zinrelo

HobbyTron is the largest retailer of drones, airsoft guns, & remote control toys.

HOBBYTRON

"We're delighted to offer something back to our loyal members. With Zinrelo's loyalty program our customers are grateful as well, as they are spending three times more with us."
- Cody Sparks, Online Marketing Director at HobbyTron

Objective:
BOOST SPENDING AND INCREASE REPEAT PURCHASES

- 3X increase in in customer spending using the loyalty program compared to non-loyalty users
- 89% increase in average order value loyalty program users
- 84% increase in revenue for loyalty members
- Loyalty program users bought 2X as often as non-loyalty users
- Earned thousands of loyalty members, word-of-mouth referrals, social posts and followers

BOOST IN SPENDING FROM LOYAL CUSTOMERS

METHODOLOGY

HobbyTron - the largest retailer of drones, airsoft guns, & remote control toys was looking to drive engagement with its vast base of customers and boost customer spending. To achieve this, HobbyTron implemented Zinrelo's customer loyalty program on its website. With the modern day loyalty program, HobbyTron online store achieved a compelling 3X increase in customer spending for registered users of the loyalty program compared to non-loyalty users.

The loyalty program offered an opportunity for the brand to reward its customers not only for purchases but also for a host of other activities such as adding a product to the wish list, for becoming an email subscriber, creating an account, writing a review, answering a product related question, referrals, sharing photos etc. For points redemption, HobbyTron offered customers with a wide selection of Gift Cards.

RESULTS

- 3X increase in customer spending for loyalty program members

- Uplift in customer engagement and retention

BOOST IN REPEAT SALES AND INCREASED REVENUE

METHODOLOGY

To maximize engagement, HobbyTron prominently placed the loyalty program on its website thus offering a clear visibility for site visitors to enroll and use the loyalty program. The brand also offered real time notifications to keep the users engaged with the program.

With user friendly approach and good promotional tactics, HobbyTron achieved exceptional results from the implementation of the modern day loyalty program. Registered users of the HobbyTron loyalty program displayed a strong 89% increase in Average Order Value (AOV) and an 84% increase in revenue. The brand also discovered that its loyalty program users buy twice as often as non-loyalty users. Additionally, each order had a higher AOV.

RESULTS

- 84% increase in revenue from the loyal customers

- Achieved 89% increase in average order value (AOV) for loyalty program users

Customer Loyalty Program

HOBBYTRON REWARDS PROGRAM

more points. more rewards. more fun.

EARN 1 POINT FOR EVERY $ YOU SPEND

spend or save your points to earn bigger rewards

POINTS EARNED	REWARD
50	$5
90	$10
225	$25
400	$50

PLENTY OF PLACES TO EARN POINTS

get rewarded everytime you buy, share, or make a wish

Everyday purchases

earn 1 point for every dollar you spend

Create a wish list and add items

earn 1 point per item a max of 3 times a day

Answer a product Question

earn 5 points a max of 3 times a day

Write a product review

earn 5 points a max of 3 times a day

Sign up for our email alerts

earn 5 points one time only

Refer a friend via Facebook

earn 5 points a max of 5 times a day

Refer a friend via Purchase Share

earn 5 points a max of 5 times a day

Hashtag #HobbyTronFan on Instagram

earn 50 points once a month

# BOOST PURCHASES ON THE WEBSITE THROUGH WORD OF MOUTH PROMOTIONS

METHODOLOGY

HobbyTron also embedded Zinrelo's Refer-a-Friend app on its website and ran referral campaigns to encourage visitors to share the website with their friends.

HobbyTron was able to customize the refer-a-friend app as per their branding. The interface of the app presented site visitors with an incentive of 10% off their next purchase for referring the brand to their friends. It also offered the same incentive to the referred audience. The website visitors shared the brand via popular social channels like Facebook, Twitter, or simply via email with just one click.

