

A leading sports nutrition company in UK. Exclusive distributors to many leading brands such as Driven Sports, PES, Body Nutrition, Molecular Nutrition, MTS Nutrition and many more.



“This unique partnership with Zinrelo has meant that thousands of our loyal customers have benefited from the strategic loyalty program which has helped us increase engagement levels and repeat sales. The alignment is proving to be most valuable in terms of recognizing and caring for the needs of our devoted shoppers”



Phil Slater

Head of Marketing, Predator Nutrition

Objective:

INCREASE REPEAT PURCHASES & CUSTOMER RETENTION

- Achieved 33% higher average order value (AOV) and 1.7 times more purchases for customers who redeemed loyalty points
- 25.23% sales conversion rate for traffic generated from referral strategy
- Earned thousands of loyalty members, word-of-mouth referrals, social posts and followers
- 73% increase in daily redemptions and 9.5% jump in daily enrolments monitored in just one quarter

ENGAGE AND GAIN MORE REPEAT PURCHASES FROM HAPPY CUSTOMERS

METHODOLOGY

Predator Nutrition, a leading provider of sports nutrition supplements wanted to engage its customers and reward their onsite and social interactions with the brand. To achieve this, Predator Nutrition implemented Zinrelo's '[360 degree Customer loyalty app](#)' on its site and launched its modern day loyalty program. Predator Nutrition rewarded points to its loyalty members not just for purchases but also for referring to a friend, reviewing products and following on social media networks such as Twitter, Facebook, Instagram etc. It offered several exciting rewards in lieu of loyalty point's redemption including money off vouchers, gym clothing, supplements, shakers, personalized training and diet programs.

Predator Nutrition received thousands of customer enrollments in just one quarter. It achieved the immediate business benefits in form of 33% higher Average Order Value (AOV) and 1.7 times more purchases from customers who redeemed loyalty points.

RESULTS

- 33% higher Average Order Value (AOV) for loyalty members who redeemed points
- 1000s of customers enrolled as loyalty members in a quarter
- 1.7 times more purchases by members who redeemed



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CUSTOMER LOYALTY SCHEME
JOIN UP AND GET REWARDED EVERY TIME YOU SHOP

The more points you collect the greater the rewards; from money off vouchers, to free products, to gym bags, to free express delivery, to free samples plus much more.

Our loyalty scheme gives you 10 points for every £1 you spend with us.

