

Stride Rite Increases  
Customer Retention By  
**31%**  
with Zinrelo's platform

## About Stride Rite

Since 1919, Stride Rite has designed innovative children's footwear based on current trends and the latest knowledge behind healthy foot development. Stride Rite shoes do more than look great - they help build strength, coordination, and confidence throughout every step of childhood. Every Stride Rite shoe has expert-backed quality construction, with a trend-rite style that kids love. With thorough product testing and innovative construction, Stride Rite's advanced features and benefits set their kids' shoes apart from the rest of the competition.



**Pia Shah,**  
Marketing Analyst at Stride Rite

*"Zinrelo's loyalty platform helped us create stronger customer engagement and we have seen the average order value increase by 25.29%"*

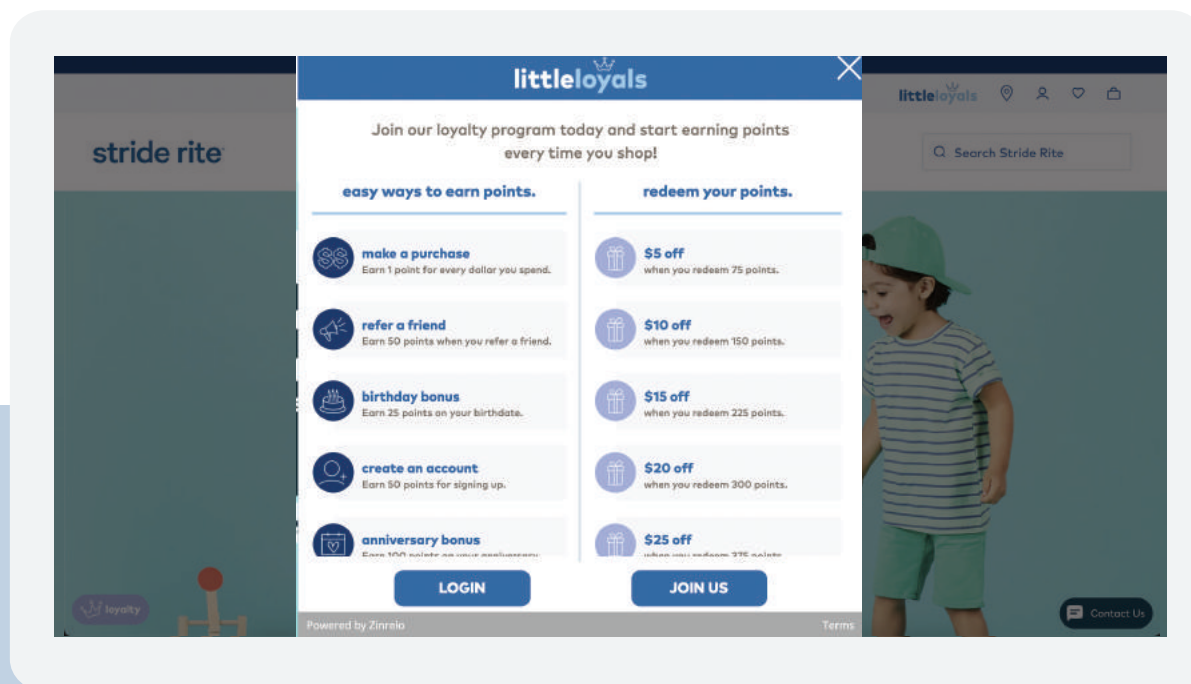


## Objectives and Challenges

- ◆ Build a community for Stride Rite purchasers
- ◆ Increase in average order value
- ◆ Increase in revenue per member

