



SUCCESS STORY

LAFCO NEW YORK

Redefining Modern Fragrance

INCREASES
REPEAT PURCHASE
REVENUE BY
23.39%



CONTENTS

1. About LAFCO.....	1
2. LAFCO Objectives and Challenges.....	2
3. The Solution: A Rewards Program.....	3
4. LAFCO Rewards Program Overview.....	4
5. 360 Degree Engagement with Loyalty Rewards.....	5
6. Tier-based Rewards Program to Engage Customers.....	6
7. Creating Stronger Email Engagement with Rewards.....	7
8. Zinrelo Rewards Platform Architecture.....	8
9. Zinrelo Rewards Platform Features that Mattered.....	9
10. Rewards Program Results.....	10
11. About Zinrelo.....	11

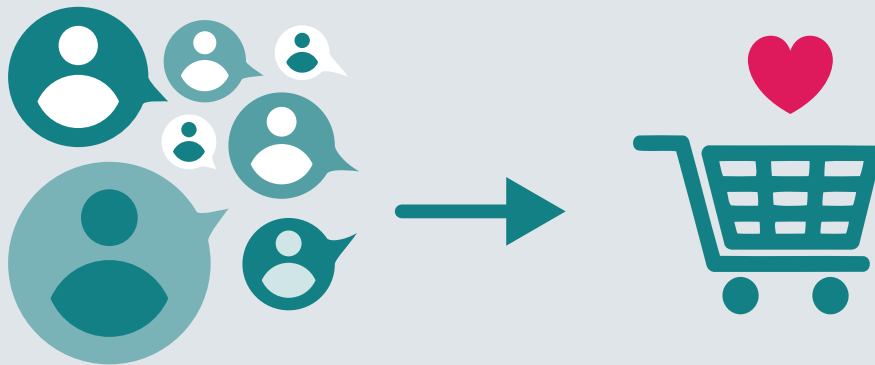
ABOUT LAFCO



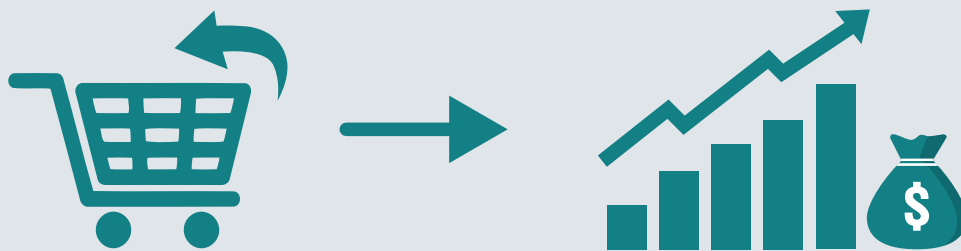
Founded in 1992 by Jon Bresler in New York, LAFCO combines traditional craftsmanship and the purest ingredients to create transporting home fragrances and personal care products. LAFCO's luxurious collection of soaps, lotion, diffusers and candles are made from rigorously sourced essential oils. The products are hand produced using both time-honored botanical production practices and cutting-edge technology. The fragrances are designed to evoke an emotional, sensory response: soothing, invigorating, meditative, inspiring.

