zinrelo

Increasing Customer
Lifetime Value by

22%

with a
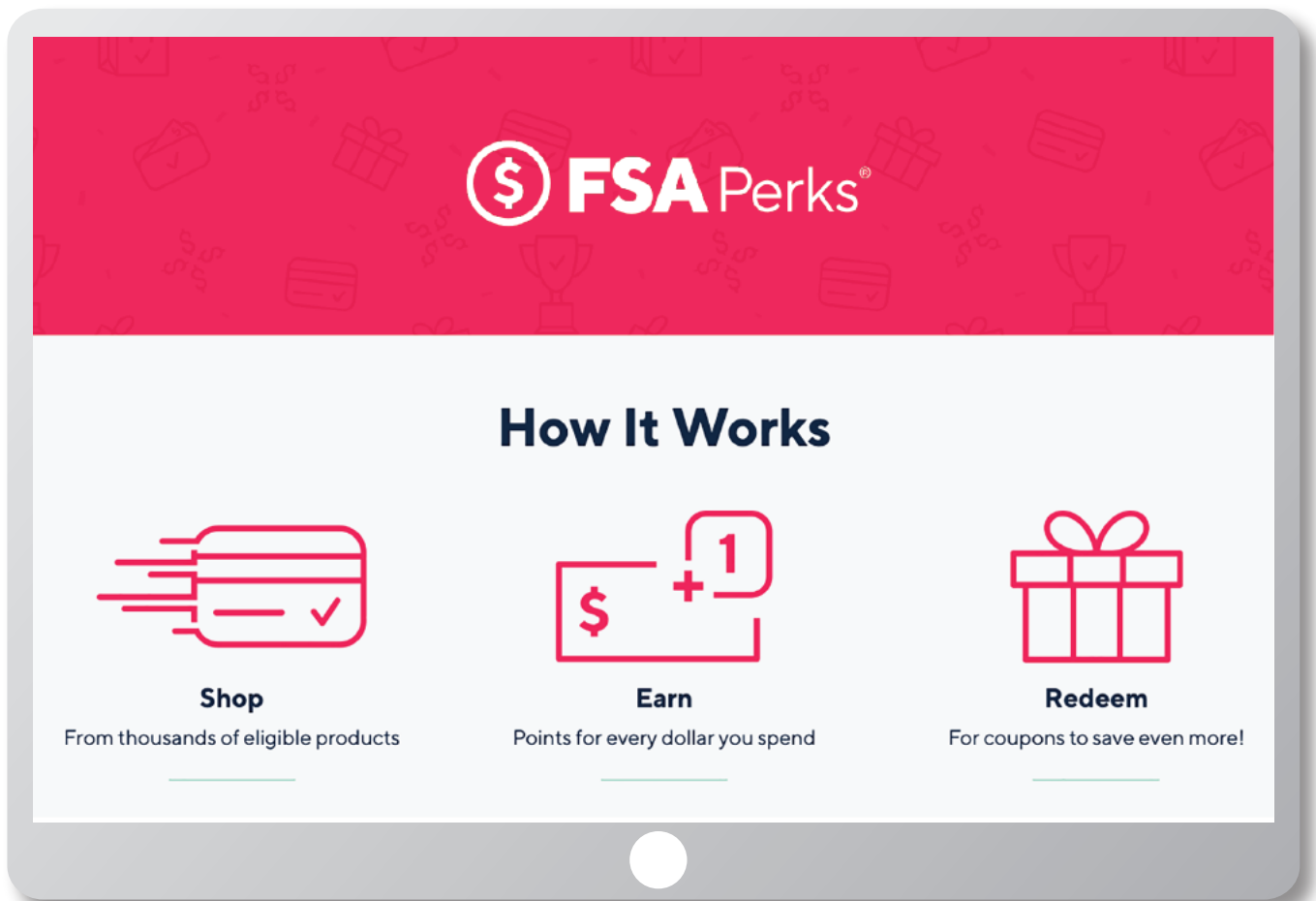**Rewards Program**

⊘ FSA store®

SUCCESS **STORY**

CONTENTS

ABOUT FSASTORE.COM

FSAstore.com is both the largest online marketplace for guaranteed FSA-eligible products and an educational resource that you can actually understand. It's the company's mission to help millions of flexible spending account holders manage and use their FSAs and save on more than 4,000 health items using tax-free health money.

