

Welcome to the

# LoyaltyLion Hall of Fame

A celebration of the best ecommerce loyalty programs



Take inspiration from some of the top  
loyalty programs in the business

# Contents

Introduction .....	3
Best branded loyalty program .....	4
Best use of loyalty tiers .....	8
Best use of reviews.....	12
Best use of referrals.....	14
Best loyalty promotion.....	17
Best health and wellness loyalty program.....	20
Best fashion loyalty program .....	23
Best beauty and cosmetics loyalty program .....	27
Best omnichannel loyalty program.....	31
Best use of subscriptions .....	34
Best use of email .....	37
Best use of rewards and rules.....	40
Best transformation.....	43
Winners list .....	46
Conclusion .....	47

# Introduction

**At LoyaltyLion, we love celebrating the hard work our merchants have put into making their loyalty programs special.**

To celebrate our retailers' successes, and to give you inspiration for your own loyalty programs, we've put together the LoyaltyLion Hall of Fame: a celebration of some of the most impressive loyalty programs out there.

Each award celebrates a unique area that is vital to delivering a truly best-in-class loyalty program. The categories range from branding and promotion all the way through to the best use of program features such as tiers, reviews and referrals.

We share why each category is essential to the success of your loyalty program, celebrate the pioneers leading each category and show you how to replicate their success.

The 12 award categories in our **Loyalty Hall of Fame** are:



**Best branded  
loyalty program**



**Best use of  
loyalty tiers**



**Best loyalty  
promotion**



**Best omnichannel  
loyalty program**



**Best use of reviews**



**Best use of referrals**



**Best use of emails**



**Best transformation**



**Best health and wellness  
loyalty program**



**Best fashion  
loyalty program**



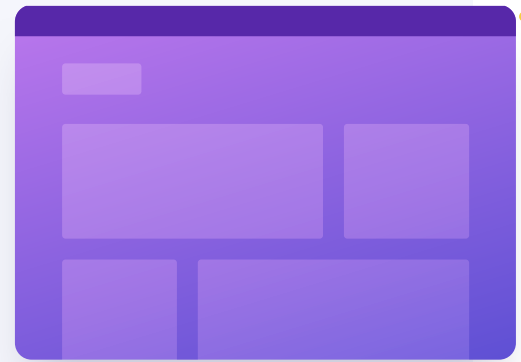
**Best beauty and cosmetics  
loyalty program**



**Best use of  
rewards and rules**

So dust off your tuxedo and join us on the red carpet as we take you through the **LoyaltyLion Hall of Fame**

Want to skip ahead and see the winners at a glance? [View the full winners list here.](#)



# Best branded loyalty program

Consistent communication is at the heart of good branding. Your customers need to understand who you are as a business – from the products you sell to the values you stand for. This is especially important as 65% of customers reportedly buy on the basis of their beliefs.

Here at LoyaltyLion, we know that a loyalty program should be a natural extension of your brand. It should seamlessly match your overall identity, wow your customers and communicate your values.

In this chapter, we take a look at some first-class branded loyalty programs and explain why they've got our seal of approval.



And, the winner is...



## Waterdrop

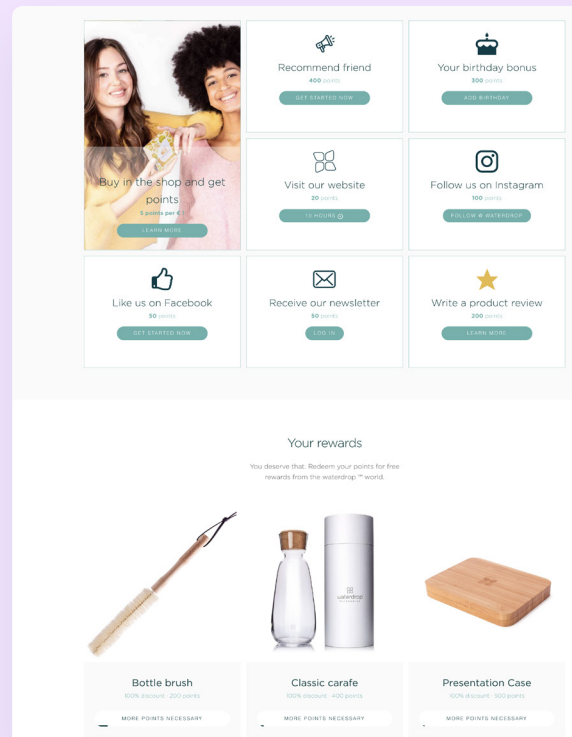
**Waterdrop** is an innovative “micro drinks” company that uses its loyalty program to reward loyal customers and encourage repeat purchases.

But this isn't just a regular out-of-the-box loyalty program.

Waterdrop has created a fully on-brand, loyalty experience using our **integrated loyalty program functionality**. They have kept the colouring, imagery and messaging of their loyalty program complementary to their sitewide branding – maintaining a look that is clean, minimal and fresh.

This consistency goes a long way in ensuring that their loyalty program is easily associated with their wider brand. It also drives program engagement, providing customers with a specific, destination page where they can get involved with the loyalty program.

And the results speak for themselves. Since January this year, Waterdrop's loyalty program has already welcomed 619 new customers who have helped them generate over €58,000 from referrals.



“

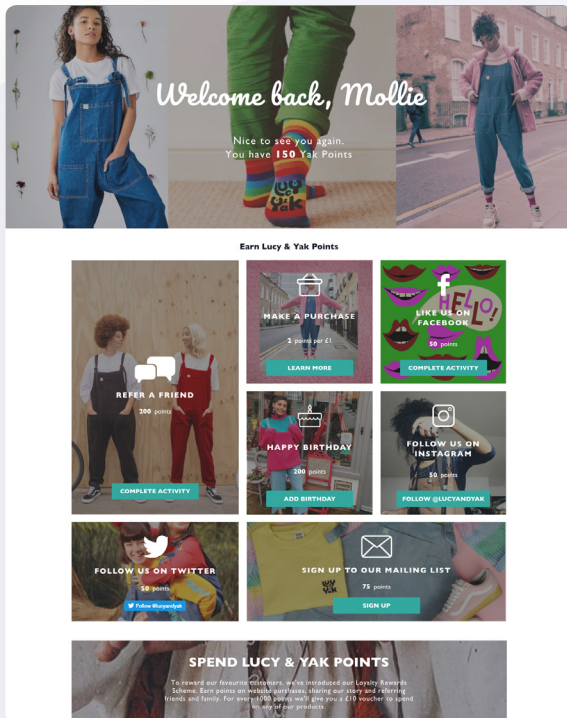
When helping Waterdrop create its loyalty program, we wanted to make sure it was their vision realised – it needed to be on-brand and relate to their customer base. With their integrated loyalty program, every element is now perfectly customised and engaging for their customers.

**Ben Pointing** Head of Customer Success, LoyaltyLion



## Honourable mentions

Loyalty program branding can be implemented in a whole manner of ways – depending on your brand identity and personality. Here are some other stores we'd love to mention who are using their loyalty program as an exciting and engaging branding opportunity.



### Lucy and Yak

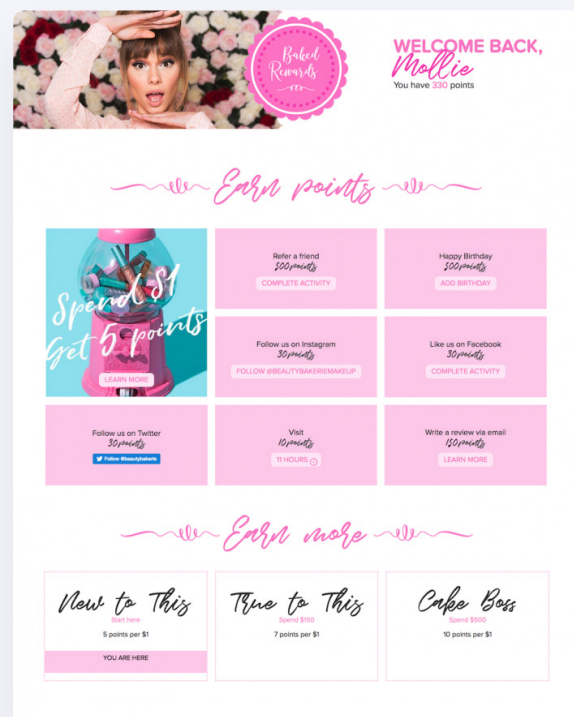
**Lucy and Yak's** integrated loyalty page is big on visuals. Their brand and lifestyle photography sit behind the header, tiers and the ways customers can earn points.

But the clever branding doesn't stop there.

Lucy and Yak have named their loyalty program "Yak points" and their tiers "Comfort Lover", "Yak Enthusiast" and "Dungaree Devotee" as light-hearted nods to their products.

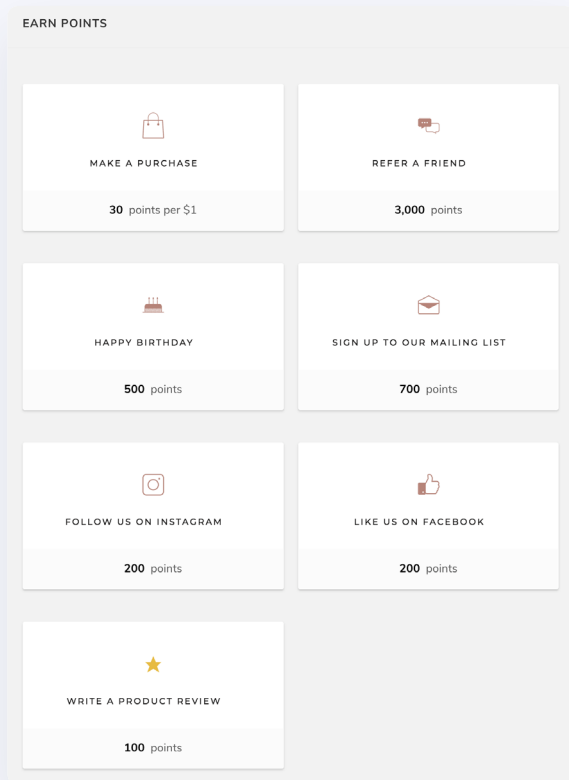
### Beauty Bakerie

By naming their program "Baked Rewards" and their top tier "Cake Boss", **Beauty Bakerie** use their integrated loyalty program to show their brand and products are inspired by sweet treats.





## Honourable mentions



### Esqido Lashes

Making a loyalty program match your branding doesn't need to always be all bells and whistles.

**Esqido Lashes** has transformed our own out-of-the-box loyalty program into something that's uniquely their own. To achieve this, they've added rose gold icons and kept the layout minimal and sophisticated. This shows that sometimes just a dash of customisation is all that's needed to make a big difference.



