

Yon-Ka Paris established in 1954 is a French skin care brand, pioneer and leader in aromatherapy. They offer skin care for face, body and sun, for men and women, imagined and developed by a family driven by a passion for botanicals.

THE CHALLENGES

- 1. In a highly competitive vertical, Yon-Ka realized they needed a robust retention strategy, to establish a stronger connection with customers and improve their revenue.
- 2. Bolster sales during their typically slow months.



THE SOLUTION

To establish a stronger connection with customers and increase revenue, Yon-Ka built the Yon-Ka Rewards Program using Zinrelo's modern-day loyalty rewards platform.

Yon-Ka offers customers multiple point earning opportunities with simple actions to create 360-degree engagement such as purchase on website, account creation, writing reviews, sharing on Facebook, Twitter and Pinterest. Customers can then redeem these points for discount coupons or free products. This mix of discounts and freebies ensures that customers are motivated to take actions to earn points.



REWARDS PROGRAM



360° Engagement & Multiple Point Earning Opportunities



ACCOUNT CREATION



PURCHASE ON WEBSITE



REVIEW ON WEBSITE



SHARE ON FACEBOOK



SHARE ON PINTEREST



SHARE ON TWITTER



THE RESULTS



48% increase in revenue

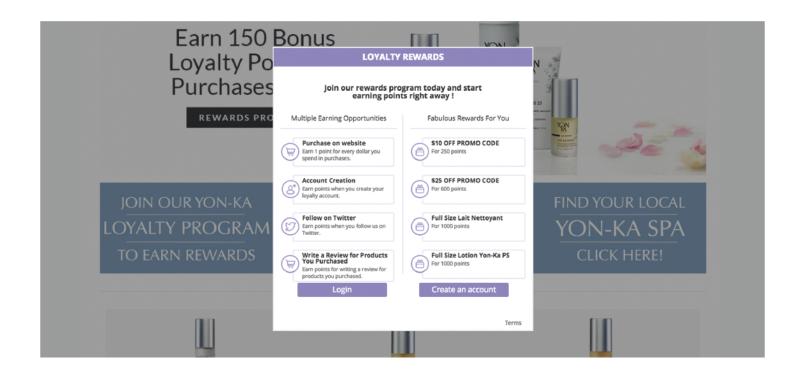


57% increase in repeat customers



2.2X higher revenue from loyal customers

- ✔ Increase in repeat customers and revenue post launch of the Yon-Ka Rewards Program
- It demonstrated customers' interest in the point system and the ability to introduce a marketing program that was so easy to implement.
- Loyal customers contributed more to revenue than one-time buyers



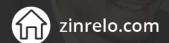
"We have seen a 48% increase in revenue compared to last year and this increase is directly attributable to the Zinrelo loyalty rewards program. This is phenomenal!"



Brittany Boykow

E-Commerce Manager & Digital Marketing Analyst Yon-Ka Paris









+1 650 701 7759

Request a Demo

177 Park Ave, Suite #200, San Jose, CA 95113