

How REN Clean Skincare built long-term relationships with their online customers

A case study about REN Clean Skincare with Eastside Co



loyaltylion.com
info@loyaltylion.com



About Ren Clean Skincare

Established on the philosophy of “clean to skin, clean to planet”, REN Clean Skincare has been a global market leader for almost 20 years. As an ethical cosmetic brand, REN Clean Skincare delivers exceptional skincare products, that are sustainably sourced and packaged.

Challenge

Having been in the cosmetics ecommerce market for over two decades, REN Clean Skincare have built a strong brand identity and following across both their online and offline platforms. However, they felt that they could do more to align with their customers, building longer-term, more valuable relationships by showing that they shared the same values.

68%

Increase in member
spend

63%

Increase in
repeat purchase rate

52%

Increase in average
number of orders

38%

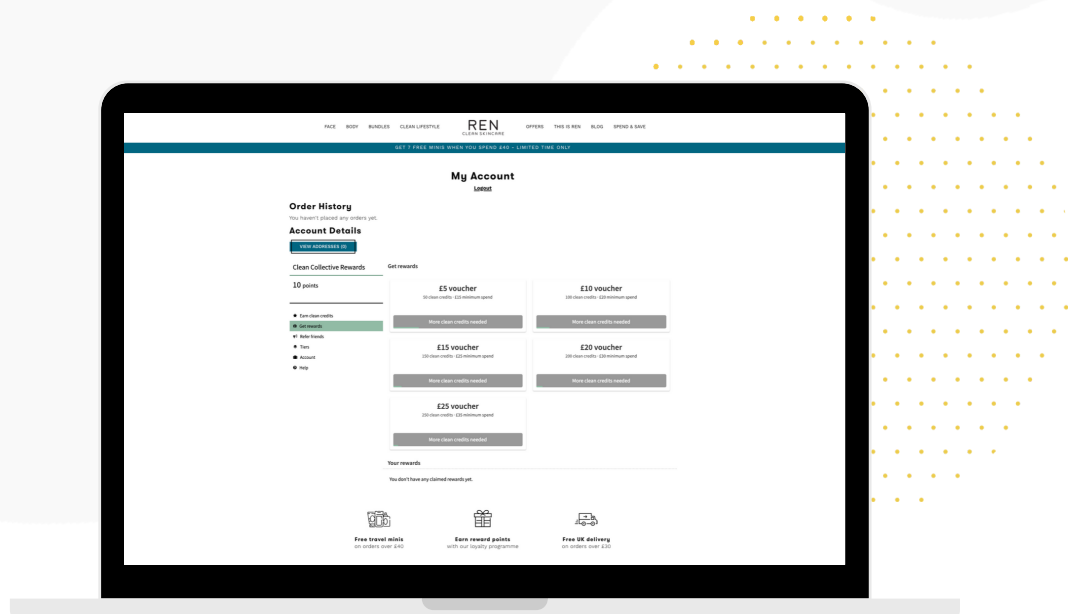
Of total revenue is from
loyal customers

Designing a fully-customized integrated loyalty page

Being advocates for a clean and sustainable world, REN Clean Skincare's doctrine needed to be visible within every element of their brand. Working with Eastside Co, they designed a user-friendly store on Shopify Plus, that was consistent with their ethos and branding.

To enhance repeat purchase and brand engagement further, REN's team decided it was time to kick-start customer retention with a loyalty program. REN and Eastside Co worked together, using LoyaltyLion to create a fully-customized and on-brand loyalty program called "Clean Collective Rewards".

