

FSA STORE ACHIEVES 74% INCREASE IN REVENUE FROM LOYAL CUSTOMERS



CASE STUDY

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

The FSA Store is a leading e-commerce site stocked exclusively for Flexible Spending Account (FSA)-eligible products and services.

THE CHALLENGES

1. Increase repeat purchases and boost customer engagement to their website
2. Leverage social referrals to acquire new customers
3. Boost brand visibility via social channels

THE SOLUTION

FSAstore.com was keen to reward its customers by engaging them at various touch points on its website through a simple yet effective 360-degree engagement module.

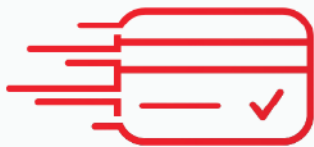
They implemented a [modern-day loyalty program](#) to reward users for multiple interactions on the website. Zinrelo's referral program was also implemented, to complete the 360-degree engagement module.



Welcome to the FSA Perks Program!

[Sign In to Earn Points](#)

How It Works



Shop

From thousands of eligible products



Earn

Points for every dollar you spend



Redeem

For coupons to save even more!

THE RESULTS



74% increase in revenue
from program users



5.5% higher
average order value (AOV)



64% higher
purchase frequency

- ✓ Gained brand virality through word of mouth promotions
- ✓ Spike seen in the high quality website traffic through referrals via social channels

More Ways to Earn Points

+10

Sign up for our email
newsletter for the latest
special offers

Sign Up

+50

Share us on Facebook and
earn a cool 50 points!

Share on Facebook

+50

Don't forget Twitter - a
share is worth another 50
points!

Share on Twitter

"The loyalty program is an extension of our overall mission to make it easy for consumers to use, understand and manage their Flexible Spending Account (FSA)."



Mike Shoiock

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[Request a Demo](#)

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