LAFCO OBJECTIVES AND CHALLENGES

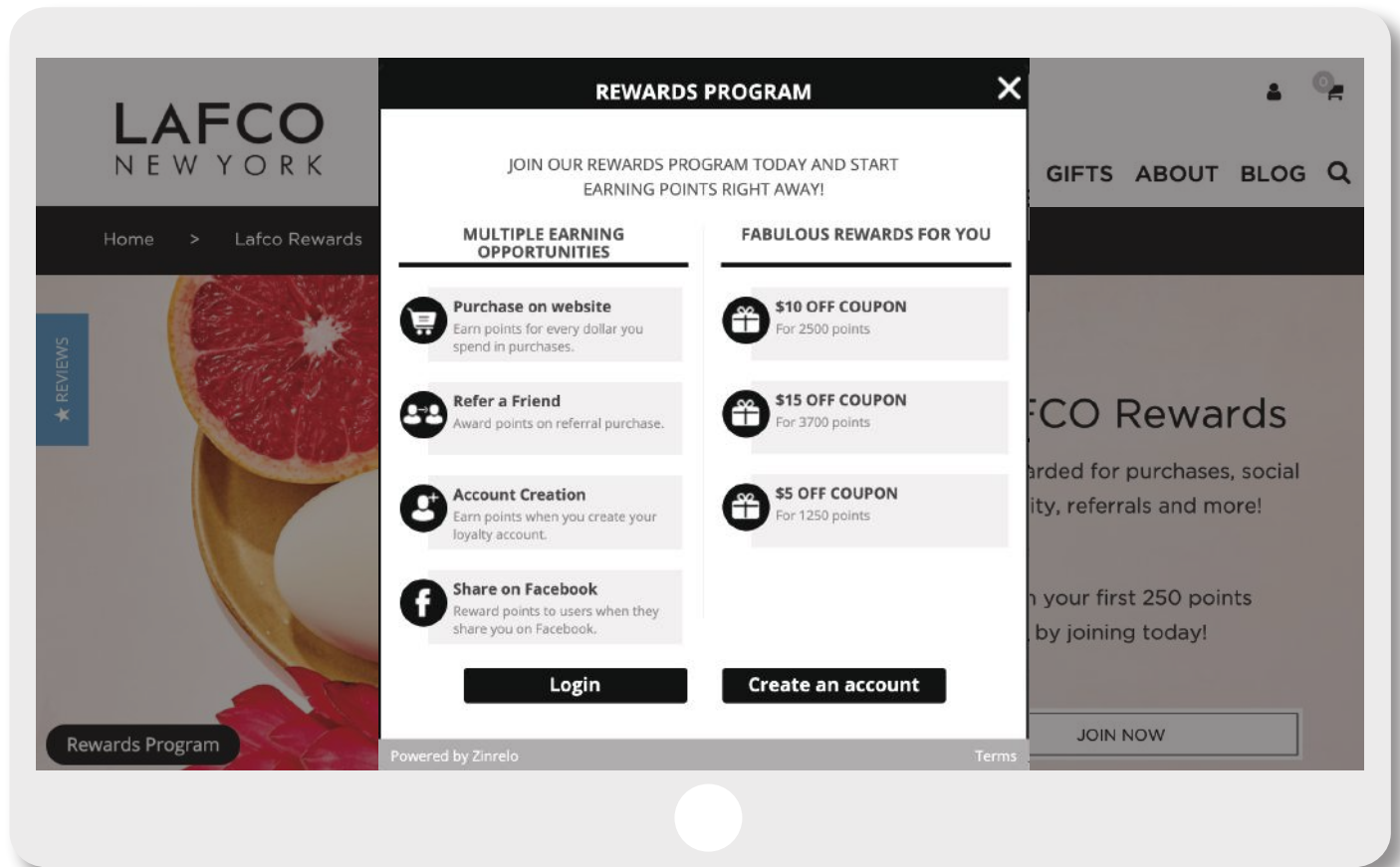
1. IMPROVE CUSTOMER RETENTION



2. INCREASE REPEAT PURCHASE REVENUES



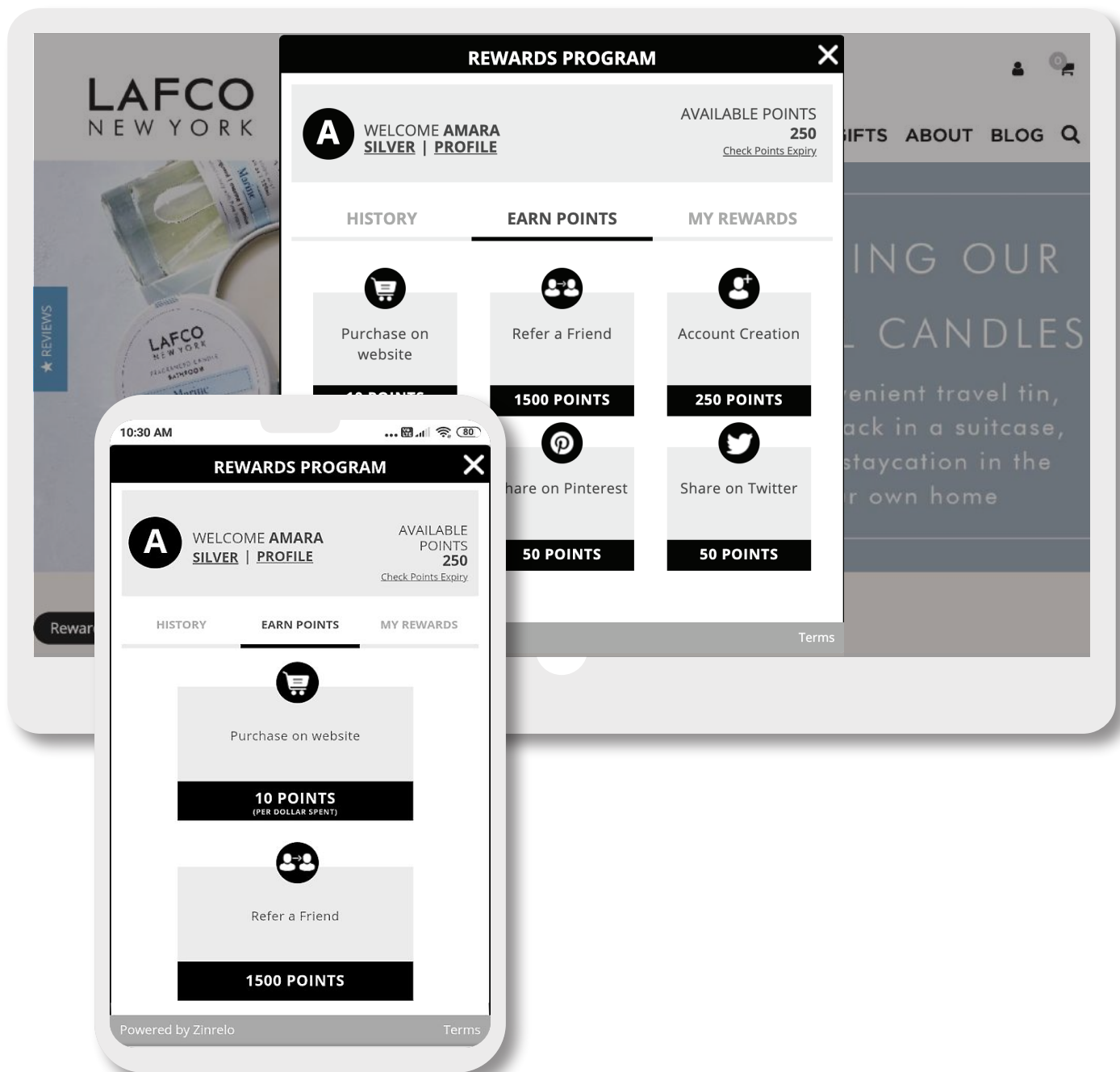
THE SOLUTION: A REWARDS PROGRAM



With the objective to establish a stronger connection with customers & maximizing revenue by improving customer retention, LAFCO implemented an attractive rewards program using Zinrelo's modern-day loyalty platform.

LAFCO REWARDS PROGRAM OVERVIEW

With the LAFCO Rewards Program, LAFCO migrated to points-based promotions instead of cash discounts.



