

CheapUndies generated  
\$148,000 via LoyaltyLion  
in their first 12 months

CheapUndies Case Study





CheapUndies bring high quality underwear to their shoppers for low prices. They are built on Shopify Plus and are market leaders in affordable underwear. LoyaltyLion has worked with CheapUndies for over 18 months.

## Challenge

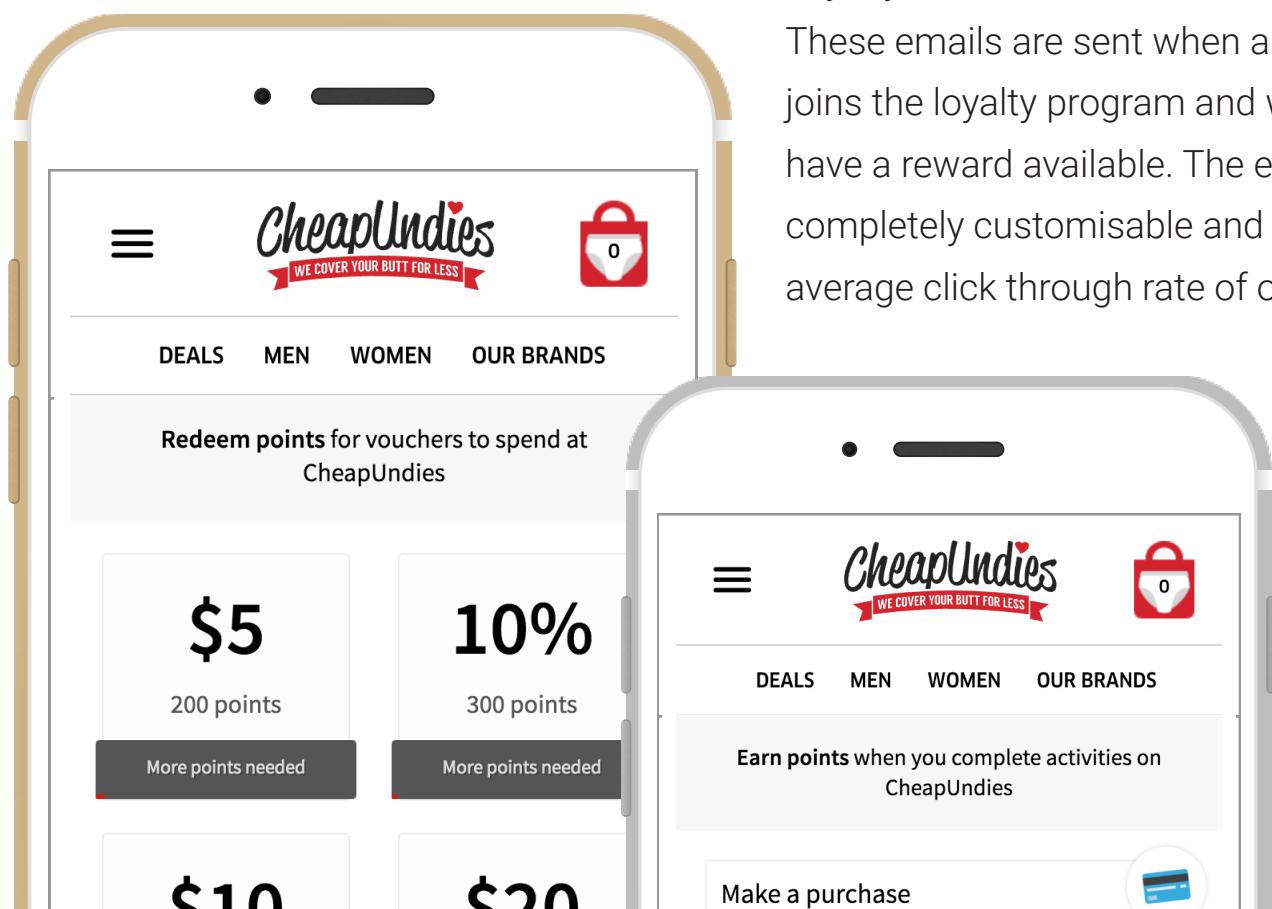
CheapUndies wanted to differentiate themselves from competitors whilst increasing their loyal customer base and revenue.

## Solution

CheapUndies implemented LoyaltyLion on their ecommerce store and used the loyalty framework to reward account creation, visits, purchases and referrals.

LoyaltyLion was implemented across their online and mobile sites. They styled LoyaltyLion to match their brand and embedded the program within their site for a seamless user experience.

LoyaltyLion includes automated emails. These emails are sent when a customer joins the loyalty program and when they have a reward available. The emails are completely customisable and have an average click through rate of over 35%.



## Results

*CheapUndies generated \$148,000 via LoyaltyLion in their first 12 months*

11%

increase in retention of  
loyal customers

\$825k

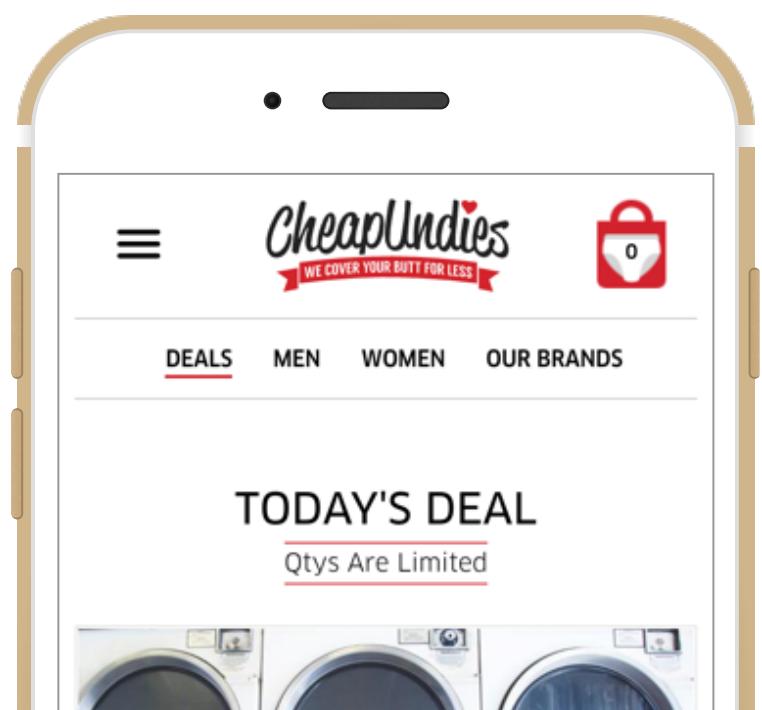
additional revenue to the  
business

"LoyaltyLion has been great for CheapUndies - we've seen a huge ROI. We wanted a solution that could be customised to match our brand and LoyaltyLion does just that. I really like the fact you can set it up and let it run itself."

Edward Upton, Owner

**TODAY'S DEAL**

Qty's Are Limited



The background of the image is a solid purple color. Overlaid on this is a stylized silhouette of a lion's head and mane, rendered in a darker shade of purple. The lion is facing left, with its mane flowing to the right. The silhouette is composed of several curved, overlapping lines.

# Thank you



[loyaltylion.com](http://loyaltylion.com)  
[sales@loyaltylion.com](mailto:sales@loyaltylion.com)