

The addition of loyalty delivered a 39% uplift in returning customers for Pulse Boutique

Pulse Boutique case study



LOYALTYLION

Challenge

Women's fashion store, Pulse Boutique, wanted to offer their devoted customer base more opportunities to engage with their brand and become part of a friendly fashion community. Working with Swanky, a Shopify Plus agency, they identified that a loyalty program was the missing link in building longer-term customer relationships.

Solution

Pulse Boutique worked with Swanky to implement LoyaltyLion on their Shopify Plus store, creating a new loyalty program, Pulse Perks. The program was built to encourage customer engagement on social media, while simultaneously increasing the amount of user-generated content on the website, including written customer reviews and photo submissions. Since launch, the program has delivered a 39% uplift in returning customers, and a 19% increase in average order value.

Results

39%

increase in repeat purchase

19%

increase in AOV

\$200k

in earned rewards purchases

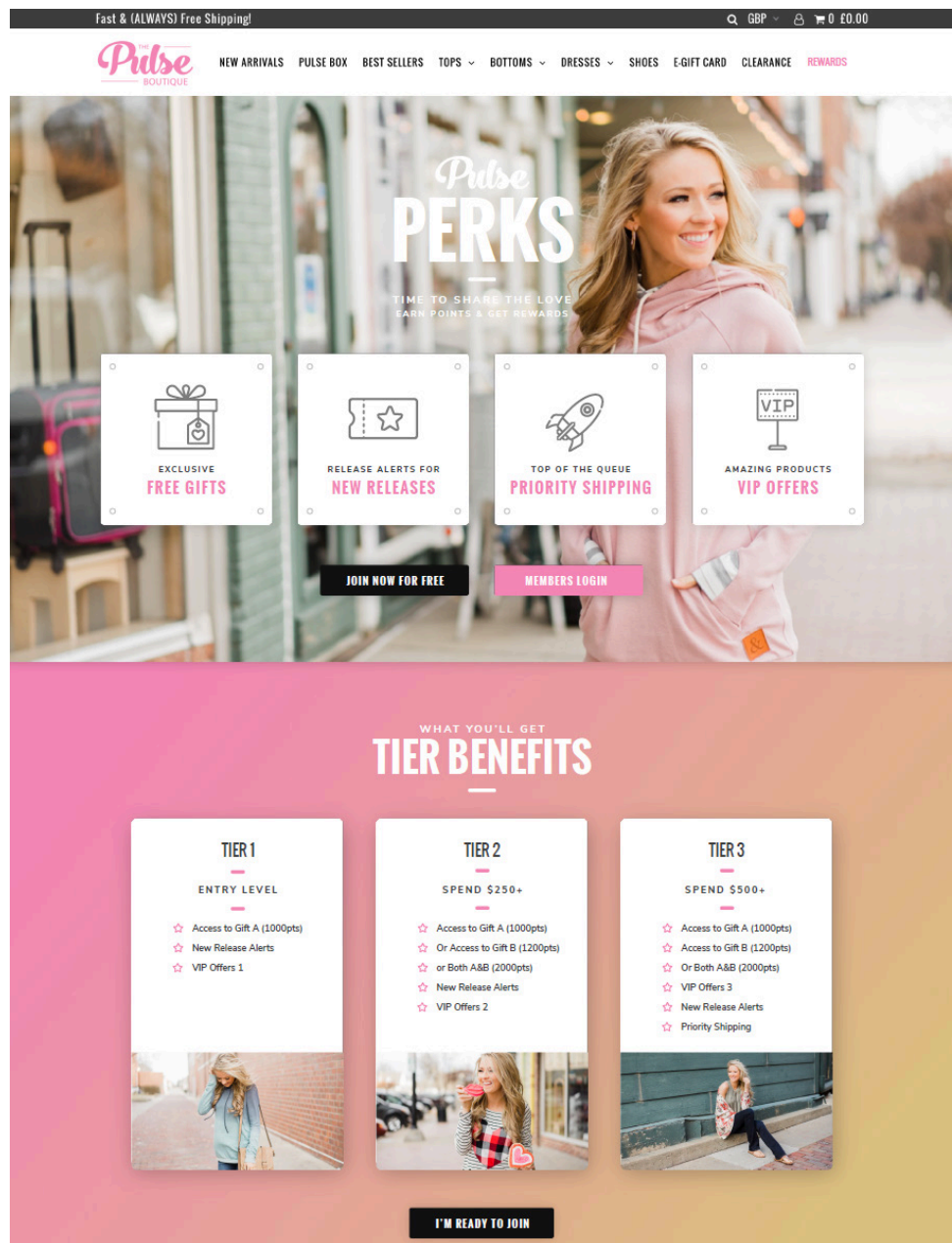


A closer look at how Pulse Boutique uses LoyaltyLion to drive customer engagement and retention

Designing the program

Using LoyaltyLion's new SDK, Swanky designed the Pulse Perks landing page in a way that immediately motivated customers to sign up. They ensured that the four main perks of membership (free gifts, VIP access to new collections, product discounts and priority shipping) were prioritised above the fold. They also used large icons and bright colours to instantly give a clear idea of what could be gained by joining the program.