360 DEGREE ENGAGEMENT WITH LOYALTY REWARDS

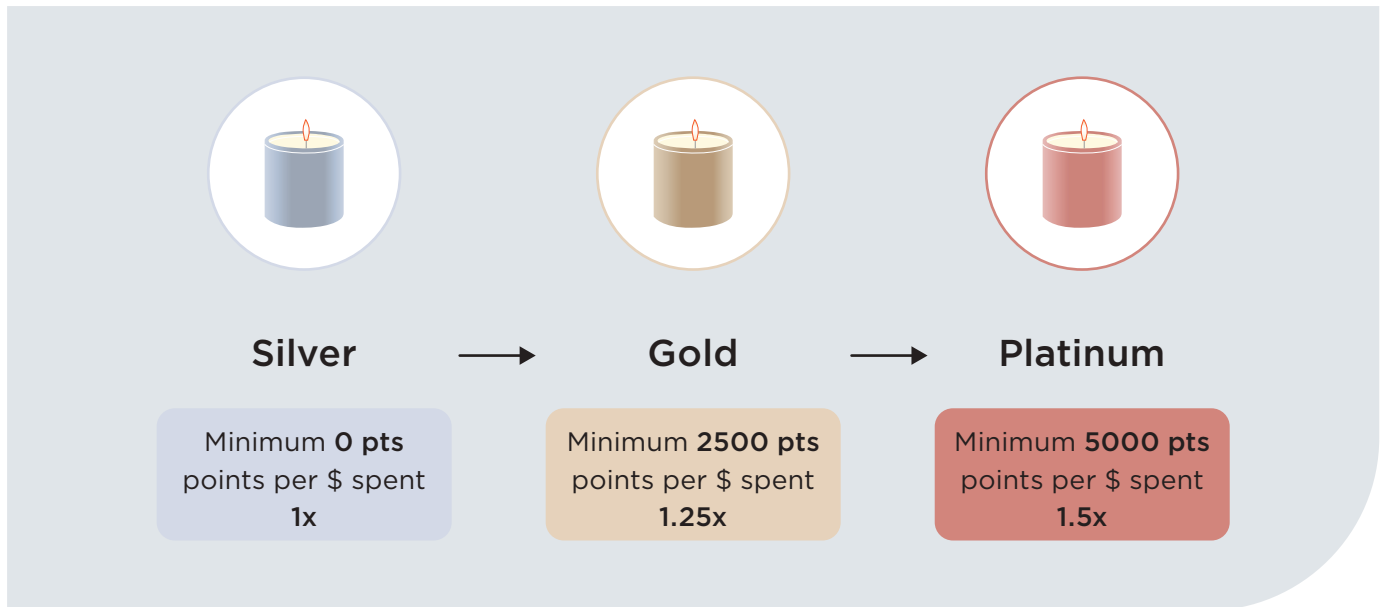


LAFCO used Zinrelo to improve Customer Engagement. LAFCO offered multiple point earning opportunities such as purchases made on website, referrals, birthday bonus, welcome bonus and sharing on social media (Facebook, Twitter and Pinterest). This created 360 degree engagement. The points could be redeemed for discount coupons, free products or attractive rewards such as free shipping or product samples.

A tier-based rewards program to accelerate the points earning capability and gifts on birthday to create an emotional connect made a huge difference! A mix of discounts and freebies ensured that customers were motivated to take actions to earn points.

TIER-BASED REWARDS PROGRAM TO ENGAGE CUSTOMERS

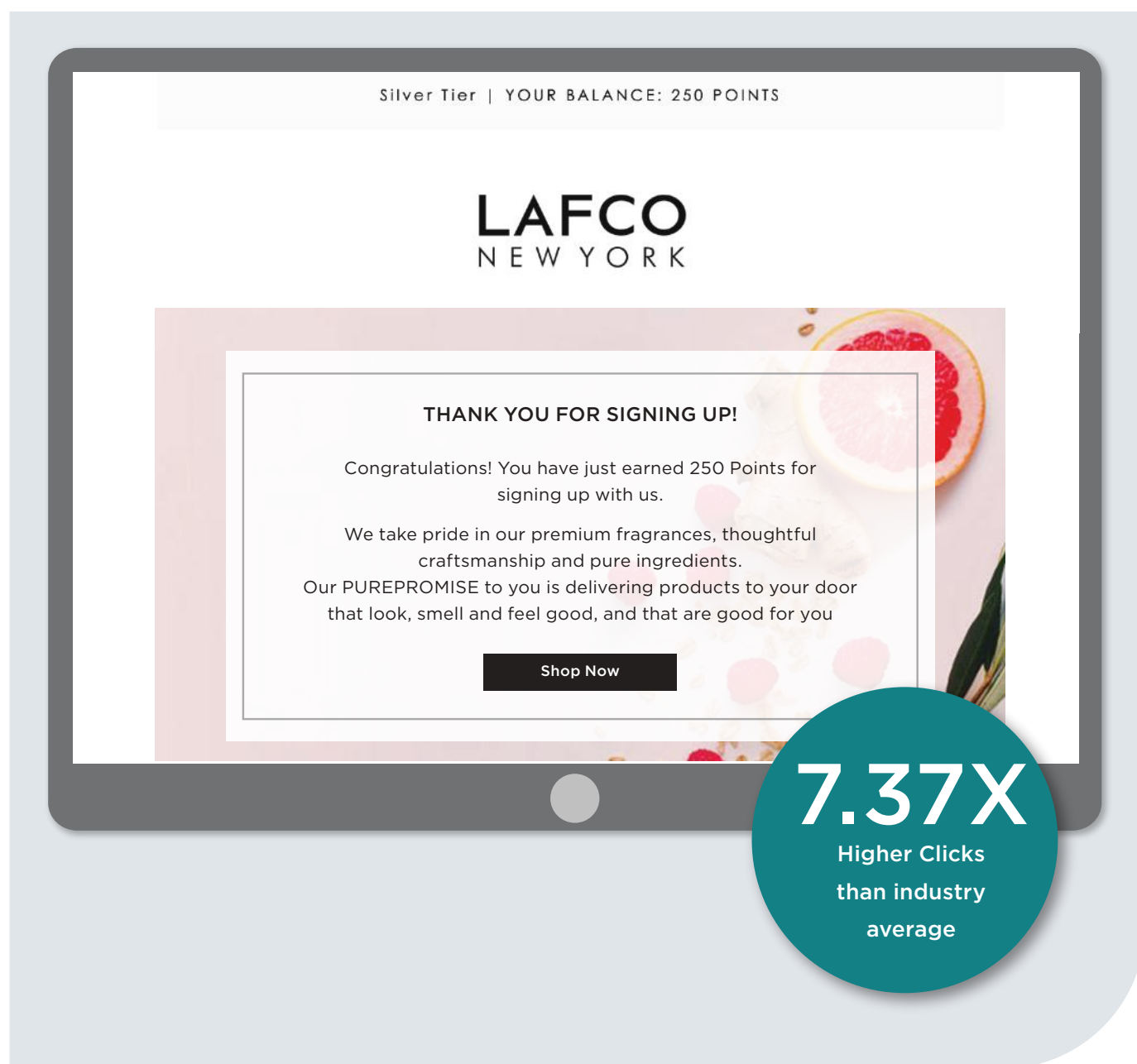
Reward tiers based on various customer segments helped drive higher participation in the rewards program. After reaching a certain number of points, a customer is upgraded to the next tier and receives exclusive benefits from that tier. The three tiers were Silver, Gold and Platinum. They were designed to offer users a reason to move to higher tiers.



