LOYALTYLION

How LIVELY increased customer lifetime value by 39% using their loyalty program

A case study about The LIVELY Rewards

LOYALTYLION

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About LIVELY

LIVELY is a brand and community, motivated by what it believes empowers women today: being smart, healthy, active, and confident. LIVELY delivers lingerie, activewear, swimwear, and loungewear that takes the best elements of high-style and ultimate comfort from each category to achieve a brand new POV of lingerie called leisurée.

LIVELY is more than a product — since launching in 2016, the brand has expanded its community to nearly 100,000 Brand Ambassadors, launched the "No Makeup Needed" podcast, and opened four retail stores in the US. Having been acquired by Wacoal in 2019, LIVELY is poised to grow even more and make bigger and bolder strides towards the brand's mission of inclusivity and community.

LIVELY is an experience and mindset that reminds, inspires, and enables its customers to live life confidently, purposefully and passionately, doing what they love, with the people they love.

Challenge

Even though LIVELY has a powerful brand identity, they needed to create a loyalty program that would reflect their unique brand values and strengthen their community. Their focus was on securing long-term loyalty that would drive increased repeat purchase and spend.

37%
increase in the number of orders

21%
increase in average order value

39%
higher customer lifetime value

36%
increase in customer spend

## Michelle, Founder and CEO, LIVELY, says:

"

LIVELY is a community-first brand, and we are constantly engaging with our customers and Ambassadors on social media through survey, and in-person at our store events . We like to hear what is important to them and incorporate their feedback into our brand and products.

Our loyalty program is an extension of this appreciation for our community and a way for us to show our current customers how much we value them.

LoyaltyLion offers us the opportunity to get customers excited to make a purchase every time they visit our site, as well as increase retention rate, repeat customers, and average order value.

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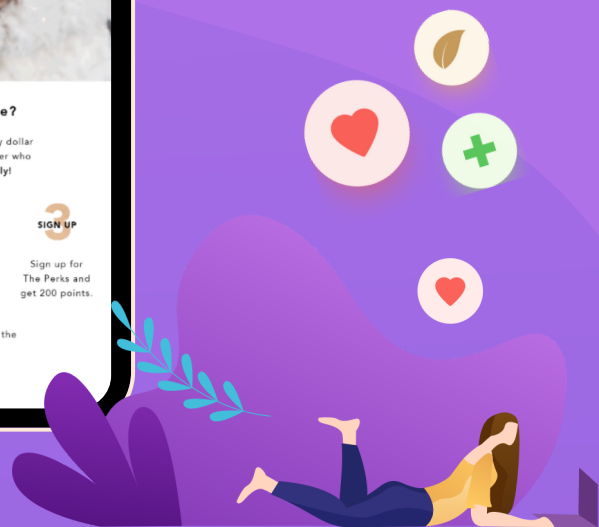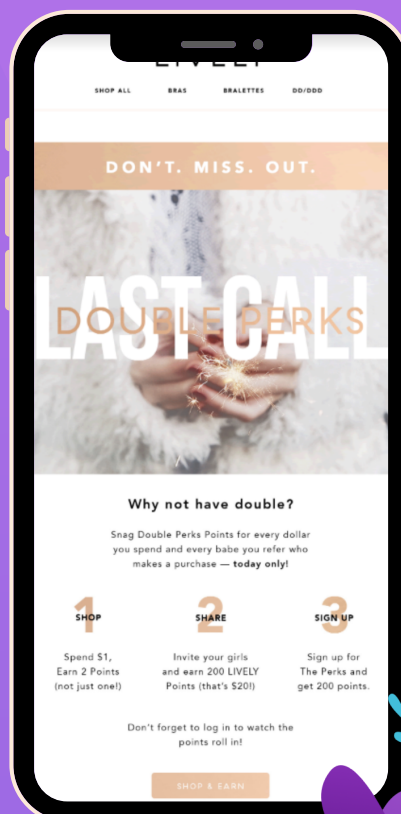
Enhancing brand love

LIVELY's first challenge was to create a deeper connection with their customers to encourage them to return regularly and spend more. To achieve this, LIVELY implemented a tiered program structure that complemented their brand values.

To increase average order values, LIVELY awarded customers with extra points for each tier. Customers in Bestie status can earn one point for every dollar spent, and customers in Total Boss status can earn two points for every dollar spent. Then, based on your total spend you can move up to the next tier.

By creating tiers that their customers could aspire to, LIVELY increased the average order value of its loyalty program members by 21% and customer lifetime value by 39%.