## What we can learn from the winners

A loyalty program is a perfect opportunity to shout about your brand, share who you are and project your personality – so, make the most of it!

Want to build your own unique and fully on-brand loyalty program? Learn more about our **integrated loyalty program functionality**.



# Best use of loyalty tiers



**With customer experience soon predicted to overtake price and product as key brand differentiators, creating a tiered loyalty program is a great way to amp up the experience you're offering.**

Tiers naturally boost customer engagement as the desire to move up and have access to more exclusive rewards gives members the motivation to spend and interact with your brand more.

Tiers also encourage customers to increase their average order value. They'll be willing to add more to their carts to unlock the rewards exclusive to higher levels. Plus, the opportunity to add VIP-only and subscriber tiers is a clever way to ensure a constant revenue stream and encourage customers to stay loyal to your brand for the long-term, while also creating a sense of community.

And, the winner is...



## Mirenesse

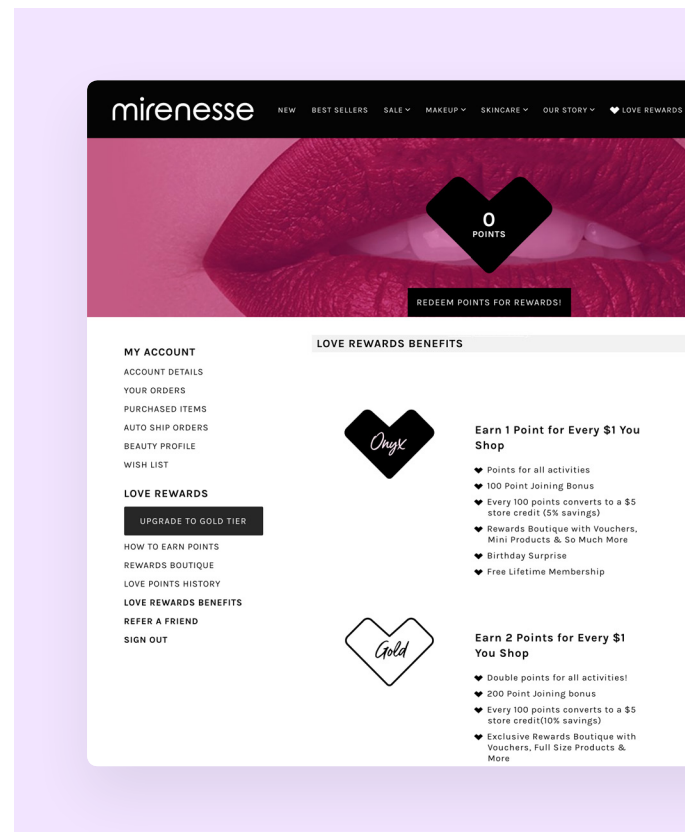
**Mirenesse's "Love Rewards" loyalty program automatically enrolls members into the "Onyx" tier. There they receive one point for every dollar spent.**

Beyond purchases, customers also get a joining bonus, opportunities to earn \$5 store credit, a birthday surprise and access to rewards such as mini products.

But that's not why we've crowned Mirenesse as our winner. They've elevated their tiered program further by including a paid member tier – otherwise known as the "Gold" tier.

In exchange for a \$10 monthly membership, customers in this VIP tier get additional perks. These include two points for every dollar spent, access to secret sales, a tester panel where they can register to trial new products as well as the "Gold treatment" – the ability to jump the queue.

These premier benefits tempt customers into paying more to become a part of an exclusive club. Meanwhile, Mirenesse has secured a collection of loyal customers who are committed into long-term spending cycles. This clever approach has worked as good as gold – in just three months, Mirenesse has seen over \$500,000 worth of purchases made through their loyalty program.



“

We really like how Mirenesse has taken initiative with their loyalty tiers. The "Gold" tier makes their customers feel extra special and the rewards are really desirable. A clever choice as customer loyalty begins by making your customers feel valued.

**Max Parker** Customer Success Specialist, LoyaltyLion



## Honourable mentions

While Mirenesse has seen positive results from their paid member tier, this approach isn't for everyone. There are other ways to create a successful tiered loyalty program.

### 100% Pure

The natural beauty brand, **100% Pure**, have a clear tier-based system that moves customers up depending on their purchases and engagements with the brand.

Naturally, the higher the engagement, the more exclusive, experiential and personalised the rewards. For example, members of the highest tier, "Pure Revolutionist", get early access to new products and free shipping.

We like 100% Pure's approach to tiers as they have clearly communicated to members in lower tiers the benefits they are missing out on in higher tiers. This encourages their members to keep on striving, and spending, to keep moving up the tier system

Since launching "Purist Perks", 100% Pure have generated more than \$1m from reward driven purchases and over 130k members have spent 6.52m points.

#### Purist Perks

We've dreamed up some wonderful ways to reward you for shopping at 100% PURE\*, and signing up is easy! Discover the amazing benefits that come with each step of our 3-Level rewards system!

#### Purist Perks Levels

 PURE ENTHUSIAST*	\$0 - \$749
 PURE ACTIVIST*	\$750 - \$1125
 PURE REVOLUTIONIST*	\$1125+

#### The Benefits

Redeemable Vouchers  
Exclusive Promotional Offers  
Exclusive New Product Previews  
Toll-Free Priority Customer Service  
Early Access to Newly Launched Products  
Free Upgraded Shipping (United States Only) on All Orders







## Honourable mentions

### REWARD LEVELS

Wild & Beautiful Collective

[Create an account](#)

Wild & Beautiful Collective Insider

[Subscribe to a product](#)

### THE BENEFITS

	COLLECTIVE BASIC	COLLECTIVE INSIDER
Redeemable Rewards	●	●
Exclusive Discounts	●	●
Double Points Days	●	●
Triple Points Days		●
First Look at New Products		●
Private Facebook Group		●
We Heart Discounts		●
Educational Resources		●
Surprise Gifts		●

## Annmarie Skin Care

Another special mention in this category goes to **Annmarie Skin Care**. We wanted to draw attention to this brand as they use tiers as a way to encourage community building.

How? Well, their “Wild & Beautiful Collective Insider” program is a top-tier membership service that customers can only join by subscribing to their products. Once customers become an “Insider” they receive discounts, educational resources and direct access to first look at new products. To evoke a feeling of community, Annmarie Skin Care uses messaging – such as “Collective” and “Insiders” – that encourages an emotive response tied to belonging and inclusion.

By making shoppers feel connected to the brand in this way, their customers will be more excited to tell others about it and therefore become advocates on the store’s behalf.



## What we can learn from the winners

To create a loyalty experience your customers will remember, be sure to incorporate tiers. And, remember: the stores leading the way with their tier-based programs are the ones that make their tiers aspirational, exclusive and inclusive.



# Best use of reviews

**Reviews are incredibly important. Not only do they demonstrate that customers are buying your products or services, but they also show shoppers that individuals just like them have had positive experiences with your store.**

This is particularly important in a time where customers crave authenticity.

Customers want to hear from others before making a purchase – with **74% citing** that word-of-mouth is a key influencer in their purchasing decisions. And, **84% of customers** trust online reviews as much as they do personal recommendations. Customers know these reviews come from shoppers, just like them, who are using your products day-to-day.

But which stores are using their loyalty program to encourage these valuable reviews?



# And, the winner is...



## Pulse Boutique

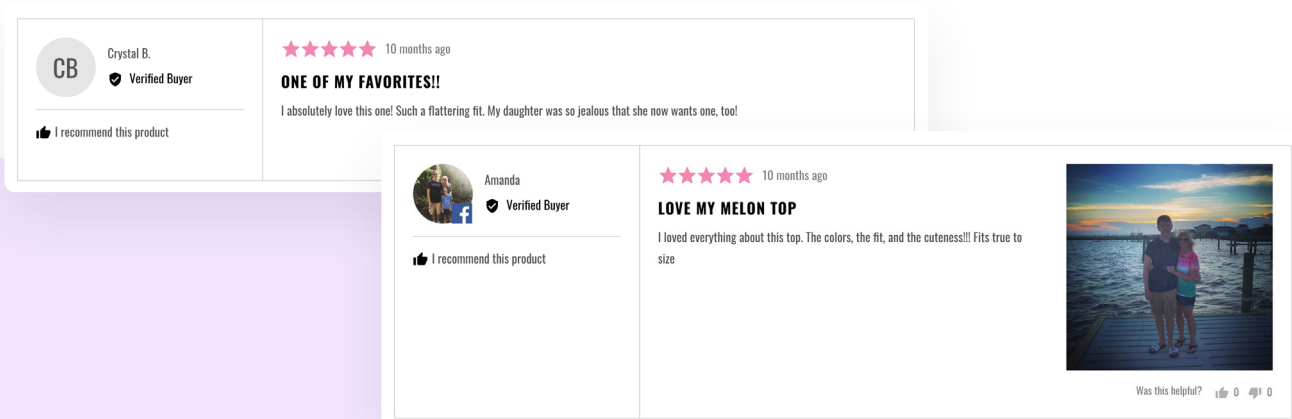
**Pulse Boutique's** loyalty program "Pulse Perks" rewards customers 50 points for writing a review.

This encourages their devoted customers to join a friendly conversation and "share the love" about a brand they are passionate about.

But that's not all, Pulse Boutique also understands the power of visual reviews too. Through their loyalty program, they reward customers an additional 100 points if they add a photo with their review. And, with **73% of customers** saying that the content within the review is more valuable

than the overall star rating, it's clear that making the most of this visual assets could be key to your overall success.

By featuring this user-generated content (UGC) on their website, Pulse Boutique saw an 18% uplift in sales and a 39% increase in returning customers. The social proof gave customers the evidence that their brand could be trusted as they could see their products being worn and lived in.



## What we can learn from the winner

User-generated content – such as reviews and photo evidence – elevates the credibility of your store and builds consumer trust. If Pulse Boutique's results are anything to go by, using your loyalty program as a way to encourage more reviews will benefit your store no end.





# Best use of referrals



Once you've made a connection with your customers and made them feel valued for their loyalty, they'll be more excited to get vocal about your brand.

And, as they're more predisposed to trust you, customers who are referred by friends are **four times more likely** to spend. A loyalty program is a great way to reward customers for recommending your store to others.

Here's how the winners are using their loyalty program to encourage more of their loyal customers to make referrals.