Data analytics from Zinrelo helped provide deeper cohort-based insights for members in various rewards program tiers.

CREATING STRONGER EMAIL ENGAGEMENT WITH REWARDS

The targeted loyalty email campaigns witnessed an open rate of 3.08X higher than the industry average. Additionally, the click rate was 7.37X higher than industry average. This indicated a high level of interest and engagement among customers for their rewards program.



ZINRELO REWARDS PLATFORM ARCHITECTURE

Here are some of the key architectural components that helped LAFCO build an extremely successful and robust rewards program.



Robust Scalable Platform

Manage high traffic volumes with ease. AWS capabilities ensure high availability and uptime.



Data Analytics

Deep data sciences for running targeted promotional campaigns using rewards points.



User Friendly

Intuitive end-user dashboard to maximize points redemption.



Security

A highly secure platform.



Fully Managed Services

Completely handle the rewards program.



Excellent Support

Prompt and friendly support staff.

ZINRELO REWARDS PLATFORM FEATURES THAT MATTERED

Here are the key essentials from the Zinrelo platform that really mattered to LAFCO.



Data Analysis Methodology



Highly Customizable Program



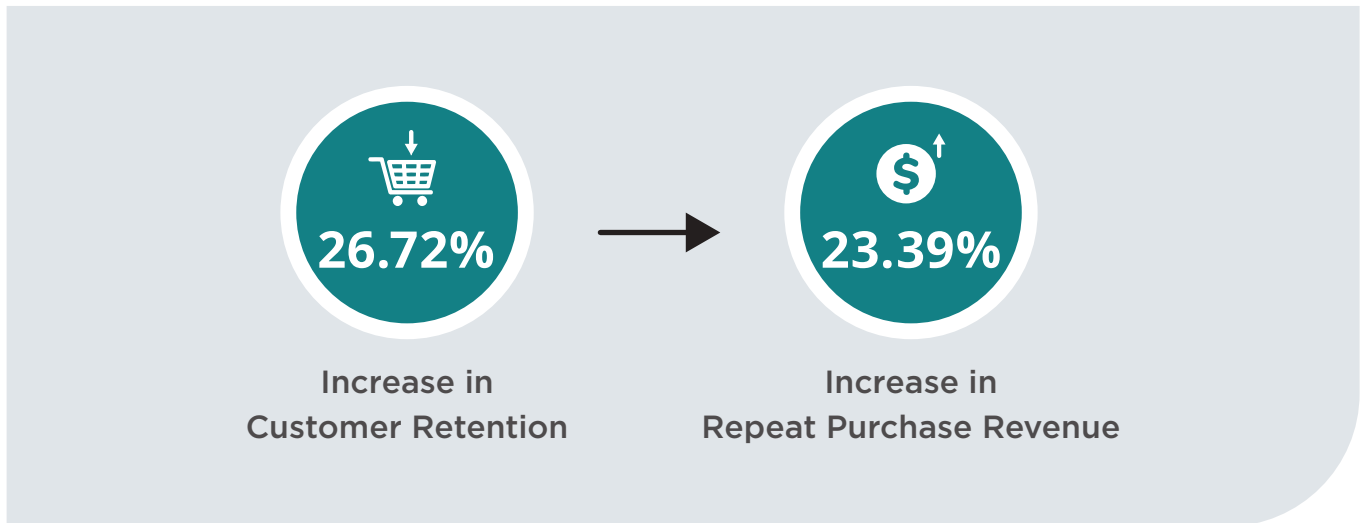
Rewards Tiers



Simple Implementation

REWARDS PROGRAM RESULTS

LAFCO Rewards Program delivered 2 major benefits.



