

theCHIVE run one gamified loyalty program across three connected websites

theCHIVE Case Study



LOYALTYLION

Results

47%

increase in engagement

6%

of their annual revenue from LoyaltyLion

6,800

referred visitors per month



“LoyaltyLion has proven to be the best loyalty vendor we could have chosen. We have over 40 million visitors a month and LoyaltyLion provided the customisation, scale and stability we need.”

Alen Durbuzovic, CTO of Resignation Media & theCHIVE

Challenge

The Chivery approached LoyaltyLion and explained that they wanted to increase customer loyalty and engagement. They were looking for a solution that would reward more than just purchases, be quick to implement and completely customisable. Rewarding more than purchases was particularly important because The Chivery has a highly social customer base.

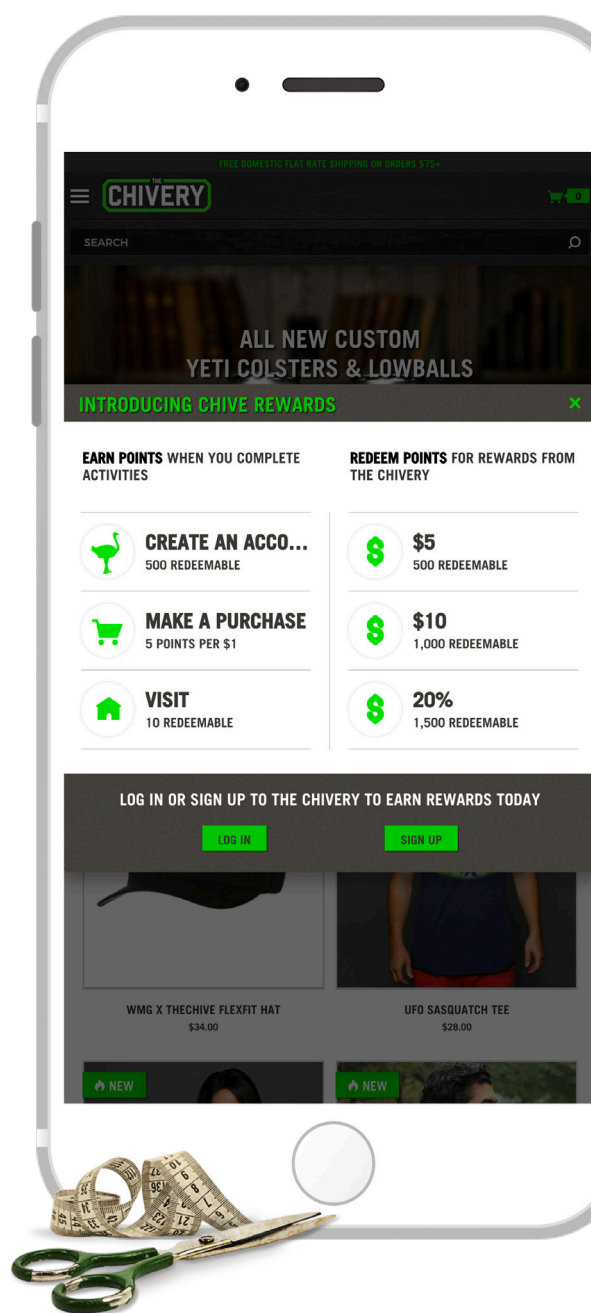
Six months after launch they approached LoyaltyLion with another challenge: how to run one program across multiple websites.



Solution

The Chivery launched with LoyaltyLion in October 2015, initially rewarding account creations, referrals, visits and purchases. They used the LoyaltyLion Shopify app to speed up integration and then customised every element of the loyalty program using LoyaltyLion's inbuilt CSS editors.

In early 2016, LoyaltyLion became the only loyalty software to integrate with Shopify Multipass. The Multipass functionality allows a seamless experience between a Shopify store and another online entity, normally a blog. This enabled The Chivery to expand their loyalty program to theCHIVE and connect the two. theCHIVE uses LoyaltyLion to gamify their entire blog. They reward over ten onsite activities including photo uploads, scoring and social sharing. They also use the points to create leaderboards which rank the 'Chivers'. Fans are able to quickly navigate from theCHIVE to The Chivery via the loyalty program and have the same point totals. The points can be redeemed in store alongside purchases, thereby turning fans into paying customers.