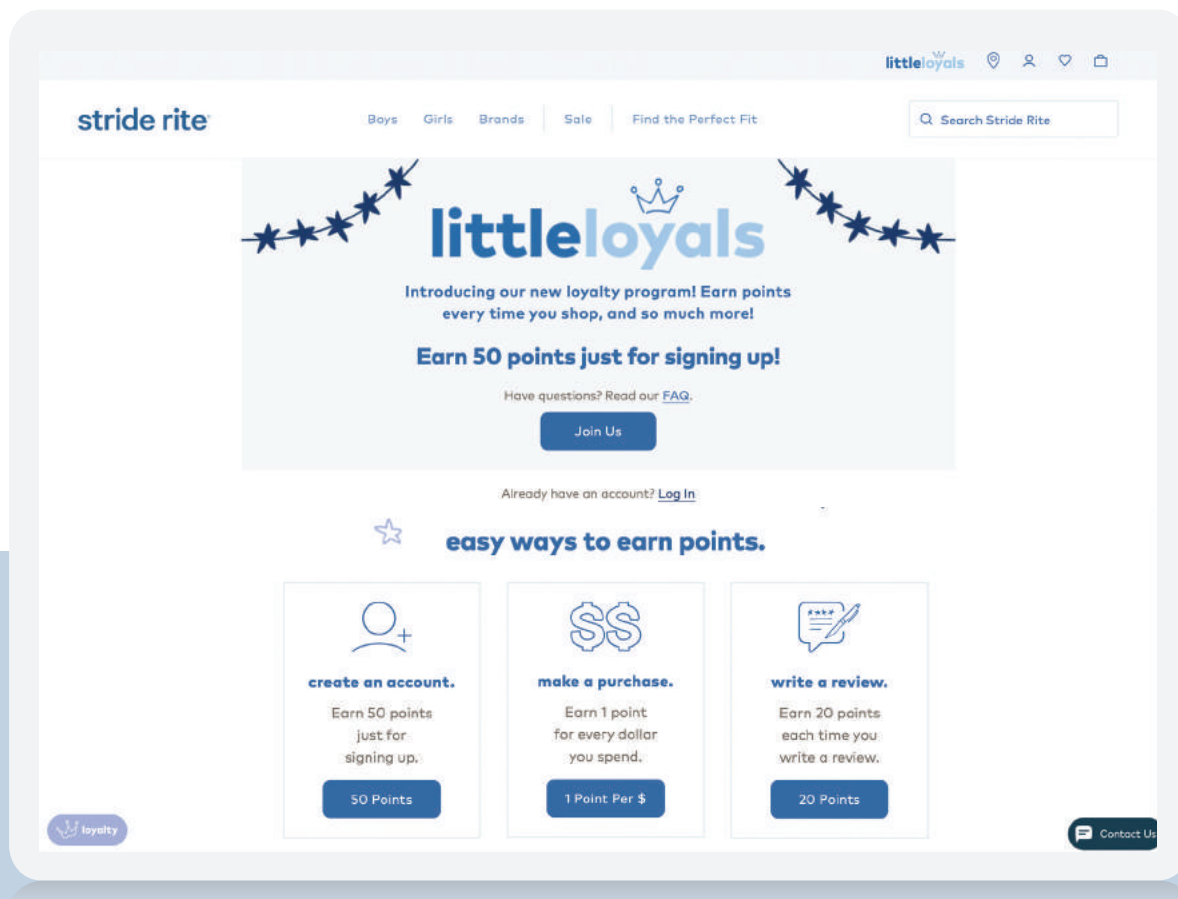
## The Solution

Stride Rite started looking for experts who could help them launch a multidimensional loyalty program. That's where they found Zinrelo, the expert in unlocking the true potential of the community by building loyalty programs. Stride Rite found it simple to install and easy to customize as per their requirements.