# And, the winner is...

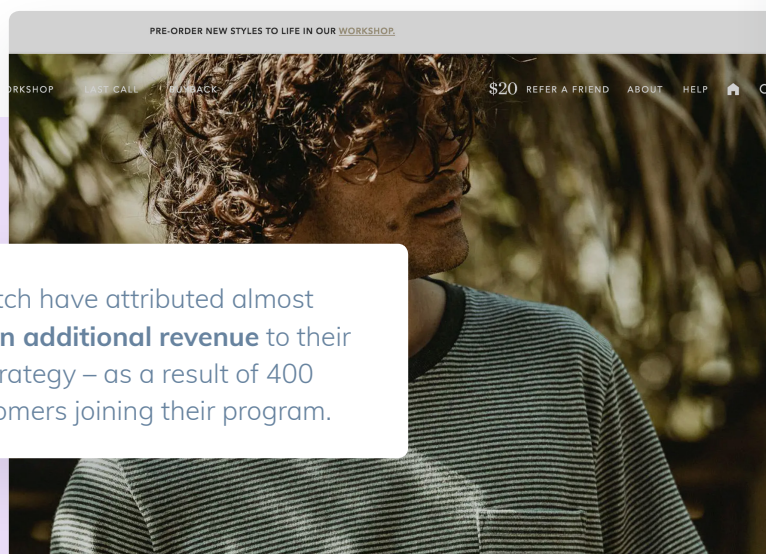


## Taylor Stitch

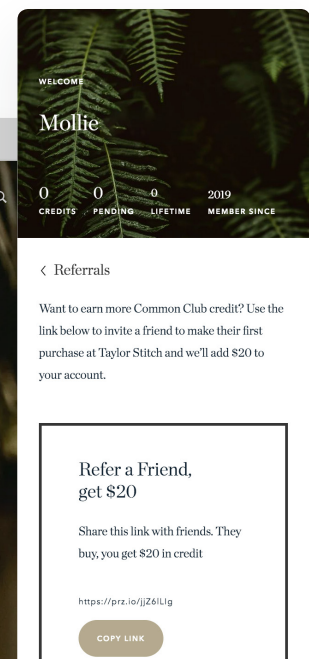
Fashion brand Taylor Stitch makes referrals the primary action customers can take through their loyalty program.

This is a winning strategy all around: The referred customers' have to spend less time browsing as they'll be more inclined to trust the quality of the products and the experience they'll receive. The referee gets \$20 in store credit once the new customer they referred makes a purchase. Plus, Taylor Stitch acquires new customers who are more likely to convert, all while saving costs on advertising.

Taylor Stitch communicates the benefits of referring individuals clearly to their customers and makes the process as easy as possible. They have incorporated a one-click copy button that allows customers to share their own unique URL wherever they choose.



Taylor Stitch have attributed almost **\$90,000 in additional revenue** to their referral strategy – as a result of 400 new customers joining their program.



“

We wanted to showcase Taylor Stitch's approach to referrals as they make it really easy for customers to copy and share their referral URL. The easier you make it for customers to refer others, the more likely it is that they'll do it!

**Ben Pointing** Head of Customer Success, LoyaltyLion



## Honourable mentions

### Lashify

We couldn't talk about referrals without mentioning **Lashify**. Since launching their program the brand has seen over 2,000 new customers sign up thanks to their referral strategy.

But, what's so unique about it? Well, Lashify makes it easy for customers to refer their friends through any channel. In the "refer friends" section

of their member page, there are clear buttons that allow customers to refer friends using Twitter, Whatsapp, Facebook Messenger, Facebook or email. On top of that, Lashify also makes it easy for customers to copy their unique referral URL with just one click. The sharing possibilities are endless.

#### SOME WAYS TO EARN BONUS LASH CASH POINTS

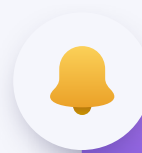


## What we can learn from the winners

92% of customers trust referrals and recommendations from people they know – that's a large chunk of your potential customer base.

These two winners have shown us that to ensure your referral feature of your loyalty program makes a real difference, you need to make it as easy as possible for them to tell others all about you.





**DOUBLE POINT  
WEEKEND**

# Best loyalty promotion

**The fun doesn't stop once your loyalty program has launched!  
How you promote it long-term is vital to its overall success.**

It costs five times more to acquire a new customer than it does to retain an existing one, so it's important to do what you can to keep your customers returning.

From double point weekends and remarketing campaigns to sign up pushes, there are many ways you could be incorporating your loyalty program into your promotional strategy.

But, who is excelling and what can you learn from them?

And, the winner is...



## Terry's Fabrics

**Terry's Fabrics** run regular exclusive double point events to surprise and delight their customers.

These promotions are included in emails to remind existing customers of their loyalty program and entice them to return and spend again, sooner. The time-limited nature of the promotion creates a sense of urgency and encourages in-the-moment purchases.

As a result of their email promotions, Terry's Fabrics have generated over £30,000 in additional revenue.

The screenshot shows an email from Terry's Fabrics with the subject 'DOUBLE POINTS'. The main headline is 'DOUBLE POINTS' in large, bold, black letters, followed by 'TWICE AS MUCH TO EARN ON PURCHASES' in smaller blue text. Below this is a photo of a brown cardboard box with a 'terrysterrysrewards' label. To the right of the box is a black box with the text 'TODAY ONLY' in white. Below the photo is a section titled 'Fiona Last Chance For Double Points!' in green and black text. The text below this says 'Today only you can earn double points on all purchases. So, points you earn before midnight will be worth twice as much when you come to redeem them.' Below this is a list of points conversions: '50 points becomes 100 pts', '75 points becomes 150 pts', '90 points becomes 180 pts', and 'Spend more, earn more'. At the bottom is a green button that says 'Double Points >>'.

■ terrysfabrics

### DOUBLE POINTS

TWICE AS MUCH TO EARN ON PURCHASES

**TODAY ONLY**

**Fiona Last Chance For Double Points!**

Today only you can earn double points on all purchases. So, points you earn before midnight will be worth twice as much when you come to redeem them.

- 50 points becomes **100 pts**
- 75 points becomes **150 pts**
- 90 points becomes **180 pts**
- Spend more, **earn more**

Double Points >>

“

■ terrysfabrics  
Transform your home for less™

We've been using LoyaltyLion for a year now and experienced fantastic results. The initial consultation was extremely helpful and got the ball rolling quickly and effectively. With new features being added all the time, it feels like we've barely scratched the surface of what LoyaltyLion is capable of but so far, our customers love it!

**Richard Awty** Marketing Assistant, Terry's Fabrics

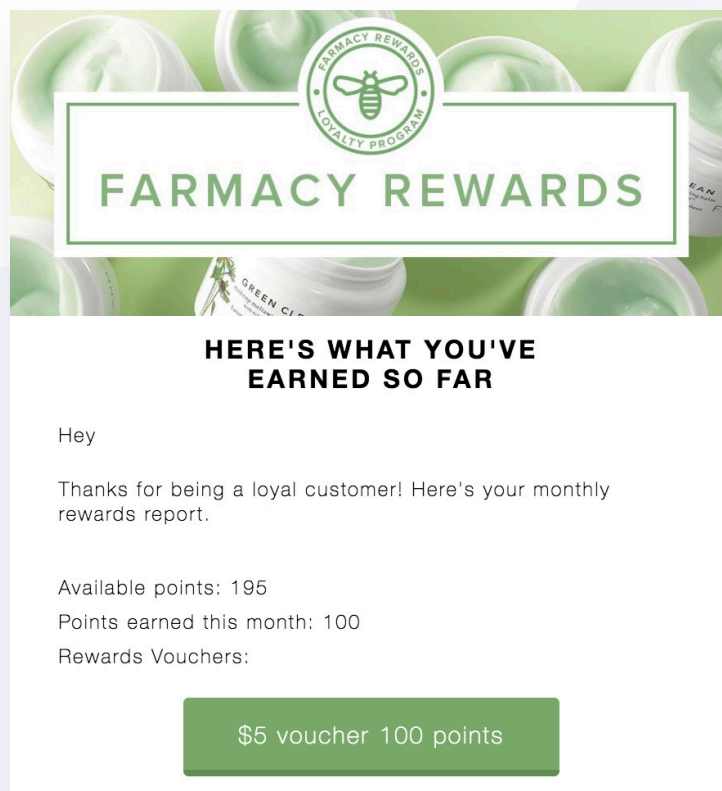




## Honourable mentions

### Farmacy Rewards

**Farmacy Beauty** successfully uses their loyalty data to create personalised promotions unique to each individual. By showing customers the points they have available and the rewards they could exchange them for, the beauty brand has drawn 4,000 at-risk and lapsed customers back to their site to spend again.

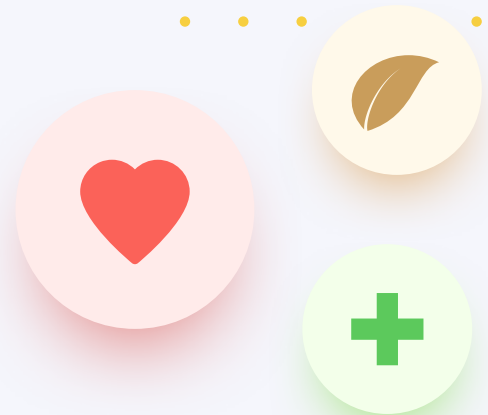


## What we can learn from the winners

Remember that the success of your loyalty program depends on how you promote it with your new and existing customers longer-term. Running time-limited, personalised promotions will encourage customers to return to your store sooner.



# Best health and wellness loyalty program



**With an estimated worth of \$4.2 trillion and a market growth of 12.8% in just two years, the health and wellness industry is definitely booming. And it's no surprise really.**

More people than ever use smart watches and apps to track exercise and sleep, prioritise organic food and make wellness a daily, active pursuit.

With a thriving market, new challenges arise. Niche health and wellness crazes launch daily making it difficult to keep customers loyal to your brand over all others. It's the brands that create emotional connections and elevate the customer experience that stands out.



And, the winner is...



