



SUCCESS STORY

Increases Repeat Purchase Revenue By 31.44%



Blue Rose
POTTERY



"Within just three months of launching the loyalty rewards program, our repeat purchase revenue increased by 31.44%. We are incredibly happy with the results! The loyalty email campaigns worked wonders and we are eager to explore other opportunities to engage our customers further."

Diane Missel,
Owner of Blue Rose Pottery

Blue Rose Pottery implemented a rewards program using Zinrelo's Loyalty Platform to boost customer retention and increase repeat purchase revenue

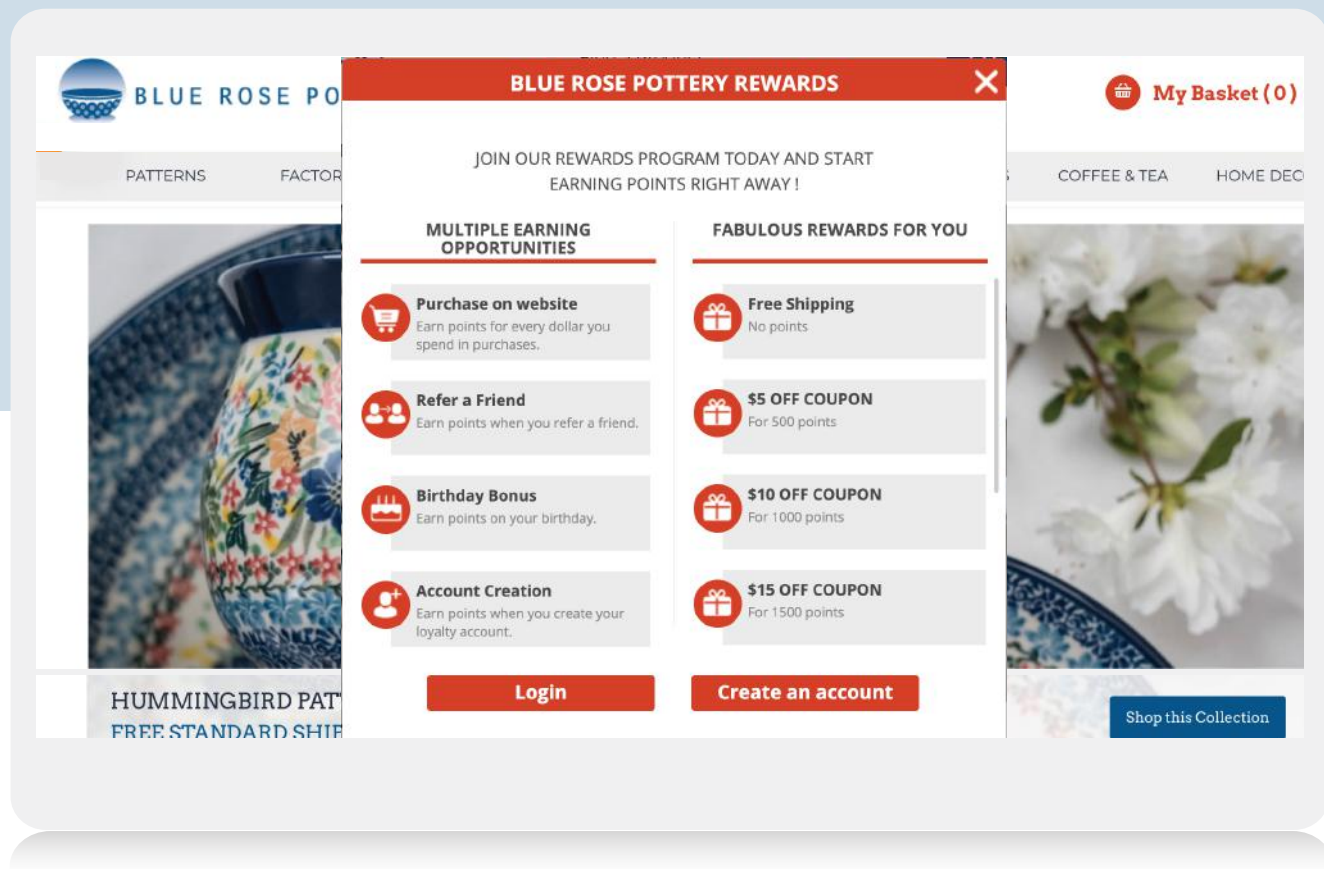
In 1994, after retiring from a corporate retail position, Diane Missel decided to start Blue Rose Pottery – featuring polish pottery. Blue Rose Pottery offers an extensive collection of handmade pottery from Boleslawiec, Poland includes over 6000 products from 5 leading factories that export to the USA. All their pottery is handmade and safe for use in the microwave, dishwasher, oven and freezer. The pottery is lead and cadmium free.

The Challenge

Improve Customer Retention and Increase the Repeat Purchase Revenue

The Solution

Blue Rose Pottery implemented an attractive rewards program using Zinrelo's modern-day loyalty platform. The Blue Rewards helped establish a stronger connection with the customers. This improved customer retention which increased the repeat purchase revenue.



The Methodology

The Blue Rewards Program offers customers, multiple point earning opportunities with simple actions to create 360-degree engagement for purchases made on website, referrals, birthday bonus, welcome bonus and sharing on social media (Facebook, Twitter and Pinterest). They offer customers attractive coupons to save more with every purchase and a tier-based rewards program to accelerate the points earning capability!

The Results



- Increase repeat customers and revenue.
- Reduce discounts. Replace discounts with reward points promotions.

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