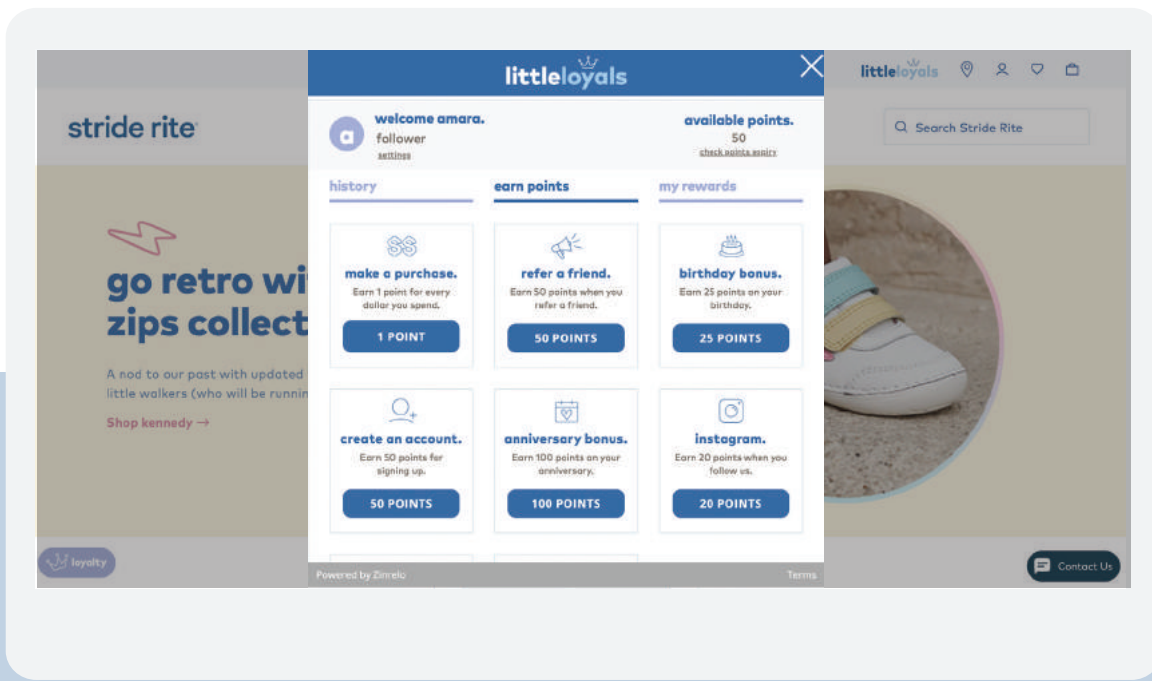
## Rewards Program Overview

The vision of Stride Rite is to let kids stay the way they are. So Zinrelo built the loyalty program “Little Loyals” keeping their vision at the top to cut through the noise and deliver the brand message. Zinrelo focused on keeping the customer engaged and motivated by rewarding them for each action essential to building the community. Stride Rite awarded points when customers signed up, for social sharing and expressed their joy through reviews.



## 360 Degree Engagement with Loyalty Rewards

Zinrelo's platform ensured a holistic customer engagement for Stride Rite. Their rewards program offered multiple points earning opportunities such as purchases, referrals, sharing on social media (Facebook & Instagram) account creation, anniversary and birthday bonus leading to 360-degree engagement. The points could be redeemed for monetary and non-monetary rewards.



## Tier-based Rewards Program to Engage Customers

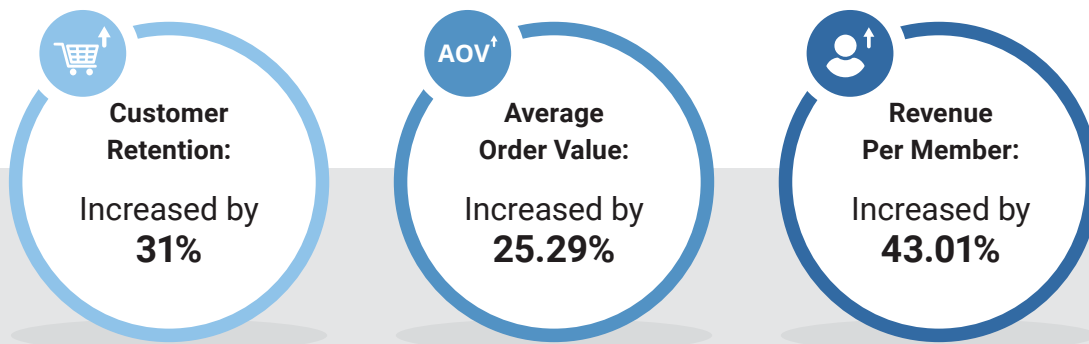
Reward tiers based on various customer segments helped drive higher participation in the rewards program. After reaching a certain number of points, a customer is upgraded to the next tier. The three tiers: Follower, Super-fan & Loyalist were designed to offer users a reason to move to higher tiers and be eligible for exclusive benefits associated with that tier. Data analytics from Zinrelo helped provide deeper cohort-based insights for members in various rewards program tiers.

more points = more rewards!			
What level of loyal are you?			
benefits	follower	superfan	loyalist
points earned per year	0 \$1 = 1 point	100 \$1 = 1.25 points	250 \$1 = 1.5 points
birthday reward points	25	50	75
anniversary reward points	100	200	300
early sale access	✓	✓	✓
surprise double & triple points days	✓	✓	✓
free shipping & returns	✓	✓	✓
early access to exclusive styles & collections		✓	✓
vip events			✓



## The Results

The Stride Rite Loyalty program "Little Loyals" delivered three major benefits.



## About Zinrelo

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

## Rewards Program Benefits

**+80%**

Repeat Sales

**2.4X**

Revenue per Customer

**+50%**

Profitability

[Request a Demo](#)



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