

Sigma Beauty is a well-know international online beauty store



“Zinrelo’s loyalty rewards program is a fantastic tool for 360 degree customer engagement. We’re thrilled that our new loyalty rewards program is delivering a new way for our customers to engage and be rewarded for their brand loyalty.

- Celeste Bosh, Director of Marketing at Sigma Beauty



Objective:

BUILD HIGHLY ENGAGED AND LOYAL CUSTOMER BASE

- 70% open rate and 15% click through rate for loyalty program email notifications sent to registered users of the loyalty program
- Achieved 360 degree customer engagement by interacting with site visitors at multiple touch points
- Earned thousands of loyalty members

BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

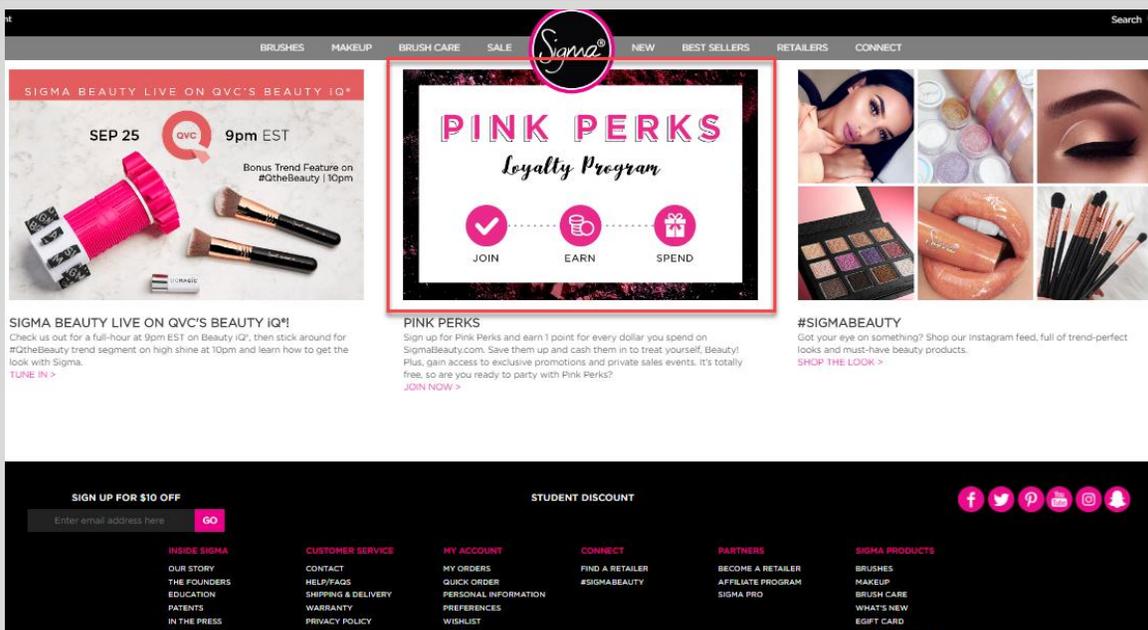
METHODOLOGY

[Sigma Beauty](#) a well-known international online beauty store with 250+ retailers in 70+ countries was looking to build up a base of fiercely loyal customers who are continually engaged with the brand. To enhance customer engagement and boost repeat purchases on the website, the brand implemented the modern day [loyalty rewards program](#) from Zinrelo and launched the 'Pink Perks' customer loyalty program.

To encourage program enrollment, Sigma Beauty notably placed the loyalty program on its home page thus offering a clear visibility for site visitors. The brand also designed a dedicated landing page to highlight the benefits, activities and redemption options to motivate and persuade users to register for the loyalty program. Exclusive benefits such as special product promotions, private sale events and birthday treats were also offered by Sigma Beauty.

RESULTS

- Rewarded users for multiple interactions on the website
- Uplift is customer engagement



BOOST REPEAT PURCHASES

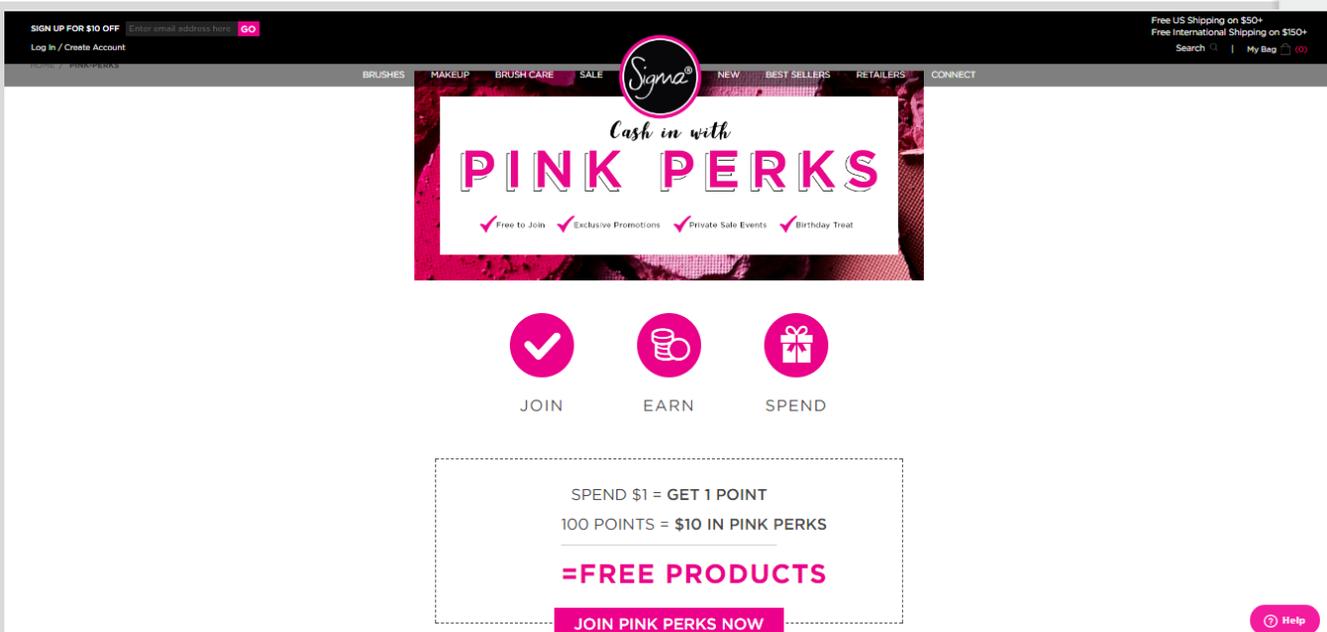
The free-to-join loyalty program rewarded customers with loyalty points for multiple interactions on the website such as 50 points for account creation, 1 point for every \$1 spent for purchases, 50 points bonus for referrals and 20 points for birthday bonus. 'Winback bonus' of 50 points was also offered to inactive users. Sigma Beauty offered its customers with a wide selection of Gift Cards as redemption option to motivate users to spend on its website for future purchases.

Moreover, to continually engage and update its customers on points earned, redemption and tiers, Sigma Beauty sent out emails to the users of the 'Pink Perks' program. The brand achieved an impressive 70% open rate and a 15% click through rate for the loyalty program email notifications.

Overall, the implementation of the loyalty rewards program enabled Sigma Beauty to deeply engage their customers and drive forward their loyalty, engagement and retention strategy in the long run.

RESULTS

- 70% open rate and 15% click through rate for loyalty program email notifications send to program users
- Boost in brand loyalty





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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