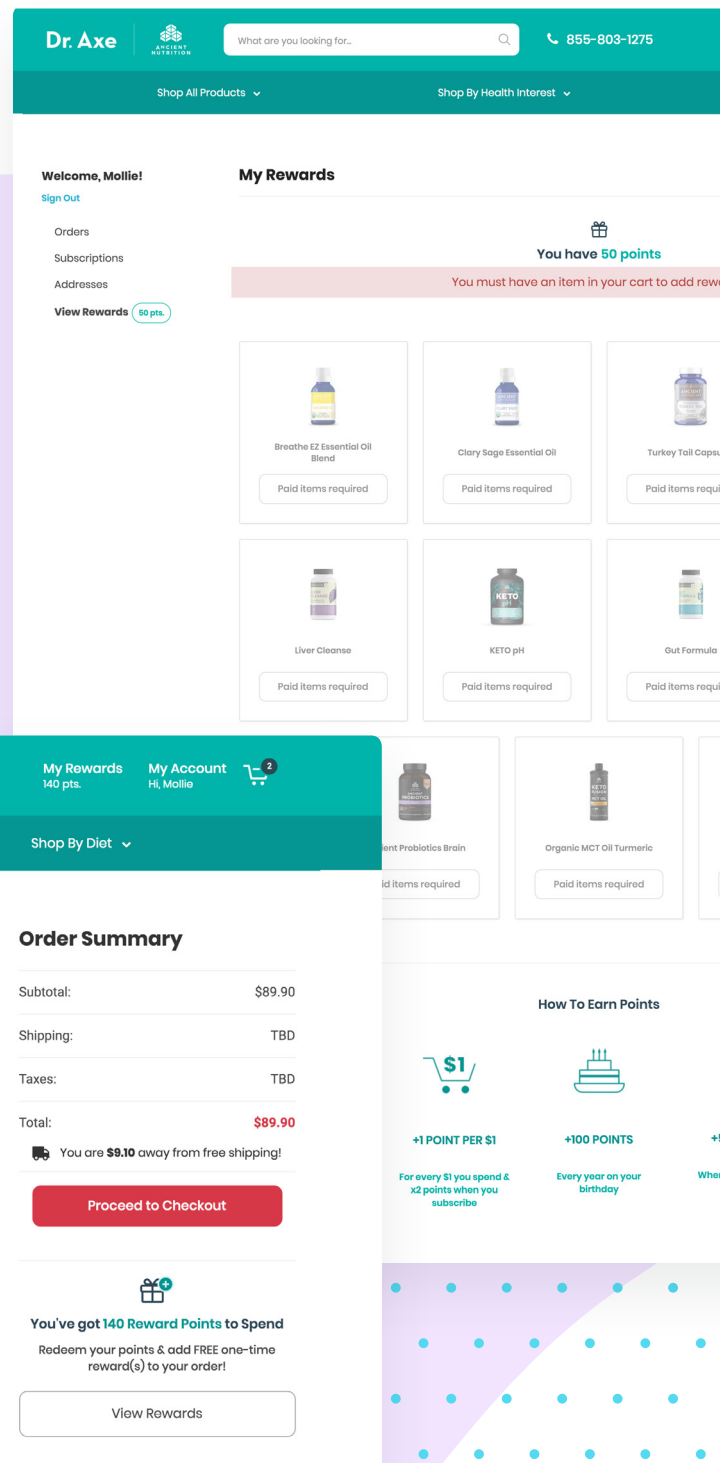
## Dr. Axe (Ancient Nutrition)

**Dr. Axe (Ancient Nutrition)** is the second most visited health and wellness website in the world – boasting 10 million monthly active users.

To elevate the customer experience and encourage more customer participation, the health and wellness leader worked with LoyaltyLion to launch an extensive loyalty program.

Using our **integrated loyalty program functionality**, Ancient Nutrition has built a loyalty program that is fully on brand and interactive. They have created a stand-alone page that acts as a destination for customers to return to and engage with.

To enhance customer interaction and encourage program participation they have also embedded loyalty elements across the customer journey. Once a customer logs in, they can view the rewards they've earned directly from the navigation bar. Customers can also engage with the loyalty program at the checkout: **In-cart Rewards** – a Shopify first – allows customers to view and claim rewards directly in the cart.



To keep an ongoing relationship with their customers, Ancient Nutrition also makes clever use of loyalty tiers to promote their subscription service. They have a “Subscribe and Save Member” tier where customers that enrol in their subscription program receive more, exclusive rewards – such as double points on all purchases and early access to new products. These premium rewards increase the likelihood that a customer will become a long-term subscriber.

Thanks to their loyalty program, Ancient Nutrition has seen a 300% increase in reward redemption and a 36% increase in their average order value.

“



ANCIENT  
NUTRITION

LoyaltyLion has been a great partner in helping develop a highly-customised program, which has created an amazing experience for our customers and has driven consistent and measurable improvement in all of our performance metrics.

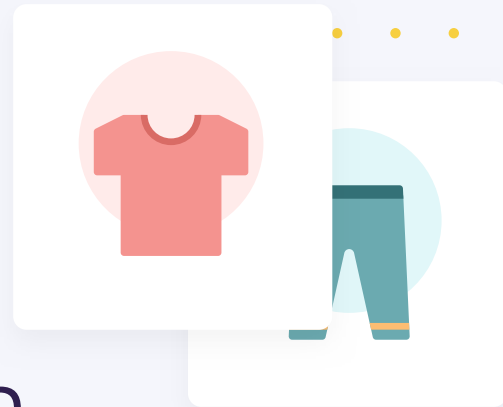
**Kate Johnson** VP Brand Marketing, Ancient Nutrition

## What we can learn from the winner

If you're a health and wellness brand looking to stand out from the competition, you need to look into new and exciting ways to elevate your customer experience and find new opportunities to cross-sell and up-sell.

See more ways a loyalty program can benefit your **health and wellness brand.**





# Best fashion loyalty program

The fashion industry now accounts for 2% of the world's GDP. And this growth won't be slowing down anytime soon – the market is expected to grow 9.8% per year to reach a total market size of \$835.8 billion by the end of 2023.

As a result, there are a lot of fashion stores competing for the attention of shoppers. At the same time, these fashion lovers are becoming pickier. They're looking for unique items for curated looks and they won't hesitate to shop around to find them.

Despite the growth of the fashion industry bringing a fair few challenges, there are still exciting opportunities for fashion brands seeking to retain their customers. Shoppers are always looking for the latest apparel trends and will return to the brands they already love to see what's new.

So which fashion loyalty programs are on trend and what can you do to match up?

# And, the winner is...



## Lively

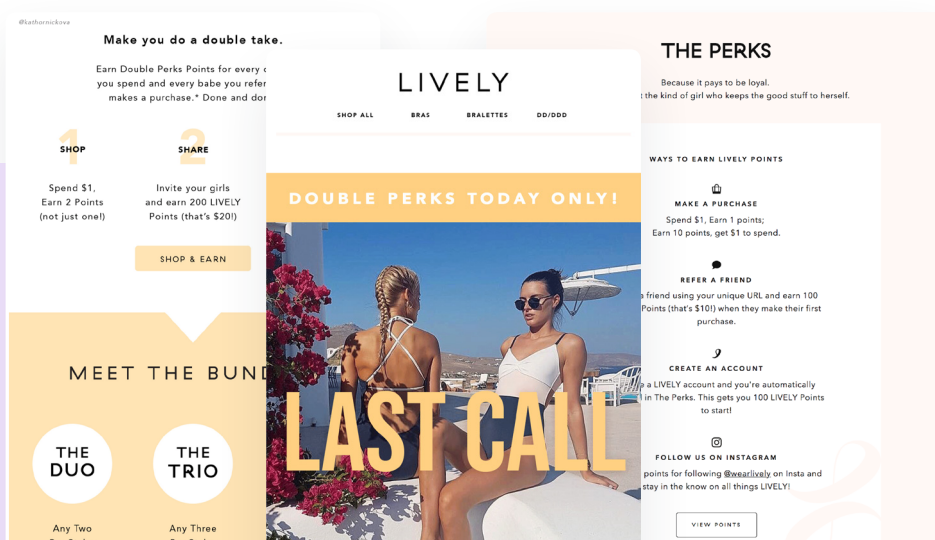
**Lively** use their loyalty program to make their most loyal customers feel special – rewarding them with points on their birthday, for referring friends and social follows.

The perks of their program are clearly communicated throughout their site and they even use regular loyalty emails to run double points events.

Not only is their loyalty strategy effective, but customers can also see the immediate value of joining. They receive 100 “Lively points”

when they sign up – which translates into a \$10 discount. This perk provides customers with instant gratification and establishes an emotional bond early on.

With the help of their program, Lively’s customers use points and rewards on most purchases.



“

Lively’s loyalty program is not only eye-catching but it also secures a solid brand-to-customer relationship early on. This is vital when setting up your loyalty program as you want to hook your customers right away before you lose them to the competition.

**Megan Kealey** Customer Success Specialist, LoyaltyLion



# Honourable mentions

## Mode in Elo

French fashion brand **Mode in Elo** use our **integrated loyalty page** functionality to clearly communicate their soft and graceful brand identity. Customers are also shown a page that's inviting and makes them feel valued as it includes messaging such as "welcome back home".

Customers are also clearly shown which tier they currently belong to and the ways they can earn points.

Free Delivery From 150 €, 80 € In Europe

#MODE IN ELO  
ORIGINAL ET ÉPHEMÈRE

#SABRINACSARI NEW READY TO WEAR ACCESSORIES OUR INFLUENCERS

Q | Account | 0 €

HOME / LOYALTY PROGRAM

← Back to the account

### Your Loyalty Program

At Mode in Elo, you are rewarded on yo

#### Our programs

Money	Platinum
Start here	Dépensez €200 pour devenir membre Platine
2 points per € 1 spent	5 points par €1 dépensé
You are here Spend € 200 more to reach Platinum	

#### Comment gagner des points ?

Make a purchase	Refer a friend	Happy Birthday	Suivez nous sur Instagram
2 points par €1 dépensé	1000 points	500 points	100 points
En savoir plus	Parrainer une amie	Ajouter mon anniversaire	Follow @modeinelo

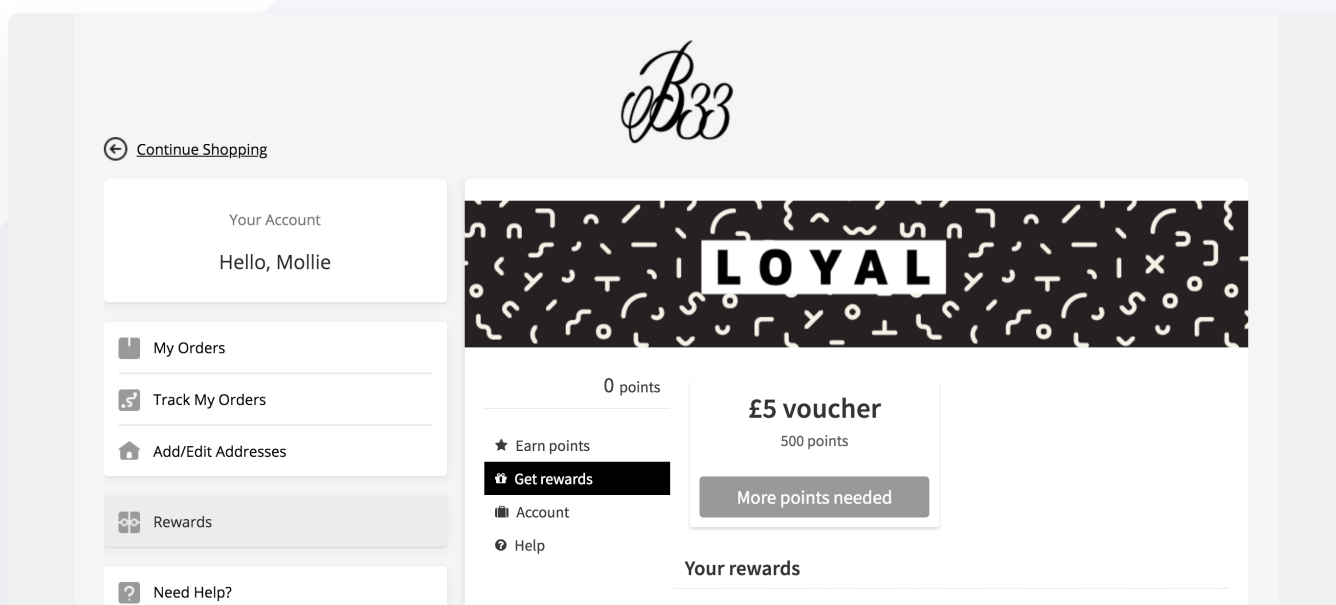


## Honourable mentions

### Bee Inspired

Menswear brand **Bee Inspired Clothing** encourages customer loyalty with a program that is simple and to the point. Customers earn 500 points simply for spending, which are then exchanged for £5 vouchers.