21%
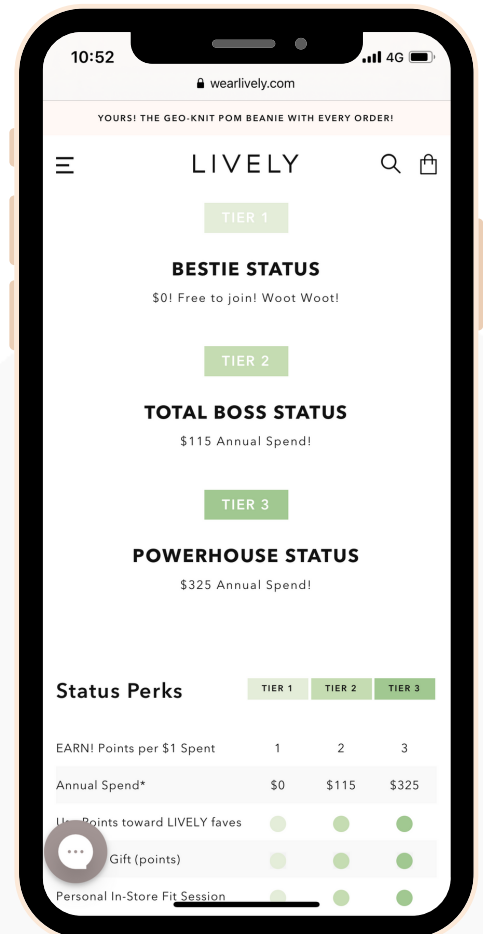
INCREASE IN AVERAGE ORDER VALUE

Of loyalty program members compared to non-members

39%

HIGHER CUSTOMER LIFETIME VALUE

Of loyalty program members compared to non-members

Increasing acquisition via advocacy

The LIVELY team was aware that their loyalty program could also be used as a powerful way to complement their ongoing acquisition strategies. They designed a referral strategy that would benefit both customers and LIVELY themselves.

Loyalty program members are able to easily refer LIVELY to their "BFFs" via a unique link. If their BFF makes a purchase, the referring member can earn 100 points. LIVELY also offers $10 to the new BFF members, giving them good reasons to convert from guest visitors into members.

By encouraging customers to act as advocates with their referral strategy, LIVELY powered its growth cost-effectively.
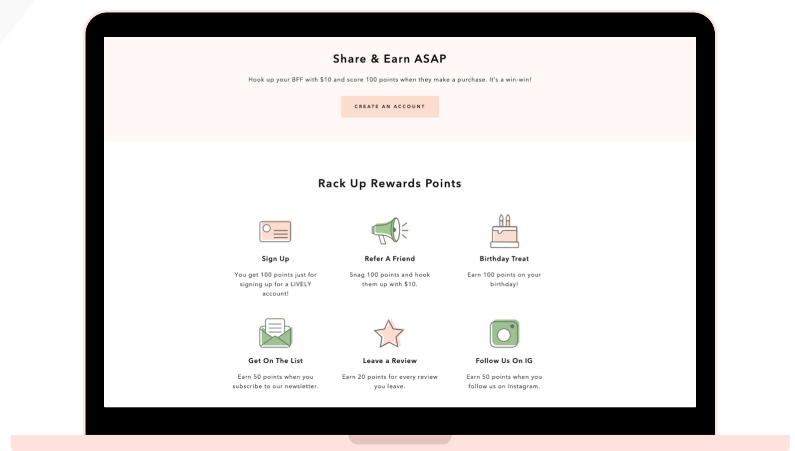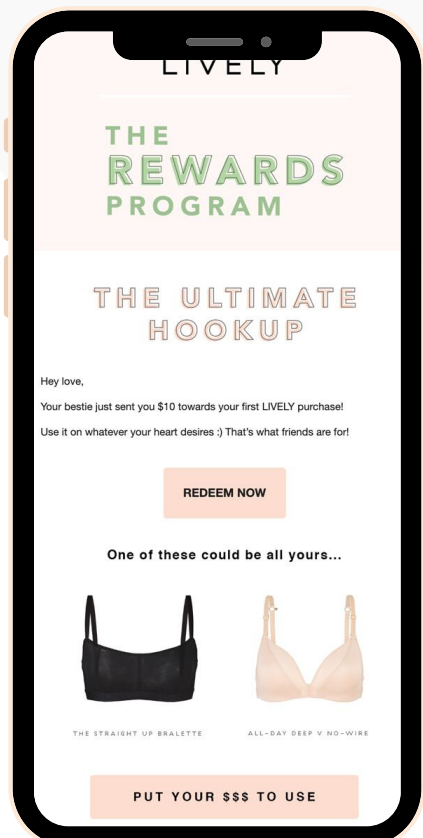
Increasing engagement

Data-driven marketing delivers six times more ROI with a competitive advantage since it creates deeper personalization and unlocks insights. To have an outstanding data-driven loyalty program, LIVELY's technology team decided to use LoyaltyLion's integrations with Klaviyo and Zendesk.

