

# BEDHEAD PAJAMAS REVENUE PER USER INCREASES BY 2X FOR LOYALTY USERS



CASE STUDY

Zinrelo's loyalty rewards program has given BedHead Pajamas a great platform to attract repeat customers to their site for purchases.

BedHead Pajamas – a designer sleepwear company. BedHead is currently sold in over 1,500 boutiques worldwide, numerous department stores including Neiman Marcus and Nordstrom's, on the BedHead website, and in the BedHead store in West Hollywood.

## THE CHALLENGES

1. Maximize customer engagement and retention
2. Reward users for interactions on the website

## THE SOLUTION

BedHead Pajamas introduced '**BedHead Moments**' rewards program by embracing a modern day [loyalty rewards program](#) from Zinrelo with built-in 360-degree engagement modules.

BedHead Pajamas rewarded its users for multiple interactions on the website. To encourage users to spend on their website for future purchases, they allowed its loyalty program members to redeem their loyalty points for gift cards. They used the program's built-in, real time notifications feature to ensure, customers are constantly aware of the points they earn for activities, redemptions and tiers.

*BedHead*  
pajamas





## THE RESULTS




2X increase in  
Revenue Per Customer



69% of the loyalty program  
users made a purchase

- ✓ Acquired thousands of loyal customers
- ✓ Provided a 360 degree customer engagement to customers
- ✓ Achieved 55% open rate and 18% click through rate for program communications

### BedHead Moments Loyalty Program - End User Dashboard



Starry Eiffel Stretch "Boo Boo" 2pc  
Pant PJ Set  
\$48.00

**BEDHEAD MOMENTS**

Join our rewards program today and start earning points right away !

Multiple Earning Opportunities

**Purchase on website**  
Earn points for every dollar you spend in purchases.

**Refer a Friend**  
Earn points when you refer a friend.

**Share on Twitter**  
Earn points when you share us on Twitter.

**Share on Facebook**  
Earn points when you share us on Facebook.

Login

Fabulous Rewards For You

**\$10 OFF COUPON**  
For 500 points

**\$25 OFF COUPON**  
For 1000 points


**\$40 OFF COUPON**  
For 1500 points

**\$60 OFF COUPON**  
For 2000 points

Create an account

Powered by Zinrelo

Terms



Cocktail Hour Sateen Short Sleeve  
Classic PJ Set  
\$132.00

"We were able to use a 360-degree engagement model and rapidly increase our revenue per user by 2X for loyalty members, this was very impressive."



**Miguel Duque**

Director of Operations  
BedHead Pajamas



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