



**PREDATOR
NUTRITION**
EXCLUSIVE SUPPLEMENTS



**FREE
GIFTS**



**FAST
SHIPPING**



**EXCLUSIVE
PRODUCTS**

zinrelo

CASE STUDY

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 many more.

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.

Our loyalty programme gives you access to

EXCLUSIVE FREEBIES



 <p>PREDATOR MAKO MIXER Shaker and blender on the go</p> <p>£39.98 4,500 POINTS</p>	 <p>D-ASPARTIC ACID Increases testosterone by 46%</p> <p>£16.99 2,500 POINTS</p>	 <p>COMBAT CRUNCH BARS & CAKE BITES Best selling proteins & cake bites</p> <p>450 POINTS EACH</p>	 <p>£5 OFF Save £5 on your order</p> <p>4,000 POINTS</p>	 <p>ADAMANTINE Best natural lean muscle builder</p> <p>£59.99 6,000 POINTS</p>
---	--	---	---	--

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	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 Slater

Head of Marketing,
Predator Nutrition



zinrelo.com



info@zinrelo.com



+1 650 701 7759

[Request a Demo](#)

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