

# Annmarie Skin Care: 140% higher spend by loyal customers vs. non- members

Annmarie Skin Care Case Study



LOYALTYLION

## Challenge

Organic and natural skin care and makeup brand, Annmarie were not satisfied with the performance of their loyalty program. They were looking for a new provider who could help them to run a more effective and rewarding program.

## Solution

Annmarie migrated their loyalty program to LoyaltyLion. Members of the 'Honest. Wild. Beautiful. Tribe' receive one point for each dollar they spend, as well as benefiting from birthday points and double points weekends. They can also earn points by writing product reviews and referring friends.

## Results

140%

higher spend by loyal customers vs. non-members

40%

of points redeemed within first three months

1000+

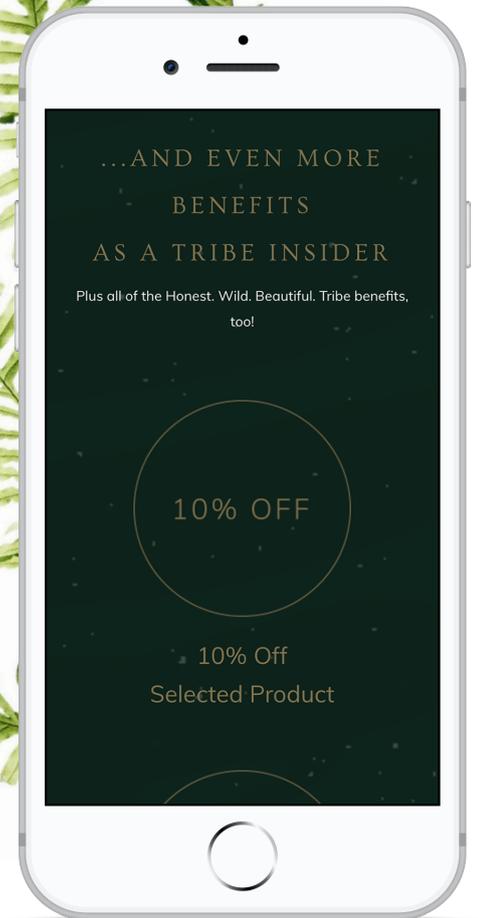
reviews generated



### JOIN THE HONEST. WILD. BEAUTIFUL. TRIBE

You helped us find radiance in the world: now, let us give back.

Once you join the Honest. Wild. Beautiful. Tribe, you'll begin earning points and receiving discounts on your favorite skin care. Our pledge? Clean beauty, pure and simple—made with organic and wildcrafted ingredients, intention, joy, and love.





## A closer look at how Annmarie Skin Care has created a community of loyal customers

### Building a community of advocates

Annmarie's program aims to give back to their customers and build a 'tribe' that customers want to be a part of - their website even features their own customers. As part of creating that community, they offer rewards to customers who provide useful product reviews that will benefit other members.

By integrating a review application with LoyaltyLion, they have been able to encourage these positive interactions by easily awarding 200 points per review. This generated over 1,000 reviews within the first three months of the program being live, helping Annmarie to acquire new customers more cost-effectively.

### Creating an exclusive Insider tier

Annmarie are also focused on creating a sense of exclusivity with their program. The 'Honest. Wild. Beautiful. Tribe.' Insiders is a top-tier membership service that can be joined by subscribing to one or more products. Insider members can benefit from exclusive discounts, educational resources, a private Facebook group, first look at new products and much more.

Using LoyaltyLion and ReCharge's integration to manage the Insider subscription element of their program, Annmarie have found new and innovative ways to keep customers returning and reward them for their loyalty.





Thank you



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