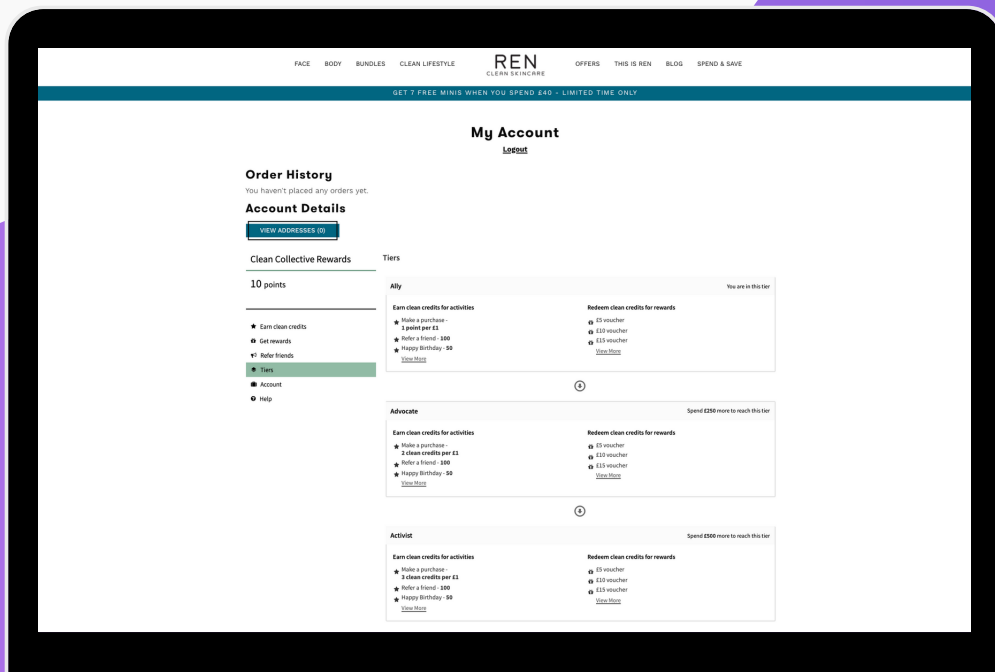
It was important for REN's team to provide a smooth and easy customer journey. By creating an Integrated Loyalty Page, Eastside Co and REN enabled program members to access "Clean Collective Rewards" directly through the main navigation header at every stage of their customer journey. When members land on the Integrated Loyalty Page, they can see their points balance, available rewards and the ways to earn more "Clean Credits".



Increasing repeat purchase whilst enhancing brand engagement

68% of customers say that their loyalty is motivated by a brand sharing similar values with them. With this in mind, REN's team designed a tiered loyalty program that supports their environmentalist values. This approach builds stronger relationships with their customers while encouraging them to engage more to access the next, more exclusive tier.

REN's team enabled members to progress across three levels respectively: Ally, Advocate and Activist. This also motivated their environmentally-conscious customer community to jump to the next tier while supporting a cause they believed in.



To encourage higher average order values, REN's team also began offering an extra Clean Credit for each tier and the ability to unlock exclusive rewards. For example, loyalty program members who are in the Advocate tier can earn two Clean Credits per pound spent, while members who are in the Activist tier can earn three Clean Credits per pound spent.

To increase customer spend, REN Clean Skincare set a minimum spend for each tier. For instance, members who spend £250 join the Advocate tier, and if customers spend £500, they unlock the Activist tier.

As a result, REN Clean Skincare's loyalty program members began to spend 68% more than non-members. Member repeat purchase rates also grew, reaching 63% higher than guest visitors.