It also helped LAFCO re-align its marketing strategy to:

- ◆ Increase repeat customers and revenue
- ◆ Reduce discounts. Replace discounts with reward points promotions.
- ◆ The targeted loyalty email campaigns witnessed -
 - An open rate of 3.08X higher than the industry average.
 - Additionally, the click rate was 7.37X higher than industry average.

“Zinrelo’s data sciences team helped me to optimize the structure of our program. Within just three months after the launch, we witnessed an impressive 23.39% increase in repeat purchase revenue.”

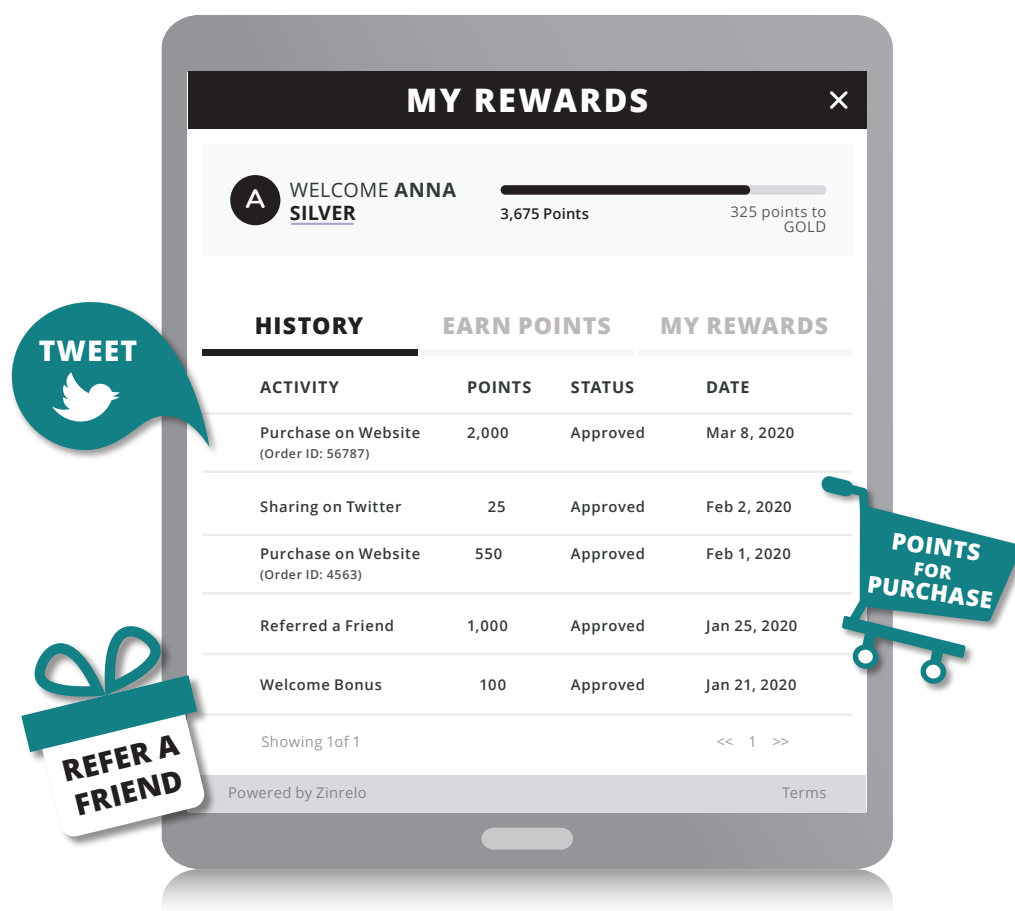


Brittany Boykow
Director of E-Commerce
LAFCO



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.



PROGRAM BENEFITS

+80%

Repeat Sales

+50%

Profitability

2.4X

Revenue per Customer



REQUEST A DEMO

 zinrelo.com

 info@zinrelo.com

 +1 650 701 7759

177 Park Ave, Suite #200, San Jose, CA 95113