Interested customers can then scroll down for a clear description of the available tiers and a helpful list of FAQs. Customers were pulled through to the loyalty program landing page from a homepage banner, which re-emphasised the four key perks of signing up and included a clear call-to-action button.

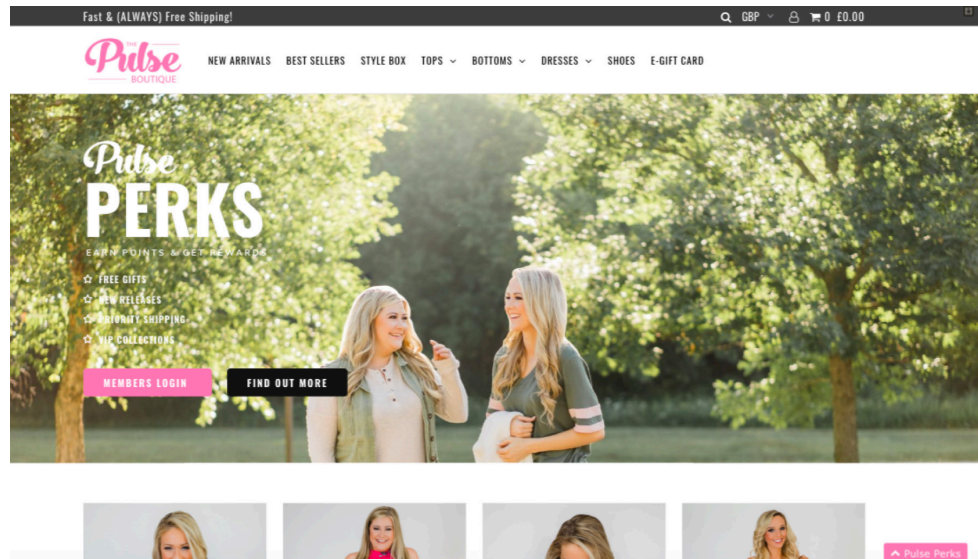


Ensuring brand consistency

Pulse Boutique have a devoted fan base of customers who return time and time again. They needed to ensure that the brand personality customers know and love was being carried through to their loyalty program.

The loyalty program landing page was designed using

strong imagery, visual cues and colours that matched existing branding. The store's well-known, signature pink was combined with an on-trend rose gold, suggesting the fun and friendliness of community but also introducing the exclusivity of the loyalty program. All images used on the landing page included models wearing Pulse boutique clothing, demonstrating both brand appeal and customer satisfaction.



Increasing user-generated content

Pulse Boutique opted to integrate reviews from Okendo with their loyalty program, in order to build consumer trust and brand credibility. Using the integration between Okendo and LoyaltyLion, they incentivised user-generated content by offering points in return for multi-layered reviews, in which customers can rate multiple aspects of an item - from comfort and quality to feedback on sizing.