There are many ways to get additional points

RECOMMEND A FRIEND | POINTS BONUS | USING SOCIAL MEDIA

MAXIMISE ENROLLMENTS AND ENGAGEMENT FOR LOYALTY PROGRAM

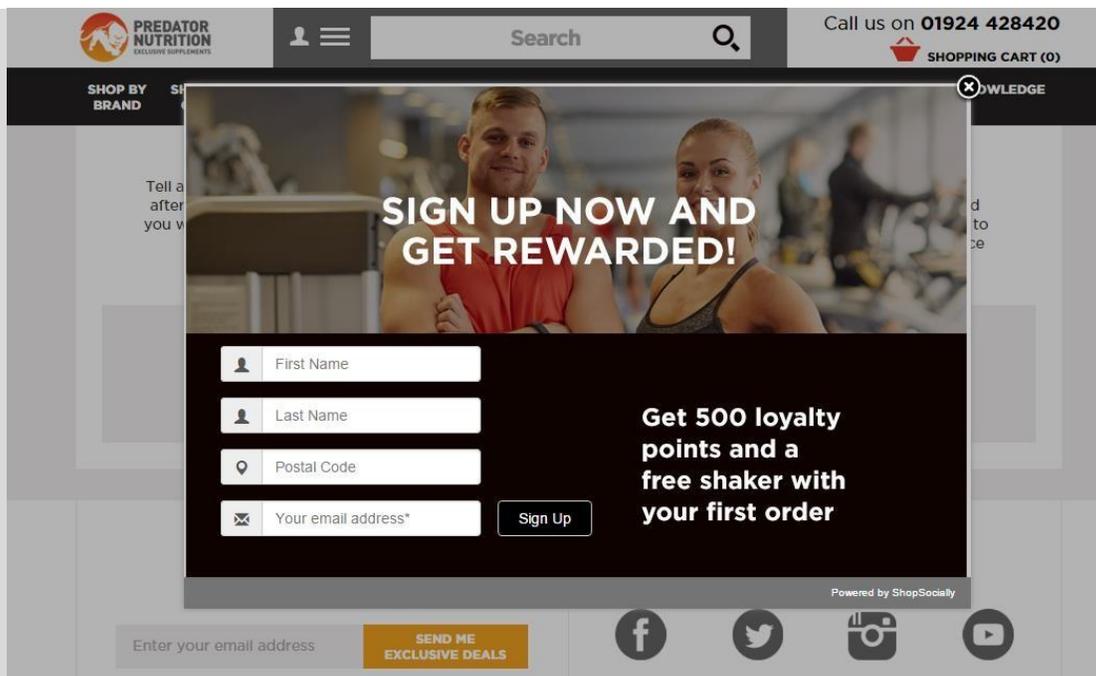
METHODOLOGY

Once the loyalty program was launched on the store, Predator Nutrition along with Zinrelo focused on maximum participation and customer engagement. To achieve this, Predator Nutrition offered reward points on several customer interactions on site and promoted the loyalty program on homepage and several other site pages. Predator Nutrition also embedded Zinrelo's [Get-an-Email app](#) and rewarded 500 loyalty points and a free shaker to get the dual benefit of more loyalty members and email signups at the same time.

As a result Predator Nutrition witnessed a sudden spurt in redemptions and enrollments. By the second quarter, Predator Nutrition saw a 73% shoot up in daily redemptions and 9.5% jump in daily enrolments.

RESULTS

- Daily redemptions increased by 73% in the fourth month
- Daily enrollments of loyalty members shot up by 9.5%



GET HIGH QUALITY TRAFFIC THROUGH WORD-OF-MOUTH RECOMMENDATIONS

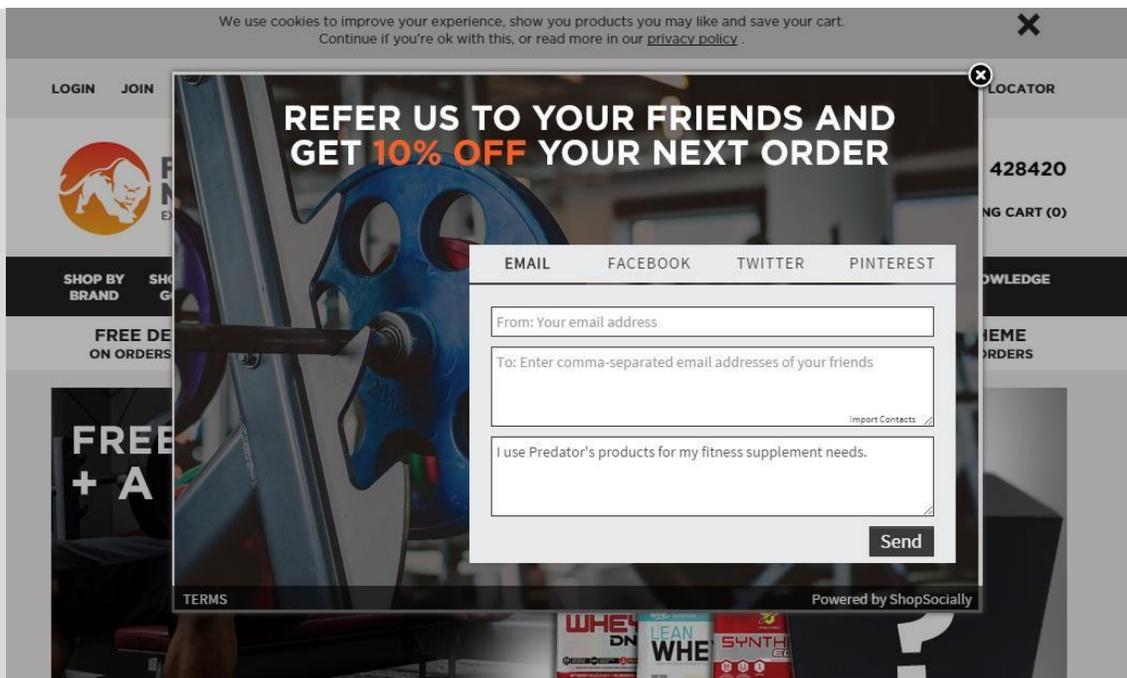
METHODOLOGY

In addition to loyalty app, Predator Nutrition also embedded Zinrelo's [Refer-a-Friend app](#) on its website. This app helped Predator Nutrition complete the 360 degree loyalty engagement experience for its customers. It encouraged its buyers to refer Predator Nutrition to their friends/family via Facebook, Twitter, Pinterest or email. In return, Predator Nutrition offered attractive discount of 10% off on their next order along with certain loyalty points.

Zinrelo's Refer-a-Friend app worked beautifully in tandem with loyalty app. It reaped high quality traffic and an impressive sales conversion rate of 25.23% through these referrals.

RESULTS

- Converted referrals into sales at an astonishing rate of 25.23%
- Achieved brand virality via word-of-mouth promotions





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)

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