FSASTORE.COM OBJECTIVES AND CHALLENGES

1) Improve Customer Retention
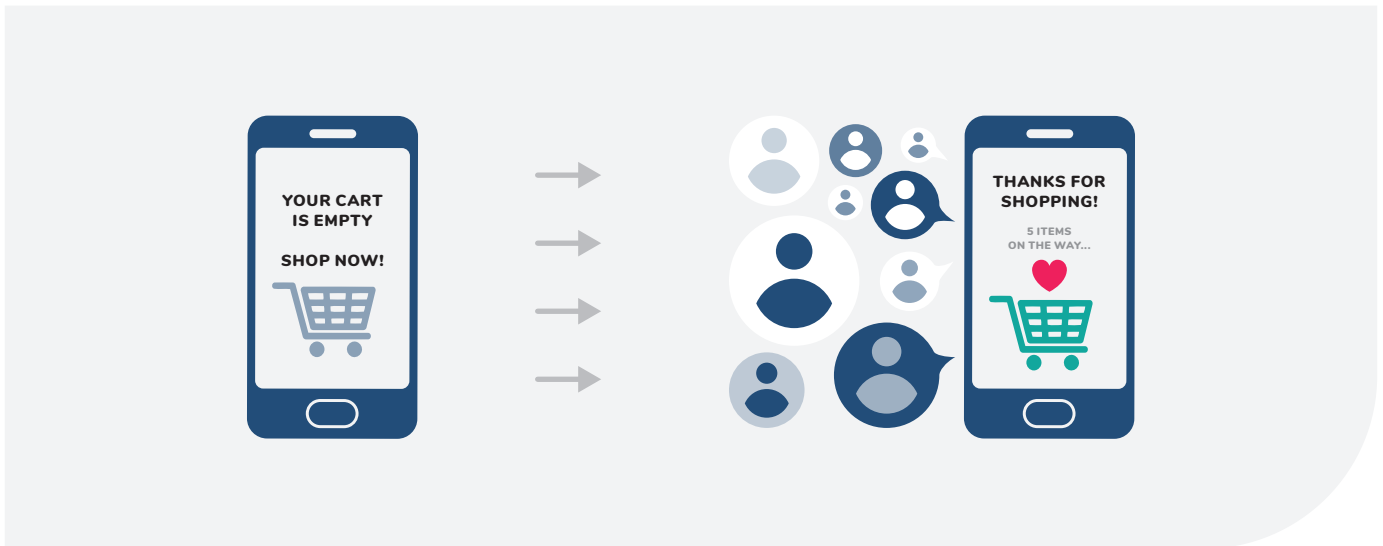
2) Increase the Sales Conversion Rate
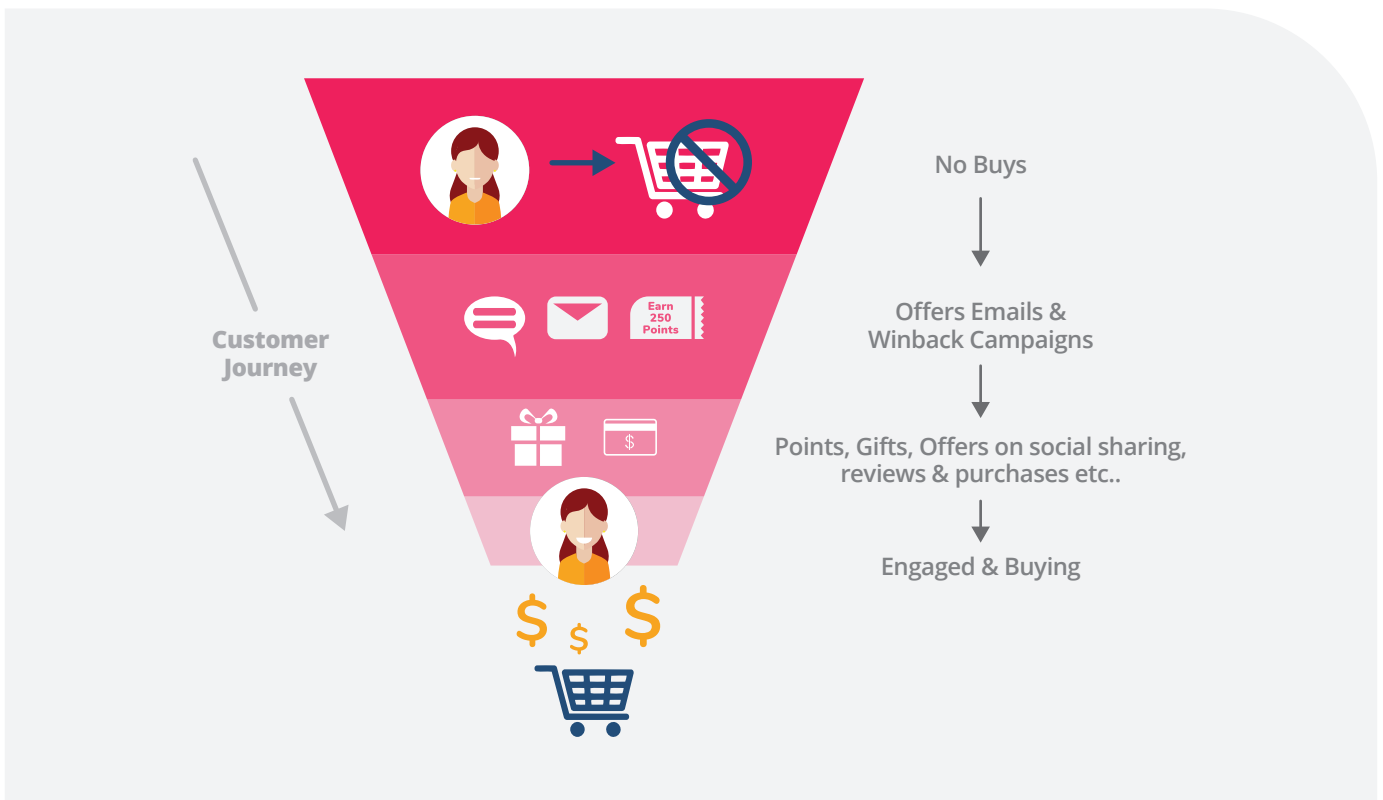
THE SOLUTION: A REWARDS PROGRAM

With the objective of maximizing revenue by improving customer retention, FSAstore.com implemented an attractive rewards program using Zinrelo's modern-day loyalty rewards platform. It achieved a whopping 1 million subscribers for its **FSA Perks Rewards Program**. To improve customer retention, FSAstore.com executed several successful promotional campaigns using loyalty points.