A closer look at how theCHIVE uses LoyaltyLion to increase customer engagement, retention and customer lifetime value

Connecting multiple sites using Shopify Multipass

TheChive uses LoyaltyLion and Shopify Multipass to connect their shop The Chivery with their blog at theCHIVE and their submission website iCHIVE. Users use a single account to access all sites and earn points by interacting with content – all of which can be redeemed at The Chivery shop.

The screenshot displays the iCHIVE website interface. At the top, there's a navigation bar with 'iCHIVE' logo, 'ALL SUBMITS', 'TOP SUBMITS', and 'FOLLOWING'. A search bar is visible on the right. Below the navigation, there's a 'CHIVE Rewards' section showing '23 Redeemable' points and options to 'EARN POINTS', 'REDEEM POINTS', 'HISTORY', and 'HELP'. The 'Earn points' section includes 'Visit iCHIVE Daily' (1 POINT, 9 hours) and 'Video Featured on theCHIVE, social, CHIVE TV' (500 POINTS). A 'Trending Tags' section lists #Hotness, #TFLBP, #SexyChivers, #HumpDay, #esxy, #DMG, and #Funny. A 'Recently Verified' list shows usernames and dates. The bottom part of the image shows the 'THE CHIVERY' shop interface with a 'YOUR ACCOUNT' dashboard. The dashboard includes 'CHIVE Rewards' (22 Redeemable), 'EARN POINTS', 'REDEEM POINTS', 'REFER FRIENDS', 'HISTORY', and 'HELP'. It also features four promotional cards: 'MAKE A PURCHASE' (5 POINTS PER \$1), 'VISIT' (10 REDEEMABLE), 'FOLLOW US ON INSTAGRAM' (75 REDEEMABLE), and 'LIKE US ON FACEBOOK' (75 REDEEMABLE).



Reward much more than purchases with gamification

theCHIVE have gamified their whole loyalty program, going well beyond giving points for purchases. Users of theCHIVE's network can gain points from over ten onsite activities including including photo uploads, scoring and social sharing. Points are displayed on a leaderboard for a bit of healthy competition.