This straightforward approach has worked wonders as this rule has been engaged with over 38,000 times.



## What we can learn from the winners

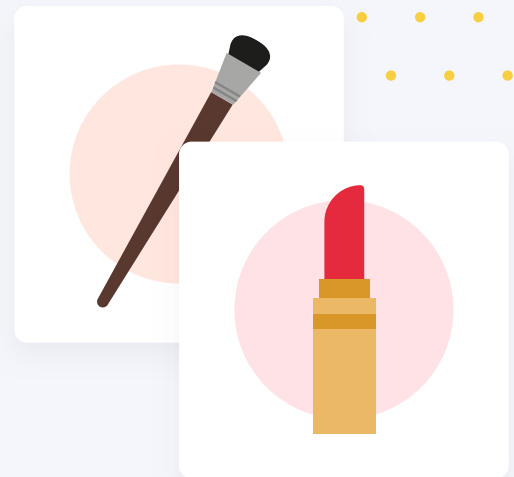
When you're a fashion brand trying to compete in a growing market, customers will respond best to a store that delivers high-quality customer experiences.

These winners have taught us that to achieve this, it's okay to go for a no-frills approach. Just make sure your loyalty program is easy to use, true to your brand and personalised to the individual.

Ready to add a loyalty program to your fashion store? [Check out how we can help here.](#)







# Best beauty and cosmetics loyalty program

According to reports, the global cosmetics industry is expected to reach **\$863 billion** by 2024. This thriving industry is fuelled by social media and online influencers.

In fact, **82% of female consumers** now believe that social media is the key driver behind all beauty trends.

When there are so many brands and products for customers to choose from online, you need to make sure your beauty and cosmetics brand is the one getting attention, clicks and, ultimately, purchases.

So which beauty stores are making waves with their loyalty program?

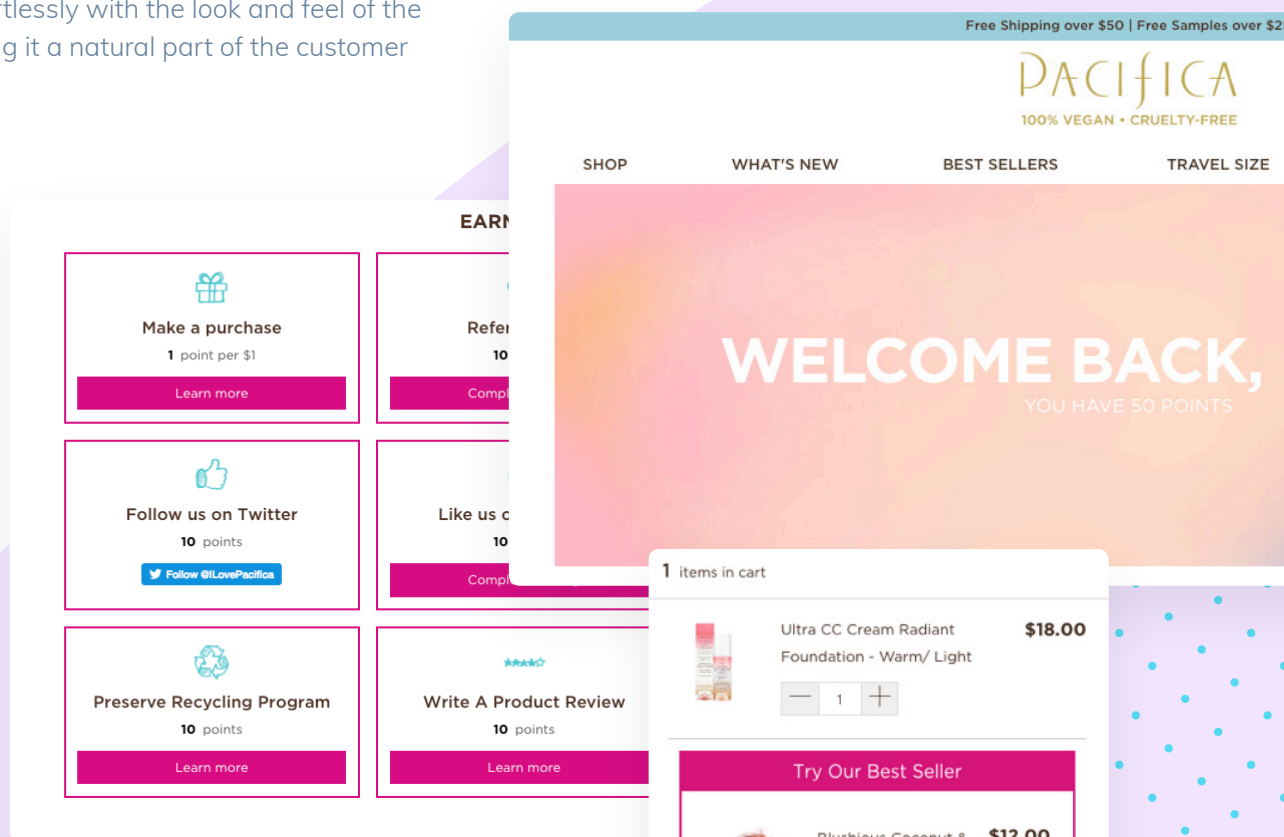
And, the winner is...



## Pacifica Beauty

**Pacifica Beauty** has an all-round loyalty program that uses a lot of added features to enhance customer experiences.

First, they have an easy-to-use **loyalty page** that blends effortlessly with the look and feel of the site – making it a natural part of the customer experience.



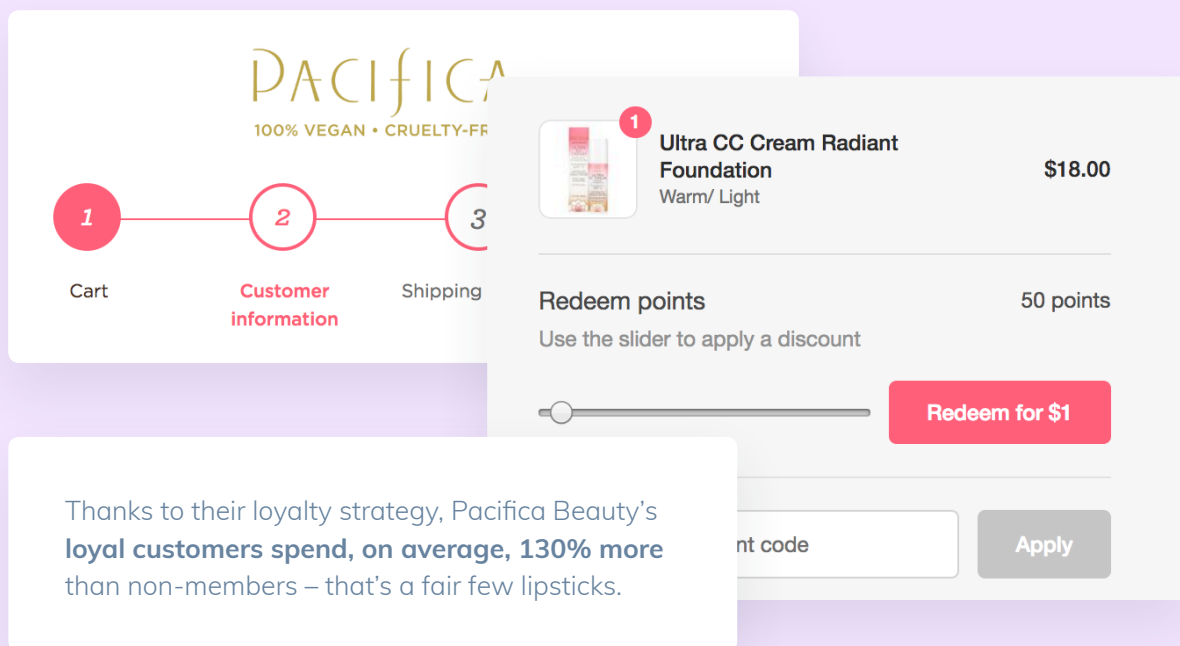
Pacifica Beauty also displays its loyalty program across the whole buyer's journey. When a shopper hovers over the cart icon, they can see their point balance for the items in their cart.

And, when they click to view the full cart, they are shown the point value of their order alongside how many points they still need to redeem before they can claim a free gift. This encourages customers to increase their average order value (AOV).



Then, once the customer is nearing the end of their purchase journey, Pacifica Beauty also displays a checkout slider. This allows customers to claim the rewards they've earned from their loyal behaviour to their purchase.

All these added features keep the loyalty program at the forefront of the customer's mind wherever they are in their journey.



“

PACIFICA  
100% VEGAN • CRUELTY-FREE

Taking loyalty to the next level and beyond! LoyaltyLion is a game changing loyalty platform that up-levels our customer experience. LoyaltyLion provides suggestions and insights that soar with marketing potential to help maintain, engage and even win back our customers. We love it.