> "Zinrelo provides a solid loyalty product that incorporates marketing automation and allows us keep the program top of mind with our customers. It's a comprehensive platform that does everything from tracking loyalty to promoting customer engagement."
>
> **Larry Gray**
> Digital CRM Director
> FSAstore.com

FSA PERKS - REWARDS PROGRAM OVERVIEW

With the FSA Perks rewards program, FSAstore.com was able to migrate to points-based promotions instead of cash discounts.

For example, FSAstore.com could identify customers who had not shopped in six months. For these "at-risk" customers, a win-back promotion was delivered that offered bonus points for making a purchase within a week. This promotion proved effective at engaging customers who were likely to be lost.
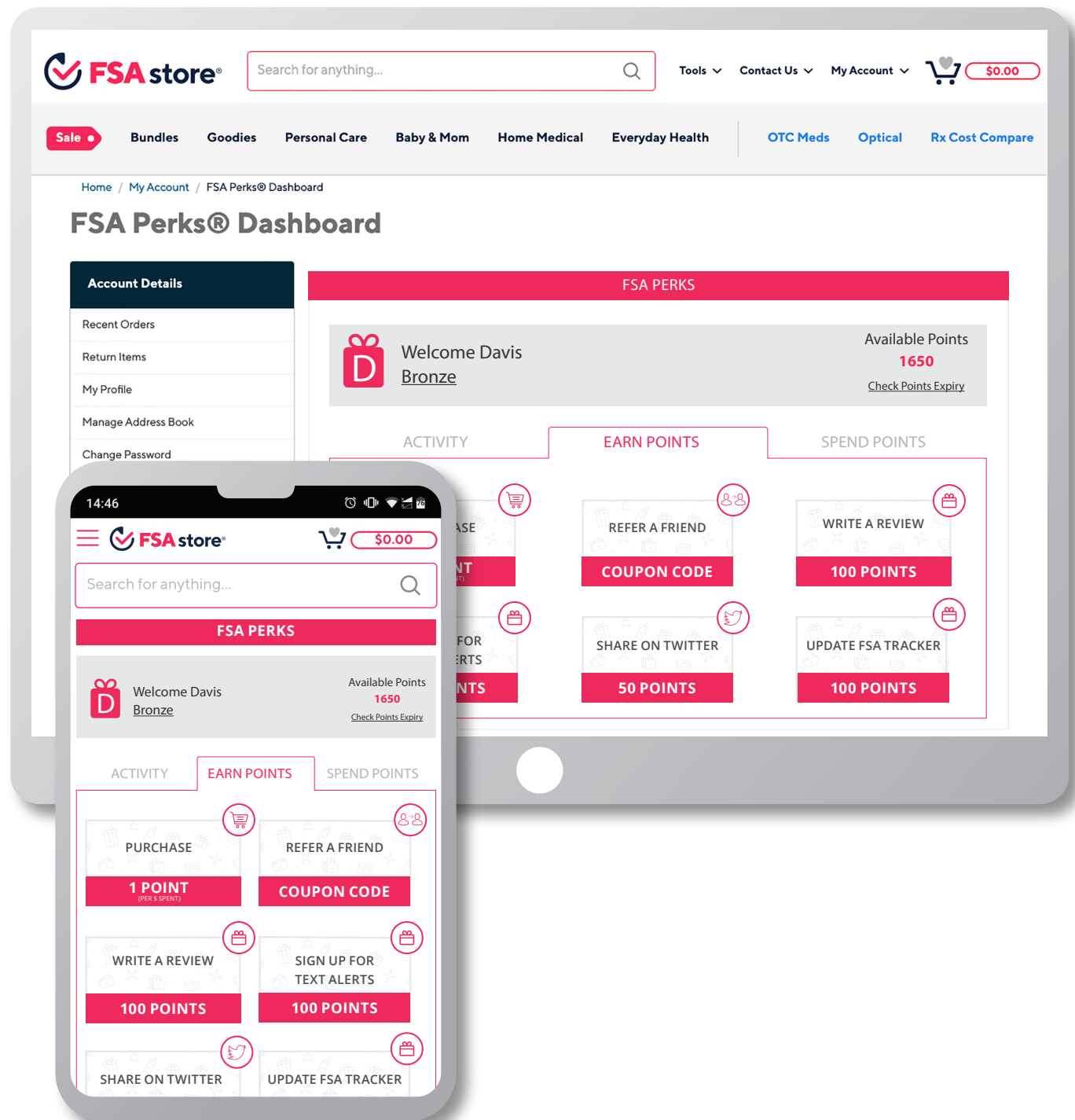
INCREASING ENGAGEMENT WITH REWARDS PROGRAM

FSAstore.com used the rewards program to increase customer engagement. For example, a website feature named FSA Tracker enabled customers to input their FSA deadlines and receive email reminders to notify them when their spending deadlines were approaching. Unfortunately, customers were not utilizing this feature. To encourage customers to provide these details, FSAstore.com used rewards points as an incentive. Bonus points were awarded to customers who entered their spending deadlines. This resulted in a noticeable increase in FSA Tracker use.