This strategy resulted in thousands of referrals and drove high quality referral traffic to the site by leveraging the existing client base of HobbyTron 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
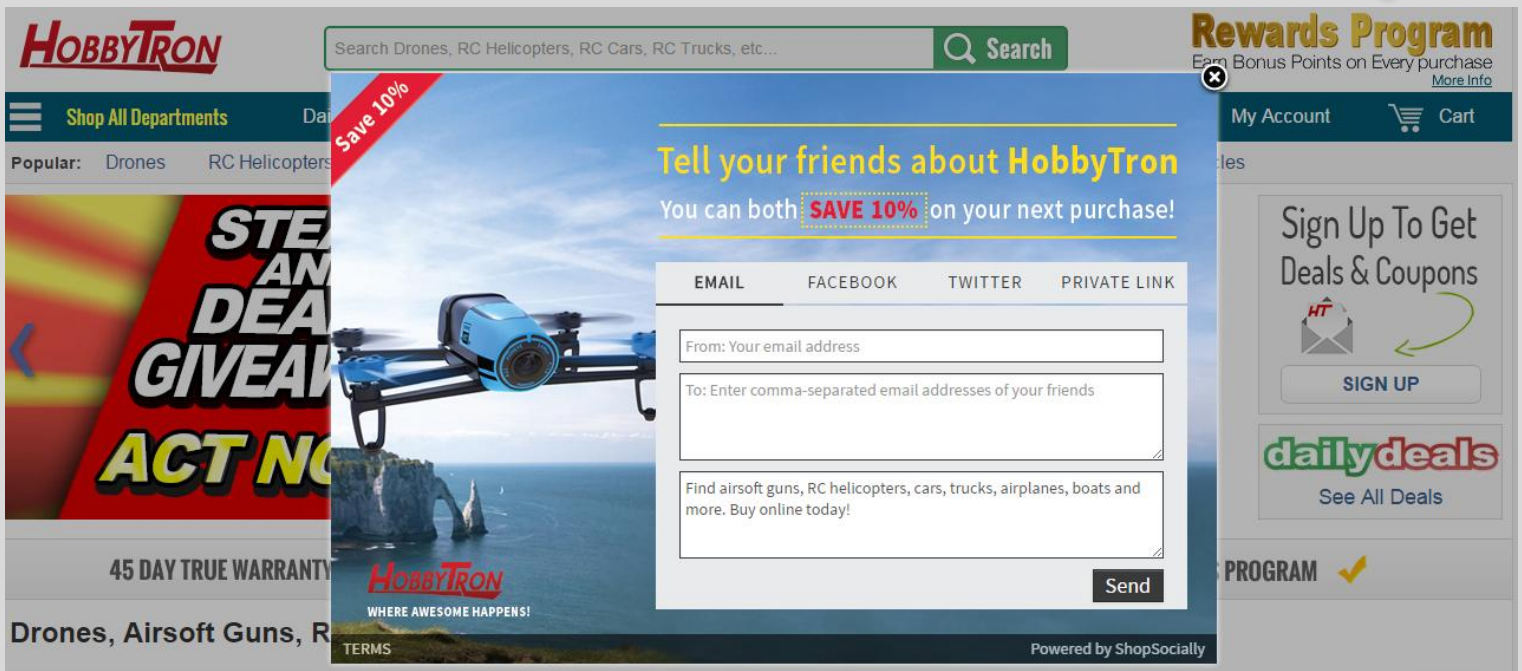
# LEVERAGE VISUAL REFERRALS AS SOCIAL PROOF

METHODOLOGY

To complete the 360 degree engagement module, HobbyTron embedded Zinrelo's Photomonials app on its website. HobbyTron leveraged the passion of its customers and encouraged them to share awesome pictures of their purchases on Facebook, Twitter or Instagram using hash tag #HobbyTronFan. With the help of the app, HobbyTron aggregated these photos and displayed it on their fan page in the form of attractive photo gallery.

Once the picture from the user is shared and tagged (@HobbyTron) correctly, the users got $5 gift card and an opportunity to get featured on HobbyTron Fan page. In addition, the brand also offered reward points to customers for sharing pictures on Instagram.

These user generated photos acted as powerful social proof for the brand and allowed the brand to improve conversions and boost user engagement on the site.

RESULTS

- Leveraged customer photos as powerful visual referrals for the brand

- Boost in conversion via UGC
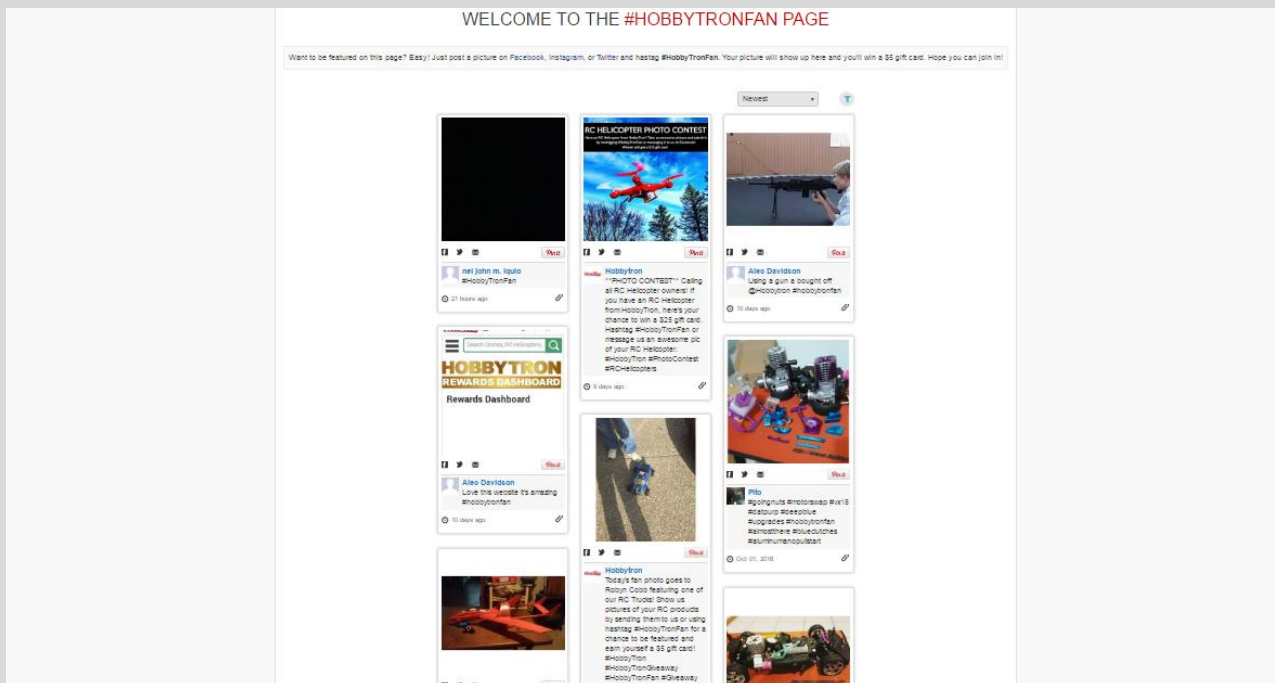
ZING YOUR LOYALTY AND REFERRAL PROGRAMS

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

REQUEST A DEMO

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