

Predator Nutrition is a leading sports nutrition company in UK. Exclusive distributors to many leading brands such as Driven Sports, PES, Body Nutrition, Molecular Nutrition, MTS Nutrition and manymore.

THE CHALLENGES

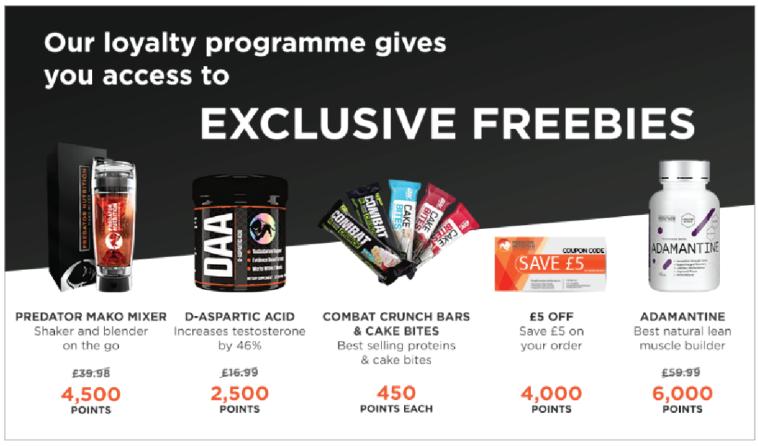
- 1. Engage and gain more repeat purchases
- 2. Maximise enrollments and engagement for Loyalty Program
- 3. Get high quality traffic through word-of-mouth recommendations



THE SOLUTION

Predator nutrition implemented zinrelo's 360 Degree Customer Loyalty App on its site and launched its modern day loyalty program. Predator nutrition rewarded points to its loyalty members not just for purchases but also for referring to a friend, reviewing products and following on social media networks such as Twitter, Facebook, Instagram etc.

They offered several exciting rewards in lieu of loyalty point's redemption including money off vouchers, gym clothing, supplements, shakers, personalized training and diet programs.



Promotional banner

The program encouraged its buyers to refer Predator Nutrition to their friends/family via Facebook, Twitter, Pinterest or email. In return, Predator Nutrition offered attractive discount of 10% off on their next order along with certain loyalty points.

To maximize participations in Loyalty program they offered reward points on several customer interactions on site and promoted the loyalty program on homepage and several other site pages.



THE RESULTS



33% increase in Average Order Value (AOV)



1.7X more purchases by members who redeemed



73% increase in daily Redemptions

- Secured 25.23% sales conversion rate for traffic generated from referral strategy
- Earned thousands of loyalty members, word-of-mouth referrals, social posts and followers
- 9.5% jump in daily enrolments monitored in just one quarter

Total points earned:	Your status:	For every £1 you spend, you get:
0 - 3,999 points	Piranha	10 points
4,000 - 7,999 points	Jaguar Jaguar	12 points
8,000 - 11,999 points	🦚 Lion	15 points
12,000 - 19,999 points	Shark	20 points
20,000 + points	🌎 T-Rex	25 points

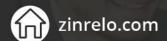
Tier naming and points earned for each level

"This unique partnership with Zinrelo has meant that thousands of our loyal customers have benefited from the strategic loyalty program which has helped us increase engagement levels and repeat sales. The alignment is proving to be most valuable in terms of recognizing and caring for the needs of our devoted shoppers."



Phil SlaterHead of Marketing,
Predator Nutrition









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Request a Demo

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