

The Catholic Company provides essential Catholic books and gifts including Bibles, Catechisms, rosaries, crucifixes, DVDs, jewelry, and more to customers worldwide.

The **Catholic** Company™
Because Faith Matters

“The 360-degree loyalty rewards program from Zinrelo was the perfect solution. It integrated seamlessly with our existing site and is already delivering the results that we were looking for.”

- Jessica Pankus, Director of Marketing at The Catholic Company



Objective:

INCREASE REPEAT PURCHASE FREQUENCY AND BOOST AVERAGE ORDER VALUE

- 65% increase in repeat purchase frequency for loyalty program users
- 25% higher Average Order Value (AOV) for loyalty users
- 2X increase in the revenue per customer rate for loyalty members as compared non-loyalty users
- Earned thousands of loyalty members

BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

METHODOLOGY

Leading Catholic products retailer, [The Catholic Company](#) was looking to convert its website visitors into repeat, loyal customers. With an objective to boost the Average Order Value (AOV) and increase repeat purchases on its site, The Catholic Company implemented the Zinrelo's 360 degree [customer loyalty](#) rewards program and launched 'The Catholic Advantage Rewards Program' on its site.

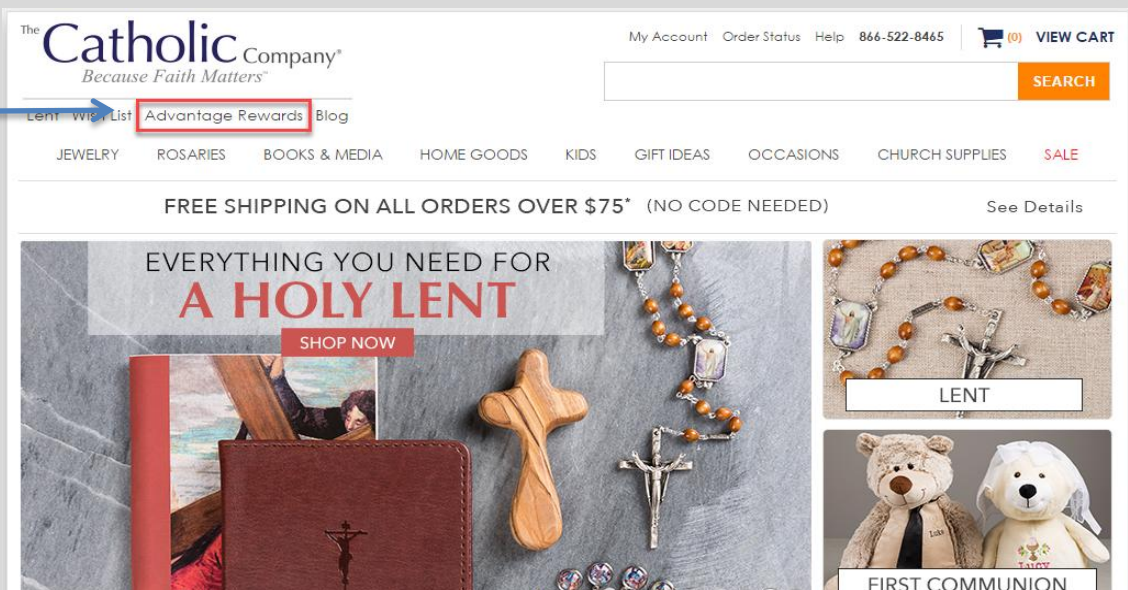
To facilitate user engagement and enrollment, The Catholic Advantage Rewards Program was promoted on the home page. The program was highlighted right on top of the page, just below the logo to offer website visitors with a clear visibility. Once the users clicked on the link, it took them to a dedicated landing page for the loyalty program. The landing page invited the visitors to enroll for the loyalty program and showcased the activities that users can undertake to earn loyalty reward points. The page also illustrated the 6 easy steps for users to redeem the reward points for future purchases.

RESULTS

- Earned thousands of loyal customers
- Boost in user engagement on the website



Customer Loyalty Program Promotion on Home Page



INCREASE CUSTOMER SPENDING AND REPEAT SALES

The Catholic Advantage Rewards Program rewarded its loyal customers with 10 reward points for every \$1 spent for online purchases. The users get a \$10 gift card once they have earned 1500 loyalty points. For earning 2800 loyalty points, loyalty users get rewarded with a \$20 gift certificate. The brand presented an opportunity to the users to easily redeem the gift certificates for future purchases on the website.

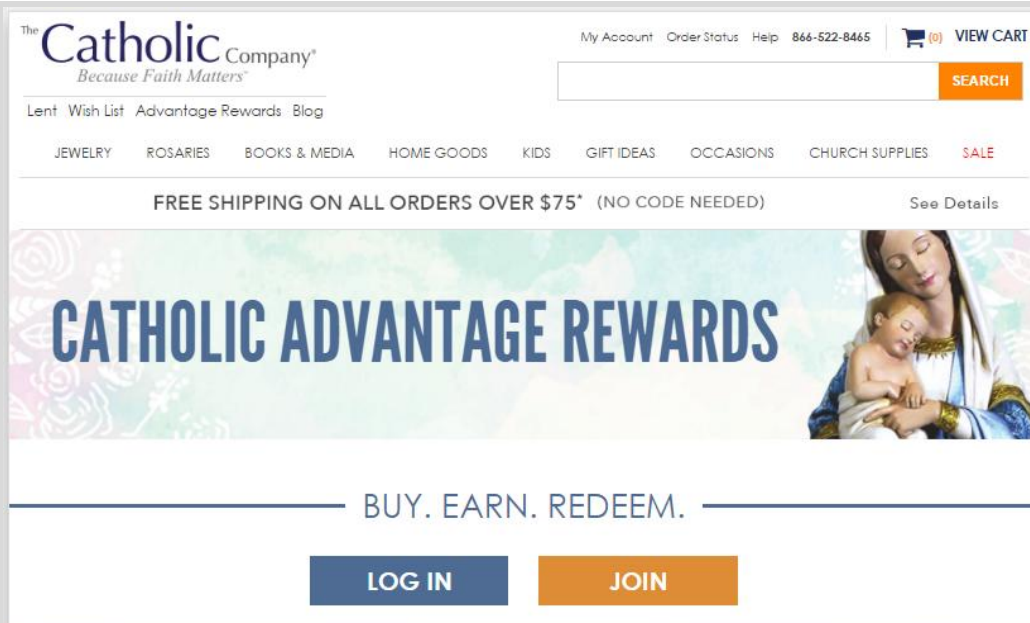
The modern day loyalty program encouraged repeat purchases and made a direct, measurable impact on the revenues for The Catholic Company. The loyalty program users showcased a 25% higher Average Order Value and 65% higher repeat purchase frequency when compared to the non-loyalty users. As a result, the revenue per customer rate for loyalty members of The Catholic Company was twice as high as that of non-loyalty users. In addition, The catholic Company earned thousands of loyal customers with the implementation of the loyalty program.

RESULTS

- 65% jump in repeat purchase frequency per user
- Achieved 25% increase in average order value (AOV) for loyalty program users
- 2X increase in revenue per customer for loyalty users



Dedicated landing page for loyalty rewards program





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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