**Kimberli Harvey** Social Media Marketing Director, Pacifica Beauty

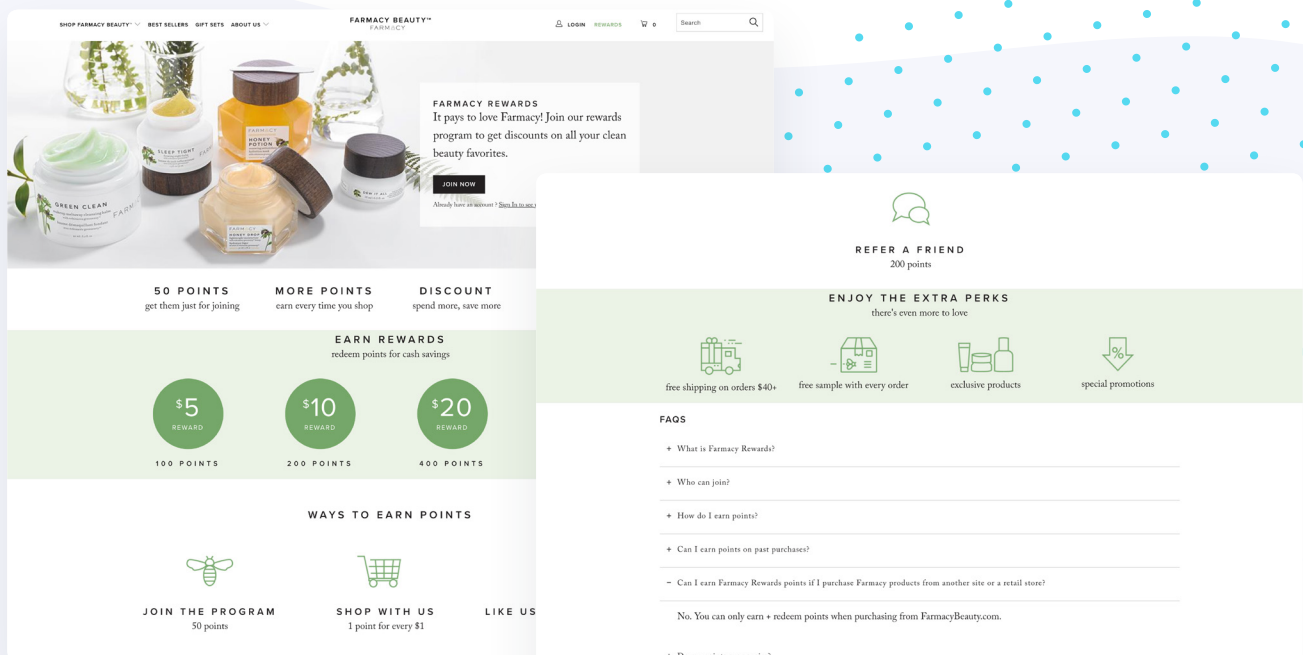


## Honourable mentions

### Farmacy Beauty

**Farmacy Beauty** receives a special mention because of the way they communicate their loyalty program, “Farmacy Rewards”, to their customers. They use actionable phrases such as “Discount: Spend more, save more” and “Perks: Special gifts and exclusives” above-the-fold

so customers can see the benefits of the loyalty program at a glance. They then share more details – whilst maintaining brand consistency – with added information and a clear FAQ section.



## What we can learn from the winners

Beauty loyalty programs come in all shapes and sizes. It's the programs that are well thought out and encourage engagement that will attract the eyes of shoppers in this influencer-led market. Find out more ways to implement a loyalty strategy across your beauty ecommerce site here.



# Best omnichannel loyalty program

**Today customers engage with brands both in-store and online. As a result, it's essential that stores need to offer a consistent experience both in brick-and-mortar locations and on their website.**

An omnichannel loyalty program exists to help you recognise your shoppers as the same customer in person and online – showing that you value them as an individual. This means that your customers can earn points and redeem rewards wherever they're shopping with you.

At LoyaltyLion, we make it easy for merchants to integrate their customers' loyalty data collected online with their Shopify POS systems. As a result, customers get added points to their in-person purchase and shop assistants are empowered to give out gifts and rewards.

So who's knocking it out of the park when it comes to creating an omnichannel loyalty program?

And, the winner is...



## Baseballism

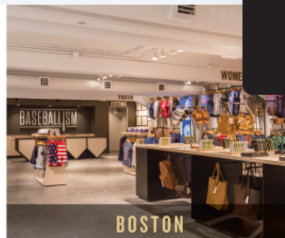
**Baseballism** doesn't just successfully merge their online loyalty program with their in-store experience...

They carry this seamless loyalty experience across 14 POS stores in all corners of the United States. Wherever a customer chooses to shop with the brand, they will receive a consistent and personalised loyalty experience.

### BASEBALLISM RETAIL STORES



ATLANTA



BOSTON



CHICAGO



COOPERSTOWN



PORTLAND



SAN FRANCISCO



SCOTTSDALE



TEXAS

“

BASEBALLISM

The Baseballism loyalty program has been a success for our brand. Soon after launching, many of our customers started to actively use the program. We are now pleased to have over 46k members and are eager to find ways to improve to make this loyalty program even better for both Baseballism and our customers.

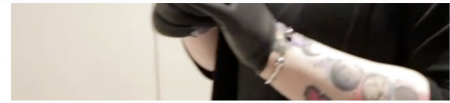
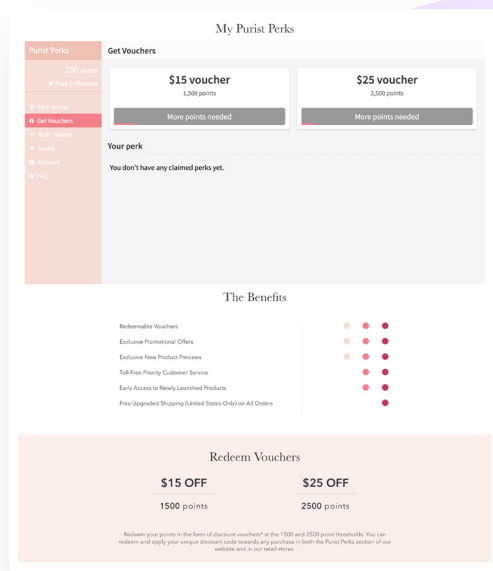
**Ben Atkinson** Retail Operations Manager, Baseballism



## Honourable mentions

### Astrid and Miyu

**Astrid and Miyu** merge their online loyalty program with their brick-and-mortar experiences across London. Not only does this include their permanent ear piercing studios, but also pop-up stores they've run at numerous events – including the infamous London Fashion Week.



#### Our Studios



##### Bond Street

Astrid & Miyu, 4 St Christopher's Place, London W1U 1LZ

Nearest tube: Bond Street 5 minutes walk, Oxford Circus 10 minutes walk

##### CONTACT US

Telephone: 020 79358385

Book Now at Bond Street



##### Shoreditch Boutique

Astrid & Miyu, Boxpark Unit 22-23, 2-10 Bethnal Green Rd, E1 6GY

Nearest tube: Shoreditch High Street Overground 1 minute walk, Liverpool Street Station 10 minutes walk, Old Street 10 minutes walk

##### CONTACT US

Telephone: 020 7998 3933

Book Now at Shoreditch

## 100% Pure

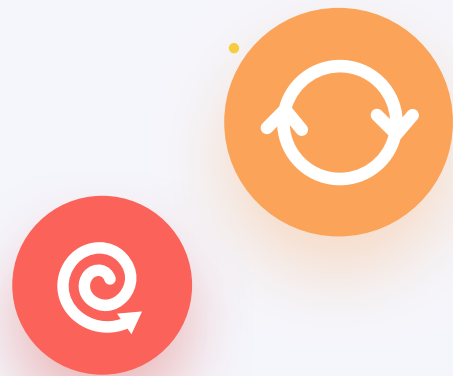
**100% Pure** approached LoyaltyLion because they wanted an omnichannel loyalty program that worked seamlessly across mobile, desktop and physical locations. Today, they have a coherent loyalty program that works across their 12 physical stores and their landmark website.

## What we can learn from the winners

Customers are today empowered with the choice to interact with the brands they love both in store and online. To meet the demand, make sure you're exploring how to recognise your customers as the same person wherever they're shopping.

Do this by making it easy for them to redeem and earn loyalty points and interact with your program both in person and on your website. Learn more about the ways you can use **LoyaltyLion and Shopify POS together.**





# Best use of subscriptions

Recent research by Royal Mail predicted that the subscription box market will be worth a staggering **£1 billion by 2022**.

Where once the trend was restricted to just a few industries, it is now widespread – used by brands selling everything from shaving kits to craft beers.

This new trend in retail has blown up and more and more brands are joining in.

Why? Because tempting introductory discounts lure customers into long-term subscriptions. And, for merchants, subscriptions promise guaranteed, frequent income.

So, which stores are using LoyaltyLion to make the most of subscriptions?



And, the winner is...



## Bakedin

**Bakedin** has launched “The Baking Club” – a subscription box that includes a new recipe every month, and the dry ingredients needed to bake it.

To encourage customers to subscribe to their baking boxes, Bakedin add subscribers to an exclusive loyalty tier.

This includes extra perks such as five “brownie points” for every pound spent on their site. By incentivising customers to sign up to their subscription boxes with premier perks, Bakedin is providing more value for their customers in exchange for long-term spending cycles.

The screenshot shows the Bakedin website's 'The Baking Club' page. At the top, there's a navigation bar with 'BAKING CLUB', 'BAKE SHOP', 'ABOUT', and 'BLOG'. The main heading is 'THE BAKEDIN BAKING CLUB'. Below it, a paragraph describes the subscription: 'Learn new recipes and impress your friends and family with our monthly baking kit, from just £7.50 per month including FREE delivery when you take out our 12 month pre-paid option.' Another paragraph states: 'The Baking Club is a baking subscription box with a brand new recipe every month. Each month, Baking Club members receive a monthly baking box with step-by-step recipe card with all the dry ingredients perfectly weighed out plus a few handy extras too.' A 'GET STARTED' button is prominently displayed. Below this, a section titled 'WHAT'S IN A KIT?' shows various ingredients in bowls and a recipe card for 'CHOCOLATE LEMONCAKE MUFFINS' by Michel Roux. A circular badge on the right says 'THE BAKING CLUB' and 'ALL THE DRY INGREDIENTS'. At the bottom, a 'HOW IT WORKS' section is divided into three columns: 'CHOOSE YOUR PLAN' (Pick whether you would like to pay monthly, quarterly or every 6 months...), 'GET YOUR BOX' (Each month we'll send you a unique baking kit with a recipe by Michel Roux...), and 'BAKE AND ENJOY' (Add the fresh ingredients, follow the easy-step recipe card and enjoy the baking from scratch experience...).

“

bakedin

Ever since launching our loyalty program, we have seen a big increase in repeat purchases and customer lifetime value, particularly around our subscription product: the Baking Club. Being able to reward our subscribers with more points and a wider choice of rewards has provided a real incentive for customers to subscribe to our Baking Club that just wasn't possible before.

**Anna Hall** Digital Marketing Manager, Bakedin



## Honourable mentions

And it's not only Bakedin who are using their loyalty program and subscription service together to create a great experience.