Flex and earn.
Get FSA Perks® points for every dollar spent.

Start Earning
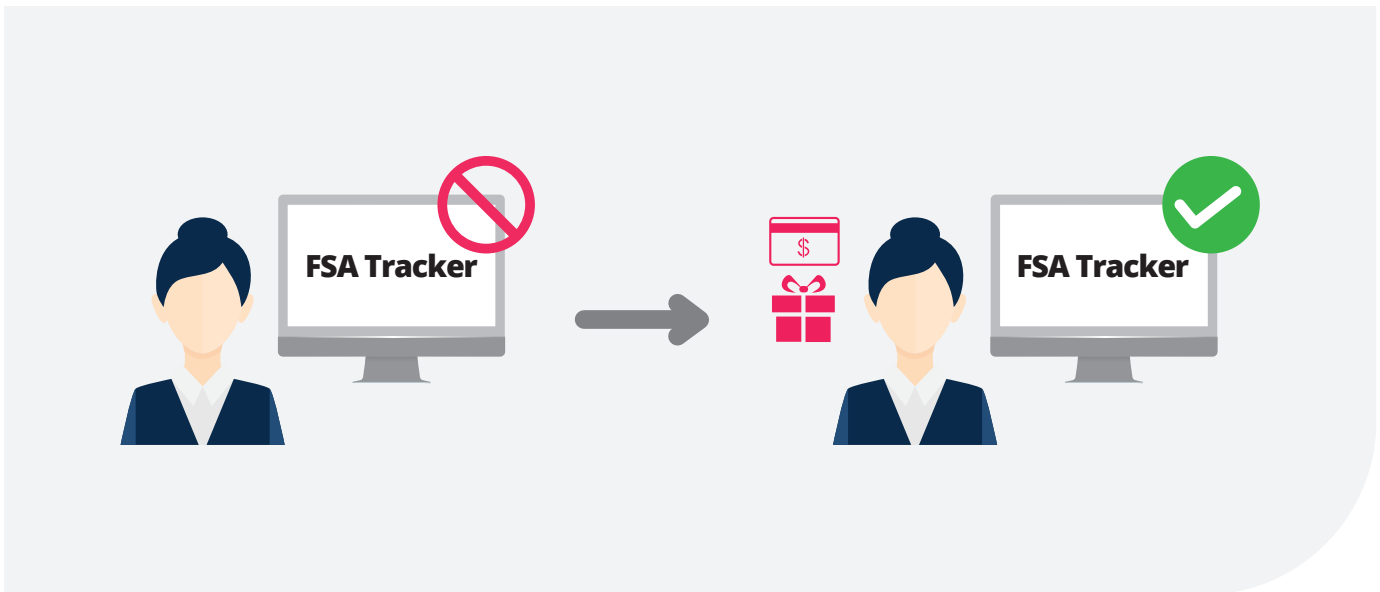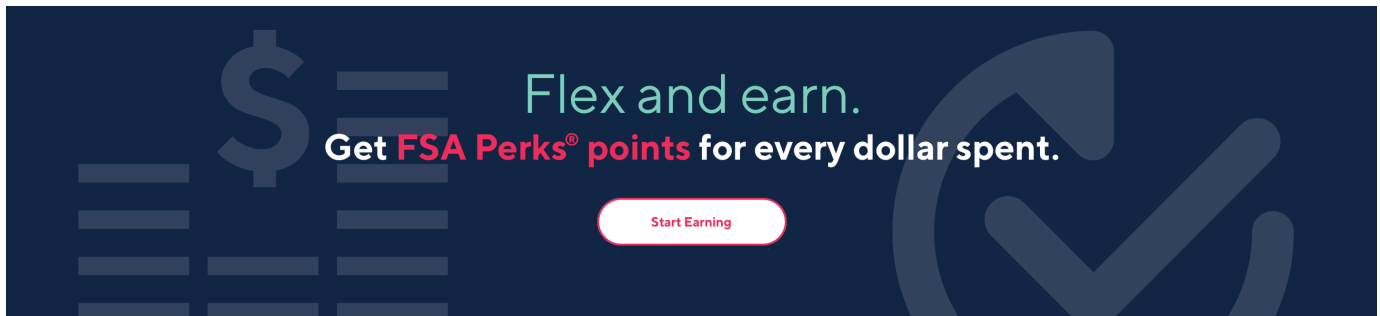
PROMOTIONS USING REWARDS POINTS INSTEAD OF DISCOUNTS