68%

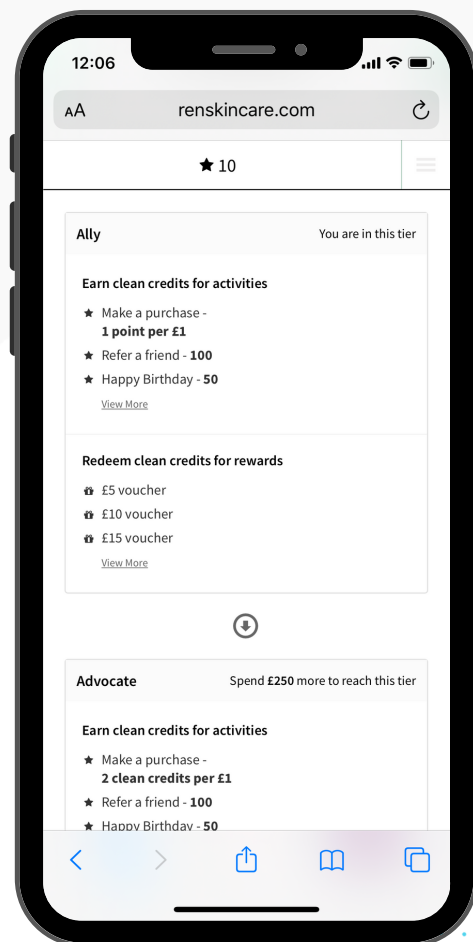
INCREASE IN CUSTOMER SPEND

Of loyalty program members compared to non-members

63%

INCREASE IN REPEAT PURCHASE RATE

Of loyalty program members compared to non-members



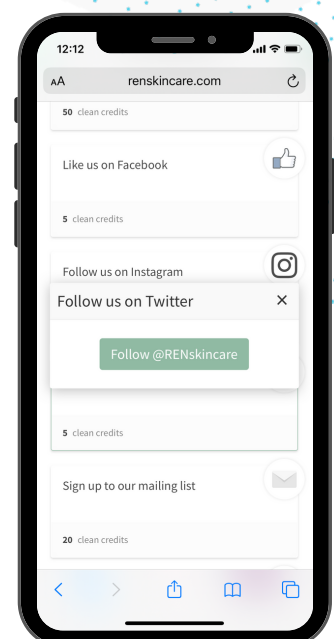
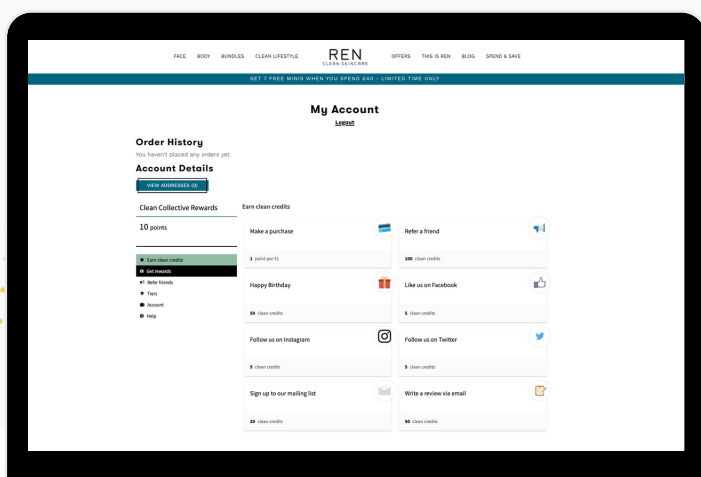
Further engagement, further purchases



REN Clean Skincare recognized that customers who are passionate about causes are also passionate about sharing that cause with others. Therefore, they needed to build a more engaged online community. To achieve this goal, they created opportunities for loyalty program members to earn points via their social media accounts, by joining their mailing list, or by leaving reviews. For example, if members follow REN on any social media platform, they can earn five Clean Credits.

As members engage more with Clean Collective Rewards, they can unlock more rewards and discounts. For instance, if members write a review about REN via email, they can receive 50 Clean Credits, which unlocks a £5 voucher.