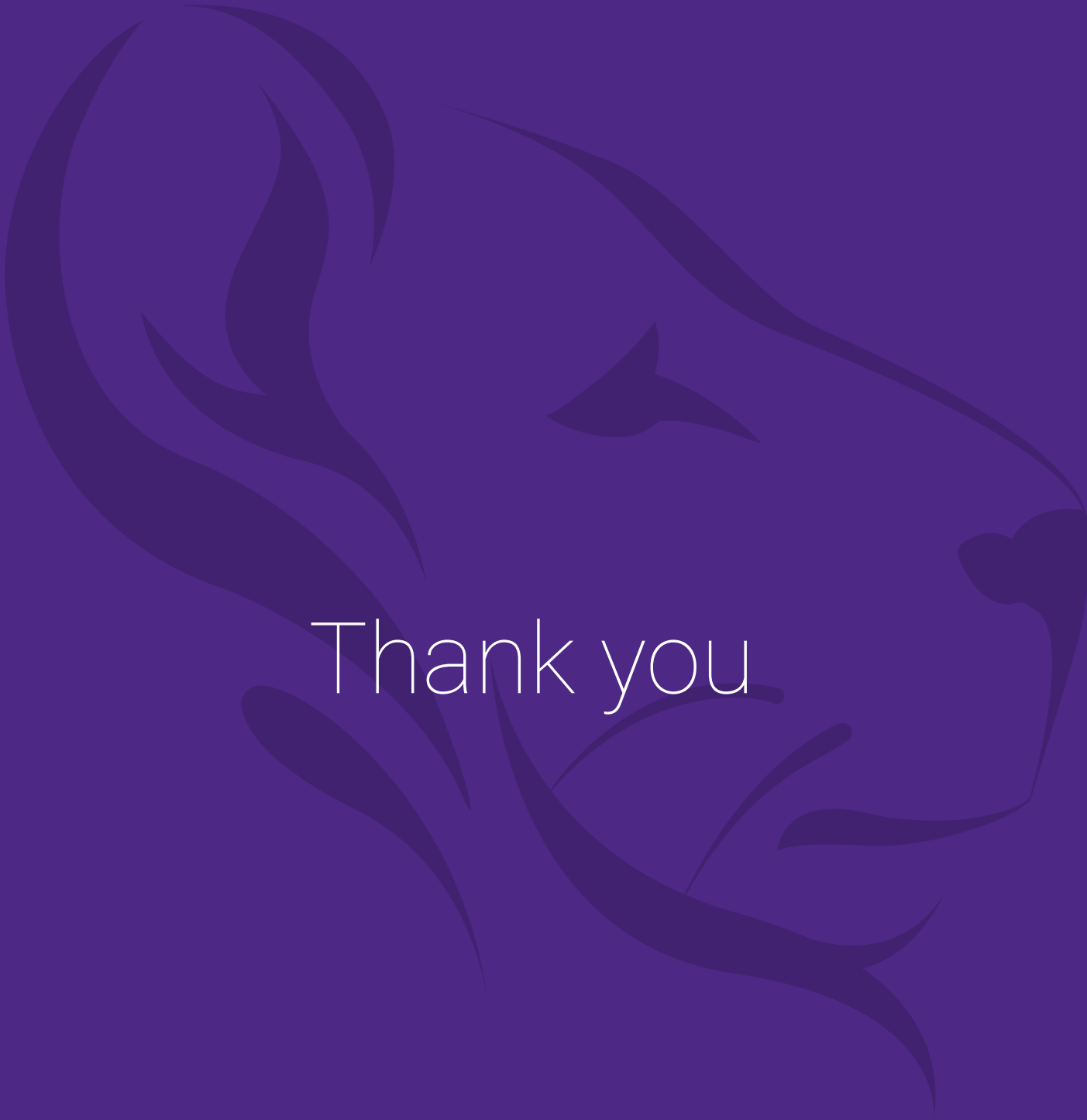
The screenshot shows the iCHIVE mobile app interface. At the top, there are navigation tabs: 'ALL SUBMITS', 'TOP SUBMITS', and 'FOLLOWING'. Below these are sub-tabs: 'Top Chivers', 'Profile', 'Favorites', and 'FAQ'. The main content is a 'Top Chivers' leaderboard with 10 entries. Each entry includes a rank, a profile picture, a username, and a points total. The top 10 chivers are:

Rank	Username	Points
1	@ptw123452000	153180
2	@atuan2004	136396
3	@mekrazy	116874
4	@southernchivette91	116333
5	@lonewanderer	114267
6	@Danlala	104971
7	@Kiltedwonton	88682
8	@sbc618	86123
9	@bkcagm2	83017
10	@Rae78	

Acquire new customers

theCHIVE have gamified their whole loyalty program, going well beyond giving points for purchases. Users of theCHIVE's network can gain points from over ten onsite activities including including photo uploads, scoring and social sharing. Points are displayed on a leaderboard for a bit of healthy competition.

The screenshot shows the iCHIVE web interface. On the left is a dark sidebar with 'CHIVE Rewards' and '22 Redeemable' points. Below this are icons for 'EARN POINTS', 'REDEEM POINTS', 'REFER FRIENDS', 'HISTORY', and 'HELP'. The main content area is titled 'Refer friends' and features a green bee logo. The promotion text reads: 'GIVE A FRIEND \$10 OFF THEIR FIRST PURCHASE AND EARN 1,000 REDEEMABLE IF THEY SPEND OVER \$30'. Below this are social sharing buttons for Twitter, Facebook, and Email. At the bottom, it says 'OR COPY YOUR LINK AND SHARE IT ANYWHERE' followed by the URL <http://prz.io/84RbIRin>.



Thank you



loyaltylion.com
sales@loyaltylion.com