Innovative types of rewards promotions were launched effectively using the Zinrelo platform.
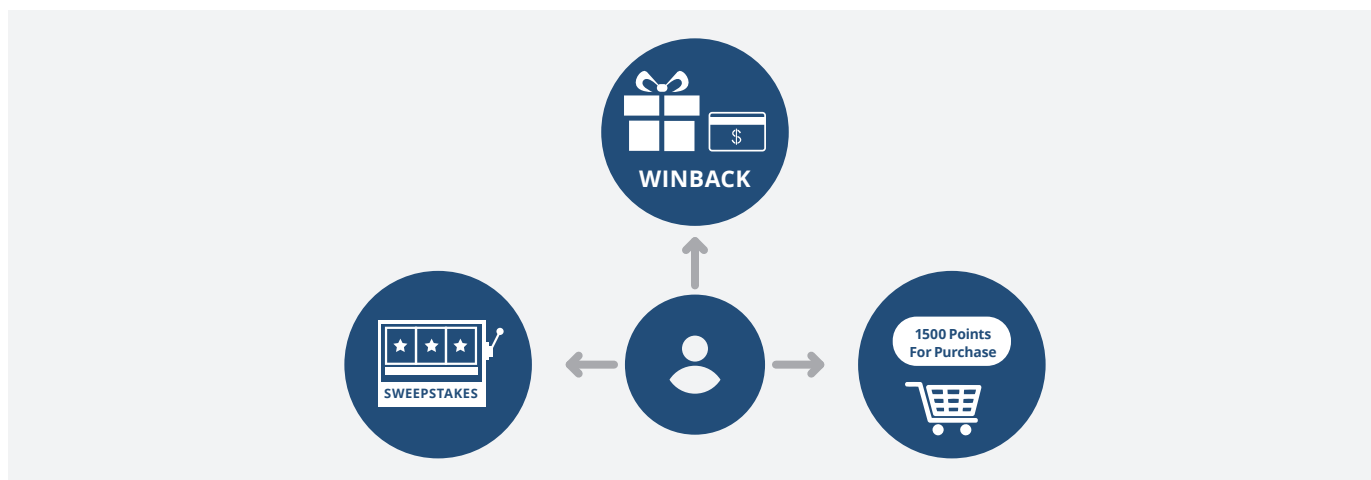
Here are a few examples of rewards promotions that offered points instead of discounts:
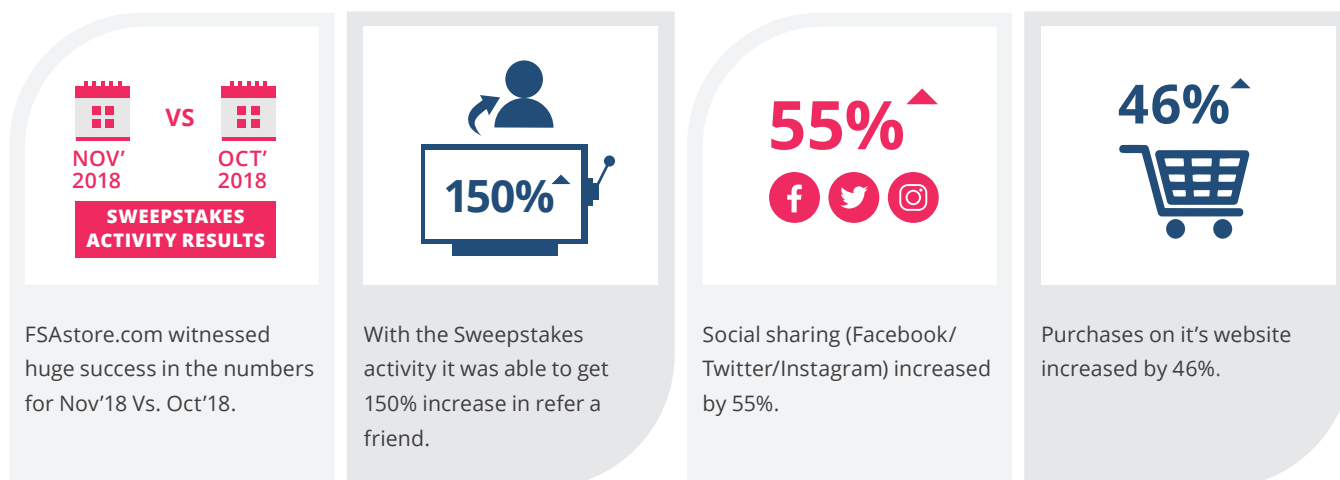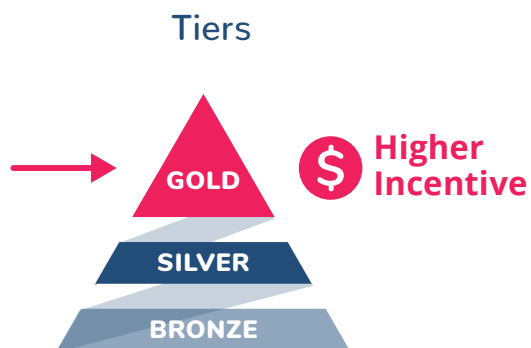
- **Winback Promotion:** Reward at-risk customers with bonus points when they buy within a limited period. Alternately, to reactivate customers, offer reward points that expire after a fixed period of time.