BG Brooklyn G.
 Verified Buyer

I recommend this product

Age Range 25 - 34
Size Purchased XS
My Height 5' 3"
My Bra Size 34C
How It Fits Perfect

★★★★★ 26 days ago

WATERMELON LACE TOP

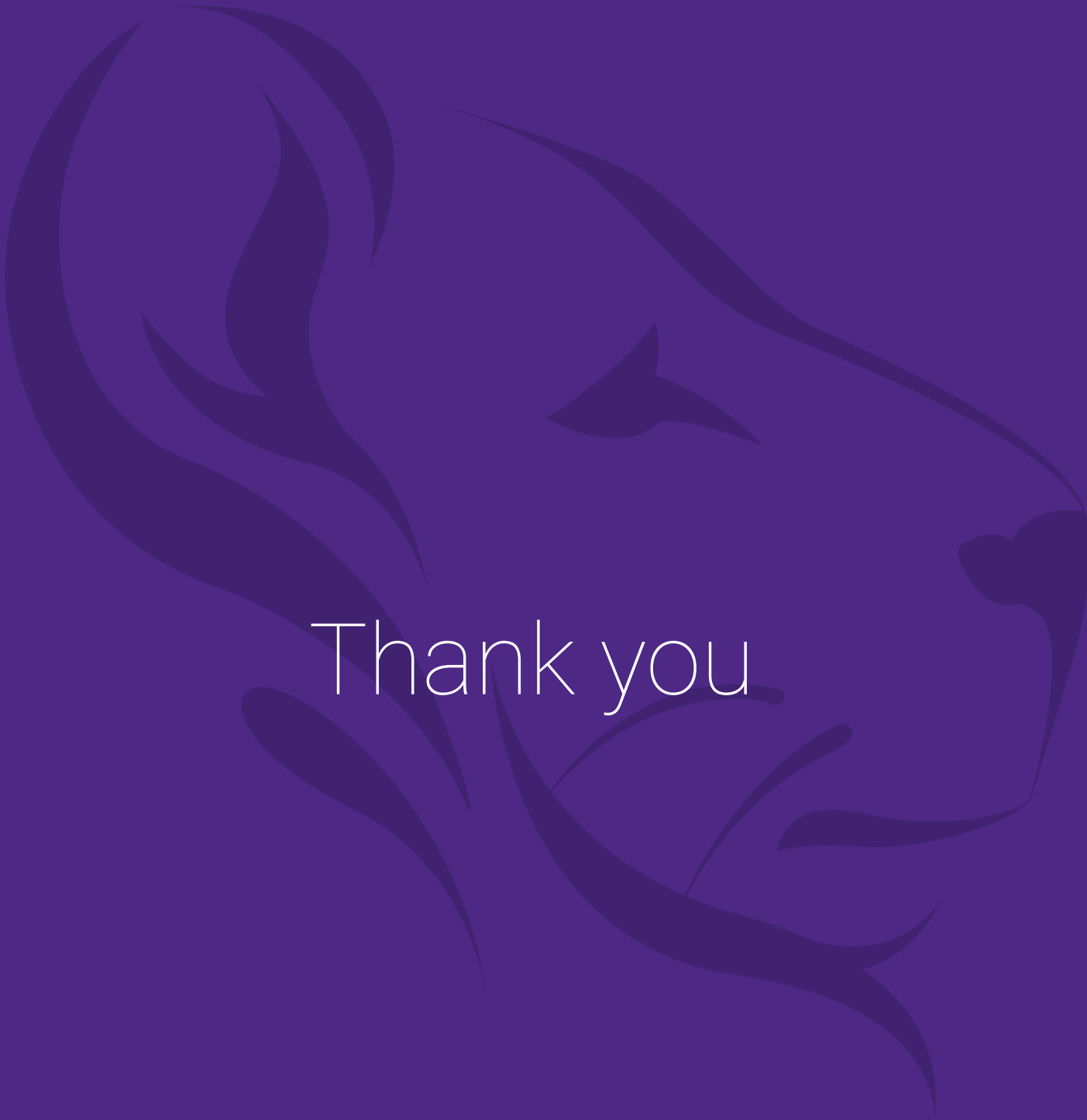
I absolutely love this top. It's super soft and the lace on the back is super flattering.

Quality Poor Excellent

Comfort Poor Excellent

Sizing Runs Small True to Size Runs Large

Was this helpful? 0 0



Thank you



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