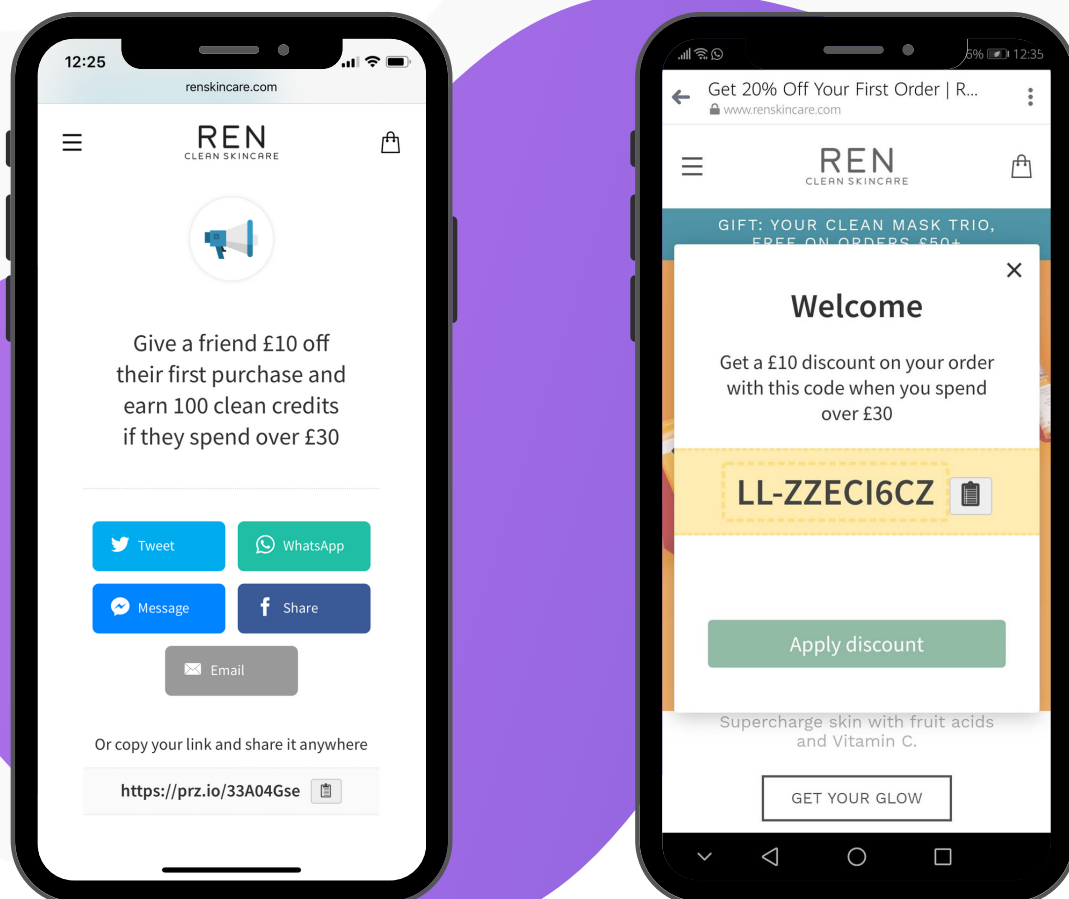
Currently, loyalty program members who are engaging with the program are ordering 52% more than other non-engaging members. As a result, REN generates 38% of its revenue from its loyal customers.



Turning members into loyal brand advocates

Regardless of the industry, customers are four times more likely to buy a product when referred by a friend or family member. To increase customer acquisition and program engagement more cost-effectively, REN's team began to offer members 100 Clean Credits if they referred REN to a friend and the referred friend spent over £30.

Members can refer REN to their friends via email, social and mobile. Referred friends or family members also offer a £10 discount, motivating them to become a program member.



Results

Working together with LoyaltyLion, REN Clean Skincare's ecommerce team and Eastside Co achieved remarkable results:

68%

INCREASE IN MEMBER SPEND

63%

INCREASE IN REPEAT PURCHASE RATE

52%

INCREASE IN AVERAGE NUMBER OF
ORDERS

38%

OF REVENUE IS FROM LOYAL
CUSTOMERS

"We really value the relationship we have with LoyaltyLion. When introducing third parties to clients it's obviously imperative that you trust the partner to nurture the relationship you've built with the client. From the initial introduction through to service implementation, and then seeing fantastic results on mutual client sites, the whole process works brilliantly. We're always delighted to work with them."

Jason Stokes, CEO at Eastside Co

LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform that powers ecommerce growth.



Unlock real insights to build a better understanding of what drives longer-lasting customer relationships, and use those insights to connect and accelerate your existing marketing efforts.

Proven to increase retention and spend, LoyaltyLion is trusted by thousands of fast-growth ecommerce merchants worldwide.

 loyaltylion.com

Eastside Co

As one of the world's foremost Shopify and ecommerce agencies, Eastside Co offers a broad range of solutions including beautifully designed, intuitive Shopify and Shopify Plus stores, data-driven marketing strategies and best-in-class applications to help online businesses achieve their ambitions.

 eastsideco.com



Thank you

Your future success depends on
your existing customers



loyaltylion.com
info@loyaltylion.com