

# EVAN-MOOR'S AVERAGE ORDER VALUE (AOV) INCREASES BY 53%



CASE STUDY

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

Evan-Moor Educational Publishers are well-known providers of educators with practical, creative and engaging materials that enrich the PreK-8 curriculum.


## THE CHALLENGES

1. Increase repeat purchases and boost customer engagement
2. Reward customers by engaging them at various touch points
3. Leverage the power of social referrals, acquire new customers and boost brand visibility

## THE SOLUTION


Evan-Moor introduced 'Evan-Moor Rewards Program' by embracing a modern day [loyalty rewards program](#) from Zinrelo with built-in 360-degree engagement modules.

Evan-Moor promoted the loyalty program on its home page and encouraged customers to enroll for the loyalty program. They encouraged their customers to engage with the program by awarding loyalty points for various activities such as account creation and email subscription along with purchases. Evan-Moor offered a wide variety of choices to its customers to redeem the loyalty points in the form of gift cards.



INTRODUCING EVAN-MOOR'S REWARDS PROGRAM!

1. Shop & Participate  
on [evan-moor.com](#)
2. Earn Points
3. Redeem Points



It's easy to earn points and rewards!

Now, you can simply earn points by purchasing on [evan-moor.com](#). Points are automatically added to your account soon as you complete a purchase.

You will earn 1 point for every \$1 spent. You can redeem your points at any time right here on [evan-moor.com](#)!

**LOG IN TO MY ACCOUNT**

## THE RESULTS



37% jump in  
repeat purchase frequency



108% increase in  
revenue per customer



53% increase in  
average order value (AOV)

- ✓ Uplift in repeat purchases
- ✓ Increased site traffic via social referrals
- ✓ Interacted with site visitors at every touch point
- ✓ Directly measured the impact on revenues



"From a growth perspective, customer retention, repeat sales and website visitor engagement were very important to us. Zinrelo's solution has enabled us to do that effortlessly."



**Paul Warfield**

Marketing Manager

Evan-Moor Educational Publishers



[zinrelo.com](https://zinrelo.com)



[info@zinrelo.com](mailto:info@zinrelo.com)



+1 650 701 7759

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102 Persian Drive, Suite #101, Sunnyvale, CA 94089