- **Redeemed But Not Purchased:** Target customers who exchanged points for coupons but did not make purchases.

- **Sweepstakes:** Sweepstakes activity around the shopping season to encourage more participation and engagement in the program. Every point-earning activity performed by customers gave them an additional entry in the contest. Points-earning activities included - refer a friend, social sharing and purchase on it's website.

NOV' 2018 VS OCT' 2018 SWEEPSTAKES ACTIVITY RESULTS	150%	55%	46%
FSAstore.com witnessed huge success in the numbers for Nov'18 Vs. Oct'18.	With the Sweepstakes activity it was able to get 150% increase in refer a friend.	Social sharing (Facebook/Twitter/Instagram) increased by 55%.	Purchases on it's website increased by 46%.

TIER-BASED REWARDS PROGRAM TO ENGAGE VIP CUSTOMERS

Tiers

GOLD

SILVER
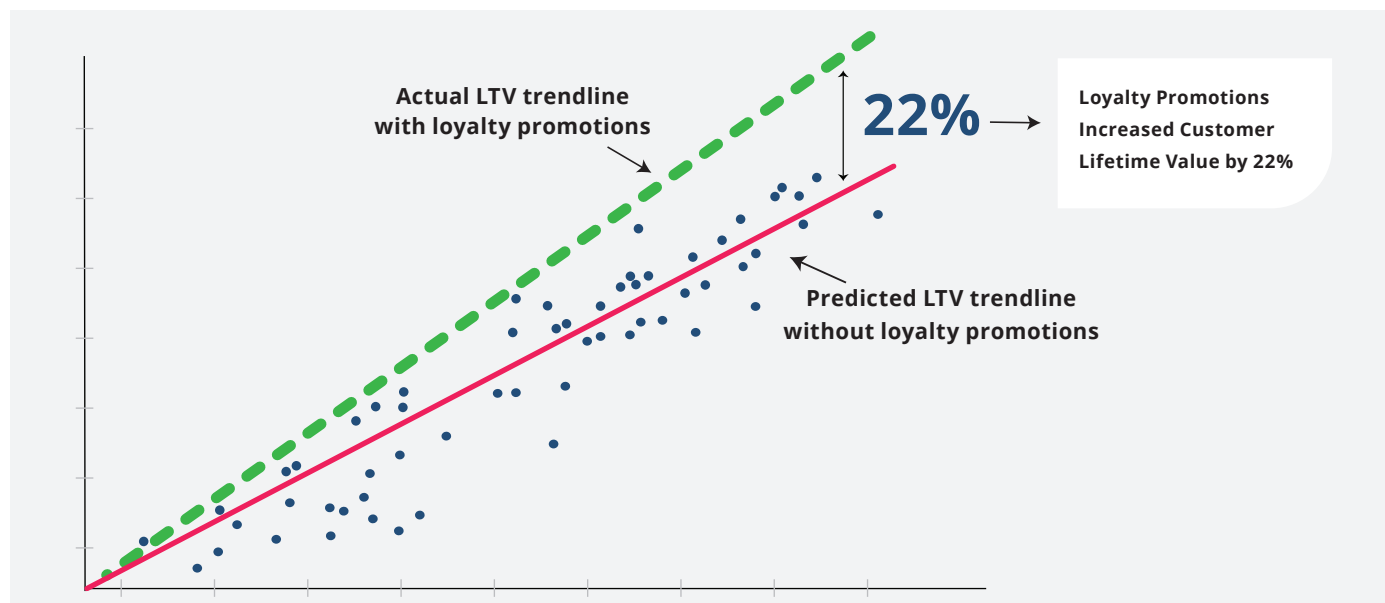
BRONZE

$ **Higher Incentive**

Zinrelo offered a higher incentive to FSAstore.com VIP customers who were extremely active with their yearly tax-free health spending. Multiple reward tiers based on various customer segments helped drive higher participation in the rewards program.

Data analytics provided more insights to plan and execute campaigns.

REGRESSION ANALYSIS TO MEASURE LIFE TIME VALUE UPLIFT

FSAstore.com took a cohort of users acquired over a few months in 2018. Based on past data, they applied regression analysis to predict the Customer Life Time Value (Customer LTV or CLTV) 12 months after acquisition. Then they ran loyalty promotions using Zinrelo's rewards program for this cohort of users and measured the actual CLTV after 12 months. By comparing the predicted vs actual value of CTLV, FSAstore.com concluded that the loyalty rewards program promotions resulted in a 22% uplift in CLTV.

Actual LTV trendline with loyalty promotions

22% →

Loyalty Promotions Increased Customer Lifetime Value by 22%

Predicted LTV trendline without loyalty promotions

ZINRELO REWARDS PLATFORM FEATURES THAT MATTERED

Essentials to create a robust rewards program.

Data Analysis Methodology

Highly Customizable Program

Powerful Marketing Promotions Engine

Flexible Rewards

Simple Implementation

ZINRELO REWARDS PLATFORM ARCHITECTURE

Here are some of the key architectural components that helped FSAstore.com build an extremely successful and robust rewards program.

