

# YON-KA PARIS ACHIEVES 48% INCREASE IN REVENUE



## S U C C E S S   S T O R Y

Yon-Ka Paris takes advantage of Zinrelo's Loyalty Rewards Program, unlocks customer loyalty across multiple dimensions, such as - transactional, behavioral, social, & advocacy loyalty.

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.

Earn 150 Bonus  
Loyalty Points on  
Purchases Today

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%

48% increase in  
revenue

57%

57% increase in  
repeat customers

2.2X

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

The screenshot shows a website for the Yon-Ka Loyalty Rewards Program. At the top, it says "Earn 150 Bonus Loyalty Points on Your First Purchase". Below this, a "REWARDS PROGRAM" banner is visible. The main content area is titled "JOIN OUR YON-KA LOYALTY PROGRAM TO EARN REWARDS". A central pop-up window titled "LOYALTY REWARDS" is displayed, inviting users to "Join our rewards program today and start earning points right away!". This pop-up is divided into two columns: "Multiple Earning Opportunities" and "Fabulous Rewards For You".

Multiple Earning Opportunities	Fabulous Rewards For You
<b>Purchase on website</b> Earn 1 point for every dollar you spend in purchases.	<b>\$10 OFF PROMO CODE</b> For 250 points
<b>Account Creation</b> Earn points when you create your loyalty account.	<b>\$25 OFF PROMO CODE</b> For 600 points
<b>Follow on Twitter</b> Earn points when you follow us on Twitter.	<b>Full Size Lait Nettoyant</b> For 1000 points
<b>Write a Review for Products You Purchased</b> Earn points for writing a review for products you purchased.	<b>Full Size Lotion Yon-Ka PS</b> For 1000 points

At the bottom of the pop-up, there are "Login" and "Create an account" buttons, and a "Terms" link.

**"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!"**



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