### Velour Lashes

**Velour Lashes** has an “Auto-Restock” tier for members who are subscribed to any product. These customers get \$20 gift cards as a thank you for continuous subscriptions, free shipping and a “Velour Lash Book”. This exclusive tier encourages their VIP customers to sign up to automatic repeat purchases from the makeup brand.

Auto-Restock		Subscribe to any product to reach th
EARN POINTS FOR ACTIVITIES		REDEEM POINTS FOR REWARDS
★ Make a purchase - 1 point per \$1		❖ \$5 voucher
★ Refer a friend - 100		❖ Free Too Easy Lash Applicator
★ Like us on Facebook - 10		❖ Free Whispie Tripack
<a href="#">View More</a>		❖ \$20 gift card
		❖ Free Black Lash Adhesive
		❖ Free Best Sellers Tripack
		❖ Free Thick & Fluffy Tripack
		❖ Free Cat Eye Tripack
		❖ Free Velour Lash Adhesive
		❖ Redeem at checkout
		❖ Free shipping voucher
		❖ \$5 off next subscription order
		❖ FREE Velour Lash Book
		❖ 15% Off Lash Styles

“

VELOUR

Not only is LoyaltyLion an excellent app that makes it easy to set up and manage customer retention and drive repeat purchases – the team at LoyaltyLion is always there to support and guide best practices along the way.

**Caitlin Copetti** Senior Marketing Manager, Velour Lashes



## What we can learn from the winners

The subscription box market is booming but it's also becoming more competitive. Brands are offering rewards that keep customers locked into subscription services including attractive introductory offers. To encourage customers to sign up to your subscription service over the competition, try linking it with your loyalty program to transform one-time spenders into long-term subscribers.

Want to learn more about how to use your loyalty program to drive subscriptions? Head over to the **[LoyaltyLion Academy](#)** – our free, educational resource.





# Best use of email

The primary aim of a loyalty program is to improve customer retention and to encourage your existing customers to repeat purchase sooner. After all, once a customer has made a second purchase, there's a 43% likelihood that they'll make a second.

Email is a great way to keep customers interested in your loyalty program in between purchases. According to our experience, loyalty emails have click-through rates as high as 35%.

This chapter takes a look at the loyalty pioneers who are making the most of every opportunity to use loyalty program emails to excite customers and attract them back to their stores.

And, the winner is...



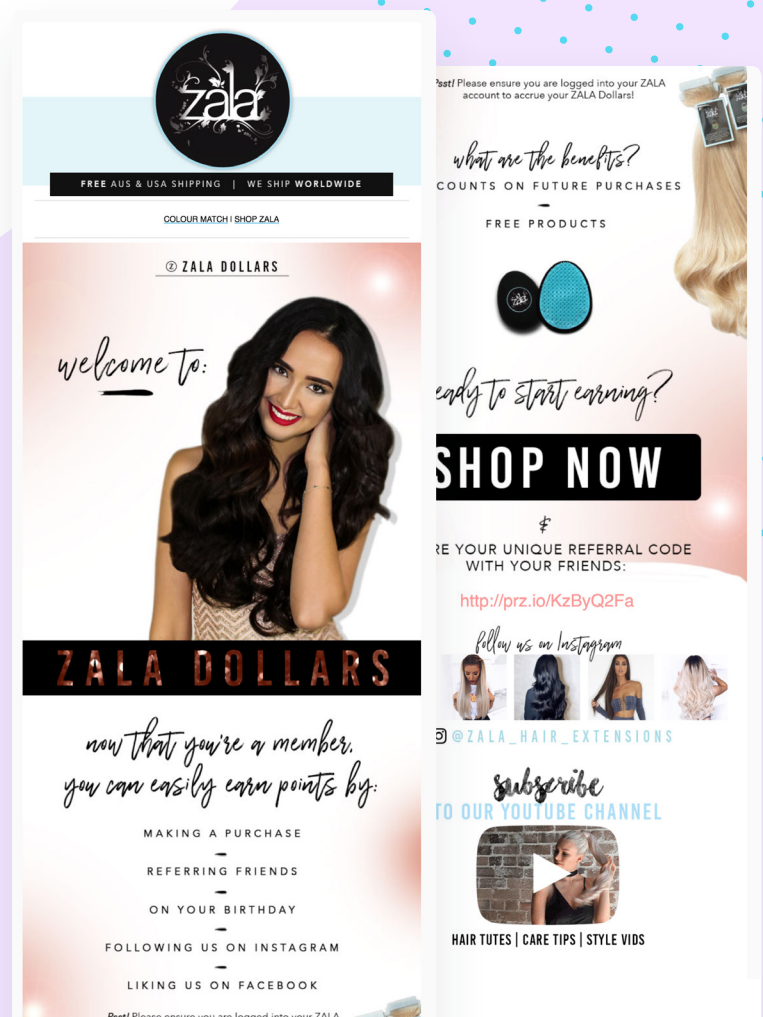
## Zala Hair

**Zala Hair** sends welcome emails to all customers who sign up to their program.

This email is full of lots of exciting content that communicates the brand's personality and gives customers opportunities to interact and return to the store.

First, the email clearly spells out the ways customers can earn "Zala Dollars" and the benefits of joining the program. The email is full of highly relevant call-to-actions that entice the reader to return and spend. Zala Hair also displays the customer's unique referral link in the welcome email, encouraging customers to share their experiences with friends in order to receive a reward.

To ensure new customers feel welcomed in their brand community, Zala Hair also introduces their Instagram and YouTube channel upfront in their welcome email.



“

Emails are a vital part of any loyalty strategy. Zala Hair's approach is successful as the emails let their brand personality shine through. This establishes a unique and personal bond with customers.

**Fiona Stevens** Head of Marketing, LoyaltyLion



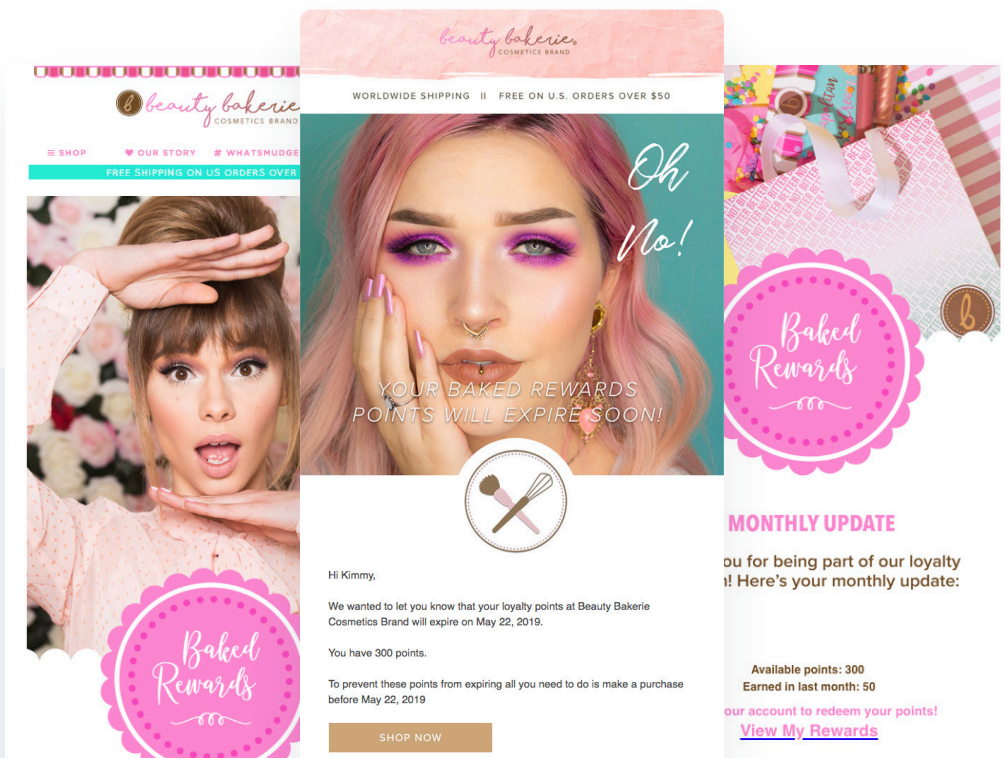
## Honourable mentions

### Beauty Bakerie

**Beauty Bakerie** run three loyalty email campaigns: point-expiry emails, monthly reward reminders and reward available reminders.

By sending these reminders to their customers' inboxes they encourage them to return, rarely allowing them to become at-risk or churned.

Displaying outstanding points balances and the products the customers could be purchasing with their rewards, Beauty Bakerie emails make customers feel like they're missing out if they don't return.



## What we can learn from the winners

Once a customer becomes a member of your loyalty program they have opted in to hear from you – so don't leave them hanging. Email is a great way to re-engage your customers in between purchases with perks they can't ignore.



# Best use of rewards and rules

**Rewarding customers just for purchases is the first step for any loyalty program, but it's not always enough to truly set your store apart.**

Customers want a loyalty experience that goes above and beyond the norm. Incorporating interesting rules and rewards that align with your customer's values and interests can be key to keeping a captive customer base.

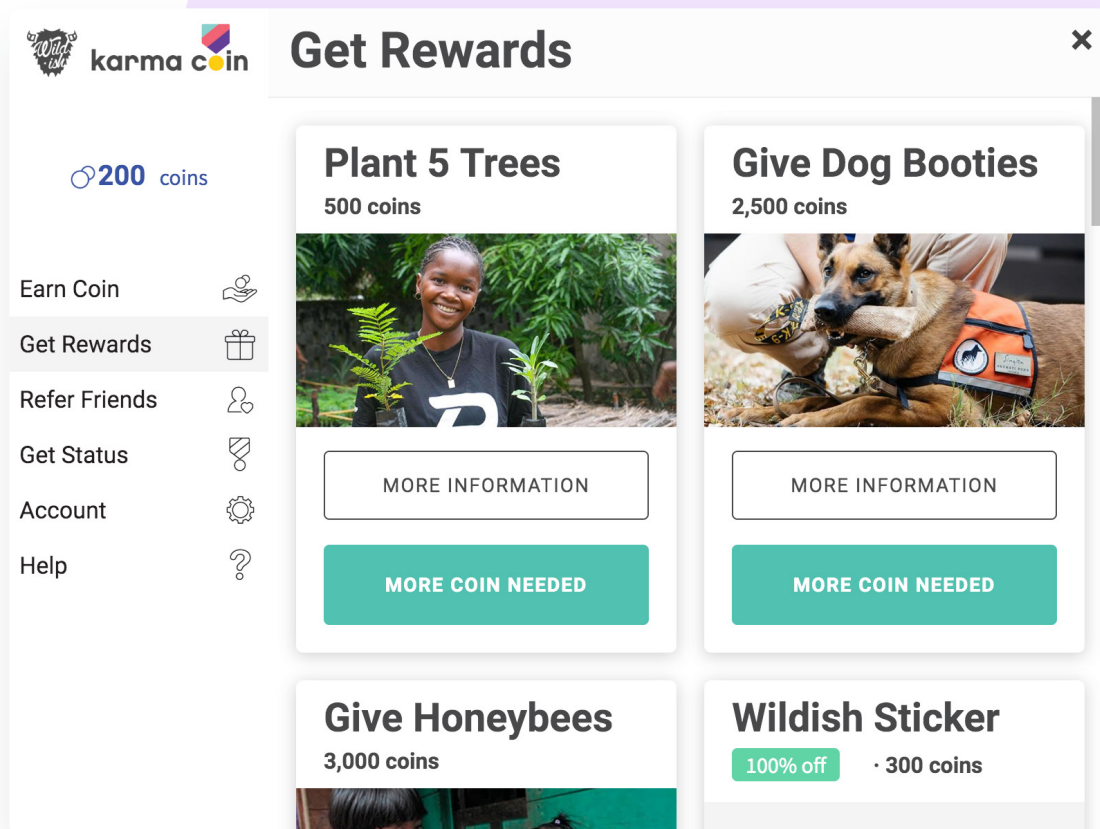
And, the winner is...



