="float: right;"><b>10X</b></span></p> <p>Earn 10 point for every dollar you spend in purchases.</p>  <p><b>Frequency</b> : 2 times in a day</p>	

## WHAT YOU CAN GET FOR YOUR HEADBLADE REWARD POINTS:

Points Earned	Reward
400	Shoe Shine Kit
400	KeyChain with Bottle Opener
500	\$5 HeadBlade Gift Card
900	Corded Key Ring
1000	\$10 HeadBlade Gift Card
1500	Money Clip
2000	Money Clip and Card Case

# BOOST PURCHASES ON THE WEBSITE THROUGH WORD OF MOUTH PROMOTIONS

## METHODOLOGY

HeadBlade offered reward points for several customer interactions on site and promoted the loyalty program on homepage and several other site pages. HeadBlade embedded Zinrelo's [refer-a-friend app](#) on its website and encouraged users to refer the brand via email, Facebook, Twitter etc. HeadBlade offered visitors with an exciting offer of earning 300 reward points for every friend who makes a purchase on the website. The intuitive interface allowed customers to easily refer the brand to their friends and family and drive high quality referral traffic to HeadBlade's website.

HeadBlade Rewards Program is helping HeadBlade not only boost its referral sales but also improving the life time value of its customers leading to an impressive 60% conversion rate for its loyalty users.

## RESULTS

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



877-427-2067 Cart | Sign In | Checkout | Order Status

**HeadBlade**  
**ATX**  
ALL TERRAIN RAZOR

**Refer friends to HeadBlade**  
& **earn 300 points** for every friend who makes a purchase

FACEBOOK | EMAIL | TWITTER | PRIVATE LINK

Dedicated to headshavers since '99  
<http://www.headblade.com/>  
 Our HeadBlade ATX razor is the fastest/easiest/best way to shave your head!

Share

Powered by ShopSocially

CHECKOUT

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 by Todd Greene in  
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 Collection (2005)  
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## 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**