Using LoyaltyLion and Zendesk together, the LIVELY team was able to improve customer support experiences. Empowering the support team to use loyalty data, the program gave customer service representatives the opportunity to improve the customer experience, resolve issues and win at-risk customers back by crediting points or offering rewards.

Also, LoyaltyLion's integration with Klaviyo allowed LIVELY to incorporate loyalty data into their emails. As a result, they could create fully personalised messages about available rewards, point balances and referral links and much more. This drove increased engagement through the ability to deliver entirely unique, one-to-one email experiences.
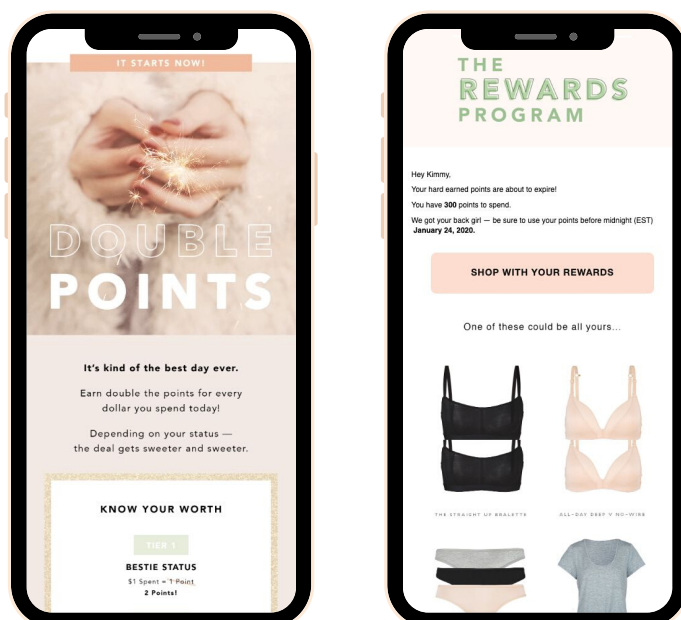
As a result of using their loyalty program to support other areas of the business LIVELY increased its average number of orders by 37% and boosted average customer spend by 36% in just a year.

37%

INCREASE IN AVERAGE NUMBER OF ORDERS

36%

INCREASE IN CUSTOMER SPEND

"

The core of the LIVELY brand has always been to understand who our customers are and to make sure all of our interactions with them are personalised. So, maintaining a customised and consistent brand experience was extremely important for our loyalty program. LoyaltyLion has provided an extremely easy backend to make this possible.

Because it's so easy to use, we are frequently able to run fun campaigns like "double points" on certain purchases, as well as take a tiered approach to the structure of our loyalty program (Bestie Status, Total Boss Status, and Powerhouse Status). This approach allows customers to unlock various perks based on their level of engagement with our brand.

LoyaltyLion has allowed us to make our program user-friendly. From a customer POV, joining the program is seamless, and so is gaining and redeeming points in checkout – thanks to Loyalty Lion's Points Slider.

We recently revamped our loyalty program, the LIVELY Rewards, and have seen the percentage of online purchases using a LoyaltyLion code double. Also, our active loyalty program members are now two times more likely to purchase compared to non-members.

"

Michelle Cordeiro Grant,
Founder and CEO, LIVELY

Results

Working together with LoyaltyLion, LIVELY's team achieved:

