Omnichannel loyalty program connecting one online store with 12 physical locations

100% Pure Case Study

LOYALTYLION
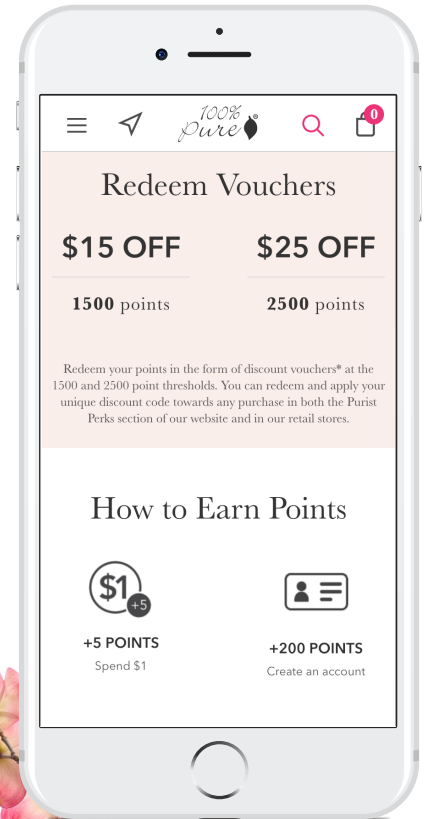
Challenge

100% PURE approached LoyaltyLion because they wanted an omnichannel loyalty program that worked seamlessly across mobile, desktop and their physical stores.

100% PURE uses Shopify Plus for their online stores and Shopify POS for their 12 physical stores. All Shopify POS accounts are separate, meaning there is no way to tell if the same customers is purchasing in multiple locations. This is a huge challenge for a loyalty program since the customer expects to earn and redeem points in all locations.

Redeem Vouchers

$15 OFF
1500 points

$25 OFF
2500 points

Redeem your points in the form of discount vouchers* at the 1500 and 2500 point thresholds. You can redeem and apply your unique discount code towards any purchase in both the Purist Perks section of our website and in our retail stores.

How to Earn Points

+5 POINTS
Spend $1

+200 POINTS
Create an account

Solution

LoyaltyLion has a feature known as 'multi-link', which connects multiple Shopify POS accounts. The feature looks for a unique identifier across the separate Shopify POS accounts and uses this to create one view of the customer. Using this feature 100% PURE have benefitted from the following:

• One loyalty program across 12 Shopify POS locations and one Shopify Plus store
• All shopper purchases are recorded in the same place regardless of whether they are purchased online or in any of their physical stores
• Store assistants can now find any shopper account, no matter where the account was created, by using the LoyaltyLion shopper search feature
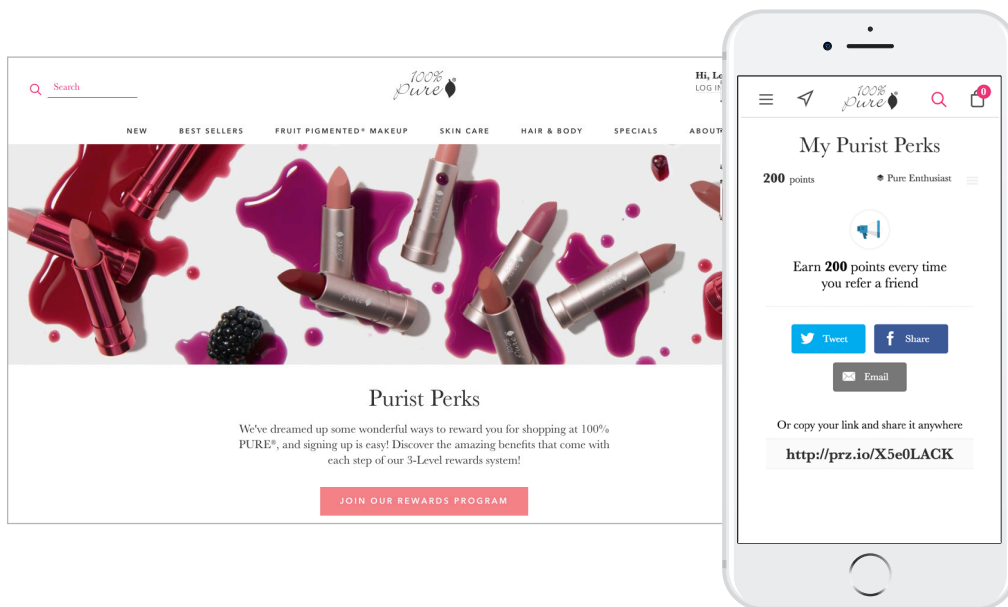
Results

4x
reduction in loyal customer churn

3x
higher purchase frequency for members who use rewards

$244k
additional revenue from referrals via LoyaltyLion

Thank you

LOYALTY**LION**

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