## Stay Wildish

Today, **65% of customers** buy on the basis of their beliefs. **Stay Wildish's** loyalty program appeals to this desire by rewarding customers for purpose-driven actions.

In exchange for loyalty points (or "Karma Coins") that are earned through community challenges such as creating a bubble station or supporting a local sports team, Stay Wildish helps customers contribute to charity-based initiatives. These initiatives include planting five trees in partnership with the Eden Reforestation Project or providing "booties" for working dogs.



Rick Lee, Founder, Wildish



Overall they use their loyalty program's rules and rewards to bring their brand mission to life and demonstrate that their values truly align with their customers' personal beliefs. Customers are emotionally engaged and come back time and time again to be part of this positive and charitable program.

Thanks to their innovative approach to points and rewards, Stay Wildish's loyal customers **spend 108% more** than their non-program members.

#### Extra Credit



##### Earn extra Karma Coin!

Give a friend 20% off their first purchase and earn 500 Coins. [Send now](#)



##### Become a State Friends Club Leader!

Sign up to host Wildish group hikes, yoga, and paddle good times outside in your state

“



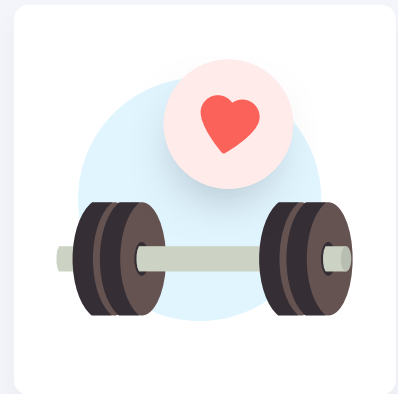
At Wildish, we do things differently and needed a loyalty program that was customisable and robust. We wanted control over the look and feel, the ways to earn Karma Coin, and the rewards customers could choose. The flexibility LoyaltyLion has built into their app has allowed us to build the loyalty program our customers had been asking for.

**Rick Lee** Founder, Wildish

## What we can learn from the winner

Remember, the rewards and rules you assign to your loyalty program can start simple. But, over time, they can be used as a way to communicate what you stand for and appeal to your customers on an emotional level.





# Best transformation

**Your loyalty program should always be adapting and changing, both to suit the needs of your target audience and to reflect the growth and development of your brand.**

Your loyalty strategy should be scalable and adaptable enough to transform with your ecommerce business.

This award goes to a retailer who has taken their loyalty program from strength to strength during their time working with LoyaltyLion.



And, the winner is...

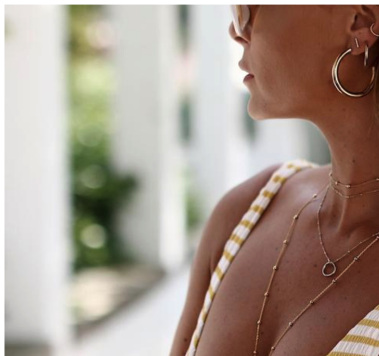


## Astrid and Miyu

Before migrating to Shopify, London-based jewellery brand Astrid and Miyu, used Magento's rewards and loyalty extension. But they found that this out-of-the-box solution was limited and difficult to use.

To transform their loyalty strategy, Astrid and Miyu migrated to LoyaltyLion. With improved flexibility, their loyalty program could be more user-friendly and the brand could make referrals a primary focus.

### Earn Points



**Make a purchase**  
5 points per £1

**Refer a friend**  
1,000 points

For every 100 points you earn you get £1 to spend at Astrid & Miyu. You can use these vouchers in-store, you just cannot use these during promotional periods.

### Spend Points

**£5 voucher**  
500 points

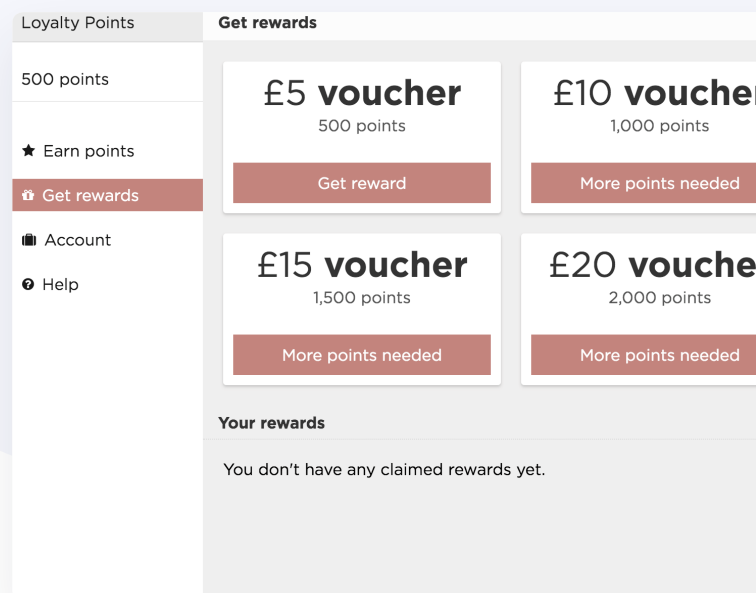
**£10 voucher**  
1,000 points

**£15 voucher**  
1,500 points

**£20 voucher**  
2,000 points

Today, Astrid and Miyu use LoyaltyLion to encourage repeat purchases with loyalty reward emails, rewards for on-site engagement and customer advocacy. So far, they have acquired 175 new customers, and their loyal customers spend 109% more than regular customers.

The brand has also upgraded to an integrated loyalty program with a destination page that matches the look and feel of their site-wide experience.



“

ASTRID & MIYU

We have really enjoyed working with LoyaltyLion over the past year. The program has helped improve our site's user experience and our customers find the program really easy to use.

**Sarah Dawson** Head of Online, Astrid & Miyu



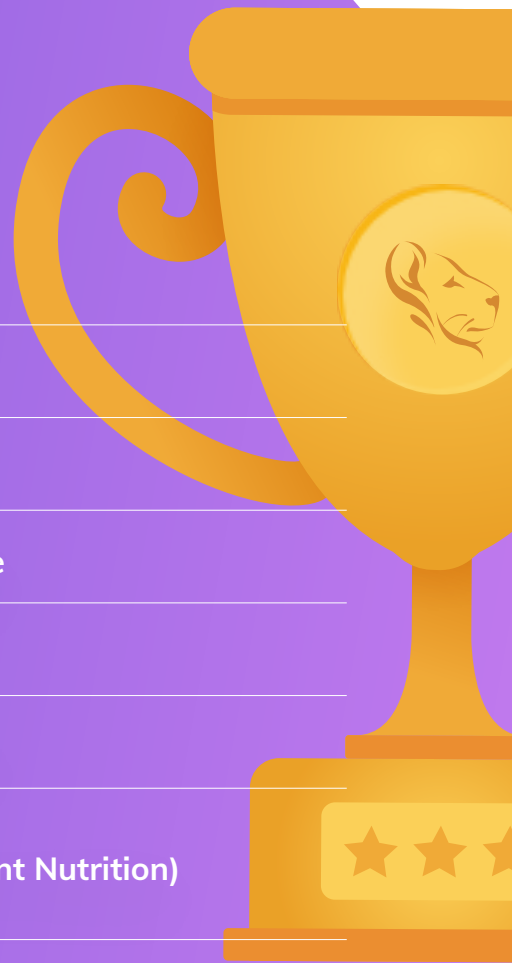
## What we can learn from the winner

Your loyalty program shouldn't remain static. It should be constantly transforming and growing with your store. Want to learn more about the new things you could try? Check out the [LoyaltyLion Academy](#).

# Winners list

Want a reminder of the stores who took gold?  
Here's an at-a-glance overview of our winners.

Category	Winner
Best branded loyalty program	<b>Waterdrop</b>
Best use of loyalty tiers	<b>Mirenesse</b>
Best use of reviews	<b>Pulse Boutique</b>
Best use of referrals	<b>Taylor Stitch</b>
Best loyalty promotion	<b>Terry's Fabrics</b>
Best health and wellness loyalty program	<b>Dr. Axe (Ancient Nutrition)</b>
Best fashion loyalty program	<b>Lively</b>
Best beauty and cosmetics loyalty program	<b>Pacifica Beauty</b>
Best omnichannel loyalty program	<b>Baseballism</b>
Best use of subscriptions	<b>Bakedin</b>
Best use of emails	<b>Zala Hair</b>
Best use of rewards and rules	<b>Stay Wildish</b>
Best transformation	<b>Astrid and Miyu</b>



# Conclusion

So there we have it, the **LoyaltyLion Hall of Fame**.

We've really enjoyed putting this celebration together and thanks for joining us as we drink to the best in class loyalty programs currently taking the industry by storm.

Hopefully, this ebook has given you the inspiration to raise your own loyalty program to great new heights with new and imaginative strategies.

## Ready to get started?

Head over to the [LoyaltyLion Academy](#) – our free educational resource – to become the go-to loyalty expert in your business. Or, [book a chat](#) with one of our loyalty specialists today.

## Who is **LoyaltyLion**?

We're a data-driven loyalty and engagement platform trusted by thousands of ecommerce brands worldwide. Merchants use LoyaltyLion when they want a fully customised loyalty program that is proven to increase customer engagement, retention and spend. Stores using LoyaltyLion typically generate at least \$15 for every \$1 they spend on the platform.