36%
INCREASE IN MEMBER SPEND

21%
INCREASE IN AVERAGE ORDER VALUE
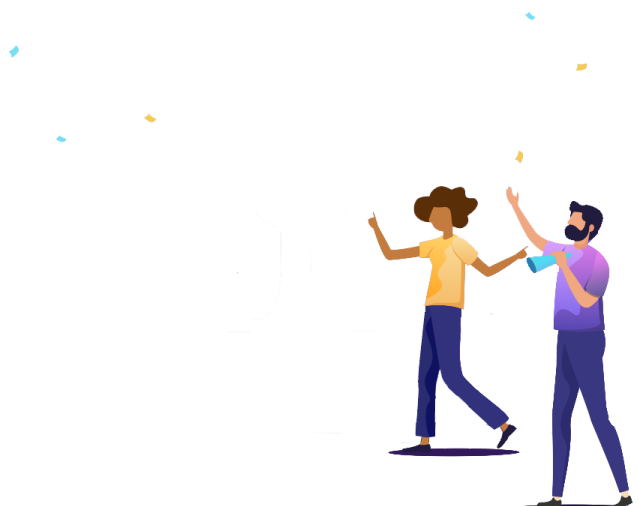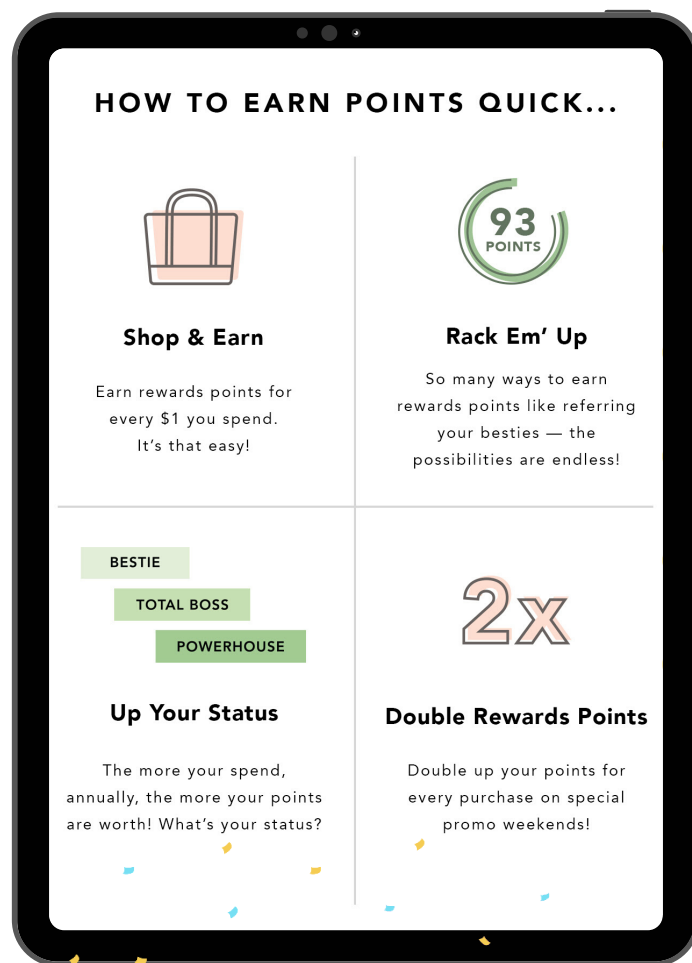
37%
INCREASE IN AVERAGE NUMBER OF ORDERS

39%
HIGHER CUSTOMER LIFETIME VALUE

x2
LIKELY TO ENGAGE AND REPEAT PURCHASE

Of loyalty program members compared to non-members

HOW TO EARN POINTS QUICK...

Shop & Earn

Earn rewards points for every $1 you spend. It's that easy!

93 POINTS

Rack Em' Up

So many ways to earn rewards points like referring your besties — the possibilities are endless!

BESTIE
TOTAL BOSS
POWERHOUSE

Up Your Status

The more your spend, annually, the more your points are worth! What's your status?

2x

Double Rewards Points

Double up your points for every purchase on special promo weekends!

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.
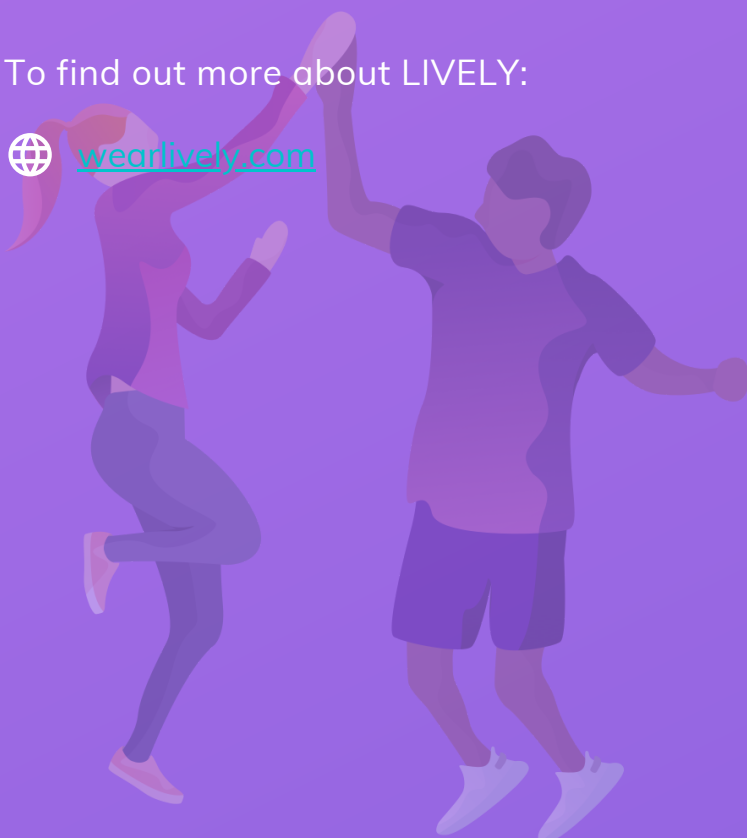
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LIVELY

To find out more about LIVELY:

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Thank you

Your future success depends on
your existing customers

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