Data Analytics

Deep data sciences for running targeted promotional campaigns using rewards points.

User Friendly

Intuitive end-user dashboard to maximize points redemption.

Security

A highly secure platform.

Fully Managed Services

Completely handle the rewards program.

Excellent Support

Prompt and friendly support staff.

REWARDS PROGRAM RESULTS

FSAstore.com were able to create powerful marketing promotions supported by relevant deep data sciences to maximize effectiveness. Zinrelo loyalty rewards platform helped FSA maximize their revenues by creating a successful rewards program that significantly improves engagement with customers.

22%
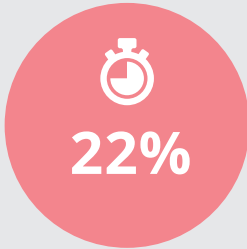
22% Increase in Customer Lifetime Value

46%

46% Increase in website purchases

1M+

More than 1 million members enrolled in the rewards program

With results such as these, FSAstore.com was able to get millions of dollars in incremental revenues from the rewards program.
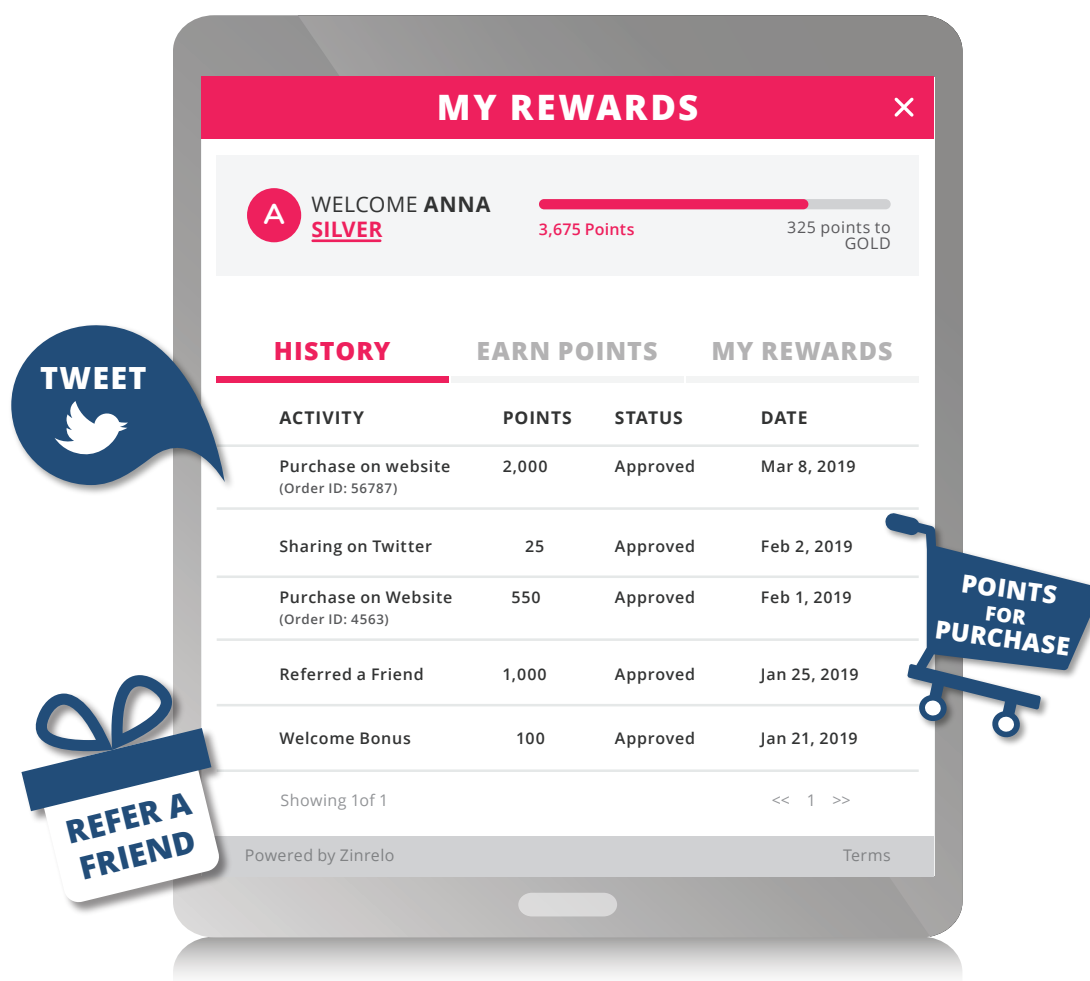
"

In the same way that FSAstore.com strives to give account holders peace of mind about their healthcare dollars, Zinrelo gives us peace of mind that we are retaining those valuable relationships with customers.

