



OriGene Technologies is a gene-centric life sciences company.



“The Zinrelo loyalty rewards program has delivered enhanced customer retention very quickly. It integrated easily into our existing website and generated impressive results.”

- April Huang, Sr. Director, Digital Marketing & eCommerce at OriGene Technologies



**Objective:**

## MAXIMIZE CUSTOMER RETENTION AND BOOST AVERAGE ORDER VALUE

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- 34% higher Average Order Value (AOV) for loyalty users
- 45% boost in per customer revenue for its loyalty program users
- Earned thousands of loyalty members

# BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

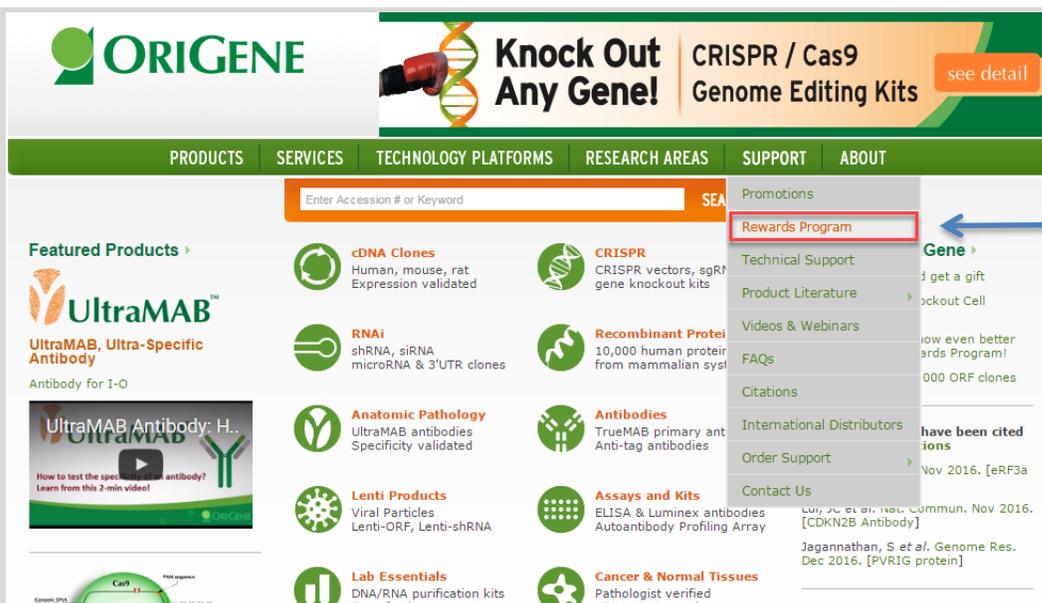
## METHODOLOGY

[OriGene Technologies](#) – a gene centric life sciences company implemented the modern day [loyalty rewards program](#) from Zinrelo to maximize customer engagement and enhance customer retention on its website.

The ‘Origene Rewards Program’ was actively promoted on the homepage of Origene website to motivate users to interact with the program and subsequently, boost enrollments for the loyalty rewards program. The program was highlighted under the ‘Support’ section of the drop down menu in the main header. The link directed the user to a well designed ‘Origene Rewards Program’ landing page. This page encouraged the website visitors to create an online account to participate in the loyalty rewards program. The page also detailed the qualifying activities that would earn reward points and highlighted the attractive redemption options for the user.

## RESULTS

- Earned thousands of loyal customers
- Enhanced customer retention



**Customer Loyalty Program Promotion on Home Page**

# INCREASE AVERAGE ORDER VALUE AND REVENUE PER USER

Origene Technologies rewarded its users for multiple activities on the website apart from purchases. For online purchases the brand awarded customers with 1 point for every \$1 spent. Additionally, a 500 point starting bonus was awarded to existing customers, while new customers received the same reward for creating an online account. To encourage customers to provide product reviews, the brand awarded 1,000 loyalty points. To simplify the redemption process, Origene allowed its loyalty program members to redeem their loyalty points for future purchases on the website or for an Amazon gift card based on total number of points.

The company witnessed a 34% increase in Average Order Value (AOV) for its loyalty program users. Taking into account the repeat purchases, revenue per customer rate for loyalty program members was 45% higher as that of non-loyalty users. With the 360 degree engagement module, the loyalty rewards program was quick to deliver impressive results delivering more loyal, engaged and repeat customers.

## RESULTS

- Achieved 34% increase in average order value (AOV) for loyalty program users
- 45% increase in revenue per customer for loyalty users



Dedicated landing page for loyalty rewards program

**ORIGENE**

My Account | Shopping Cart | Home | 中文

Search:

PRODUCTS SERVICES TECHNOLOGY PLATFORMS RESEARCH AREAS SUPPORT ABOUT

Home > Support > Rewards Program

**OriGene Rewards Program**

Get rewarded on your qualifying purchases and other activities

**OriGene Rewards Program**

**Overview**

Welcome to the OriGene Rewards Program! OriGene Rewards Program lets you earn reward points on qualifying purchases and other qualifying activities. We don't charge a fee to sign up, and there's no fee to earn and use OriGene Points.

**Getting Started**

No enrollment is necessary. Creating an online account at OriGene.com and you are automatically in!

Once you have registered for an account, you will receive points for online product purchases, product reviews and other qualifying activities. Reviews are the property of OriGene Technologies and upon OriGene's approval and subject to purchase verification.



## 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](#)