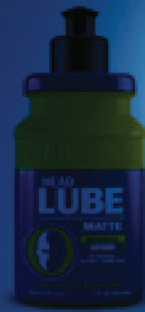


# HEADBLADE SECURES 60% CONVERSION RATE FOR ITS CUSTOMERS



## CASE STUDY

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

HeadBlade, a design centric grooming company for a head shave razor brand.

## THE CHALLENGE

1. Engage customers at every touch point to drive repeat sales.

## THE SOLUTION

HeadBlade implemented Zinrelo's 360-degree customer loyalty app on its website and launched its 'HeadBlade Rewards Program'. They embedded Zinrelo's refer-a-friend app on their website and encouraged users to refer the brand via email, Facebook, Twitter etc.

HeadBlade offered visitors an exciting offer of earning 300 reward points to every friend who makes a purchase on the website. The intuitive interface allowed customers, to easily refer the brand to their friends and family and drive high quality referral traffic to the website.



## THE RESULTS



60% conversion rate  
for loyalty users



31% more spends  
than the inactive customers



22% increase in  
average order value (AOV)

- ✓ Uplift in customer engagement, retention and brand virality
- ✓ Acquired 1000s of high-quality email subscribers
- ✓ Referrals via social channels led to high quality traffic on the website.



"Our customers look to us for the most advanced design and dynamic range of products in the same way as we look to Zinrelo to help us create more users that become raving fans and brand ambassadors. My team is very pleased that we are making headlines after tracking a 60% active customer conversion rate with the Loyalty Program."



**TODD GREENE**  
PRESIDENT  
HeadBlade



[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