"

Larry Gray
Digital CRM Director
FSAstore.com

ABOUT ZINRELO

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

MY REWARDS ✕

A WELCOME **ANNA**
SILVER

3,675 Points   325 points to GOLD

HISTORY   EARN POINTS   MY REWARDS

ACTIVITY	POINTS	STATUS	DATE
Purchase on website (Order ID: 56787)	2,000	Approved	Mar 8, 2019
Sharing on Twitter	25	Approved	Feb 2, 2019
Purchase on Website (Order ID: 4563)	550	Approved	Feb 1, 2019
Referred a Friend	1,000	Approved	Jan 25, 2019
Welcome Bonus	100	Approved	Jan 21, 2019
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Powered by Zinrelo   Terms

TWEET

POINTS FOR PURCHASE

REFER A FRIEND

PROGRAM BENEFITS
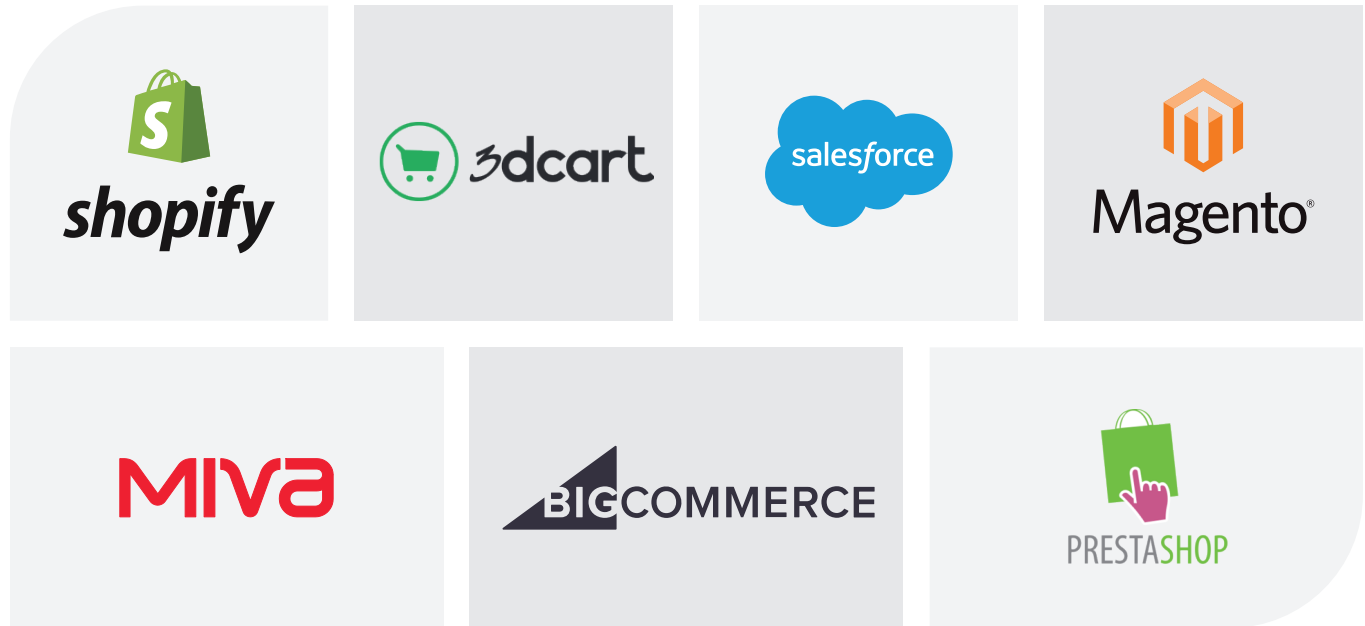
+80%
Repeat Sales

+50%
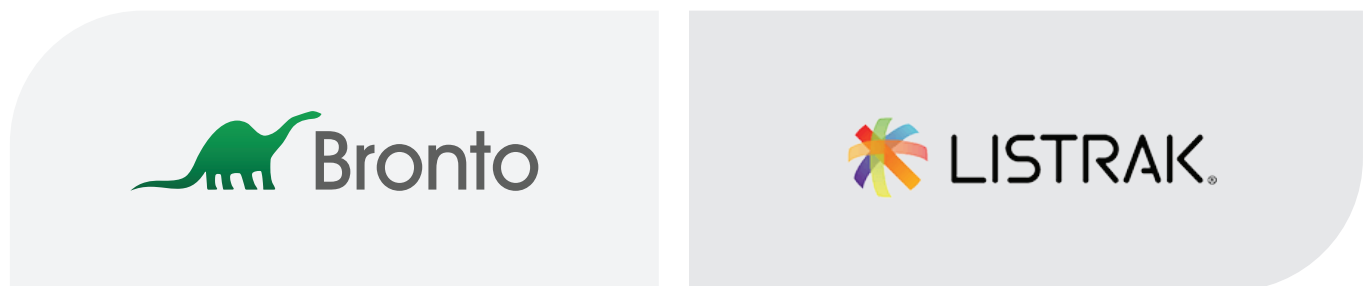Profitability

2.4X
Revenue per Customer

TECHNOLOGY INTEGRATIONS

Zinrelo's loyalty rewards platform comes seamlessly integrated with all the industry leading E-Commerce Platforms and Email Service Providers. Here is a partial list of Zinrelo integrations.

E-Commerce Platforms

Email Service Providers

Additional Integrations Available.

zinrelo

REQUEST A DEMO

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Let's Connect:

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