

LAFCO Increases Repeat Purchase Revenue By **23.39%**



Zinrelo's data sciences team helped me to optimize the structure of our program. Within just three months after the launch, we witnessed an impressive 23.39% increase in repeat purchase revenue."

Brittany Boykow
Director of E-Commerce at LAFCO

Lafco Implemented A Rewards Program Using Zinrelo's Loyalty Platform To Improve Customer Engagement.

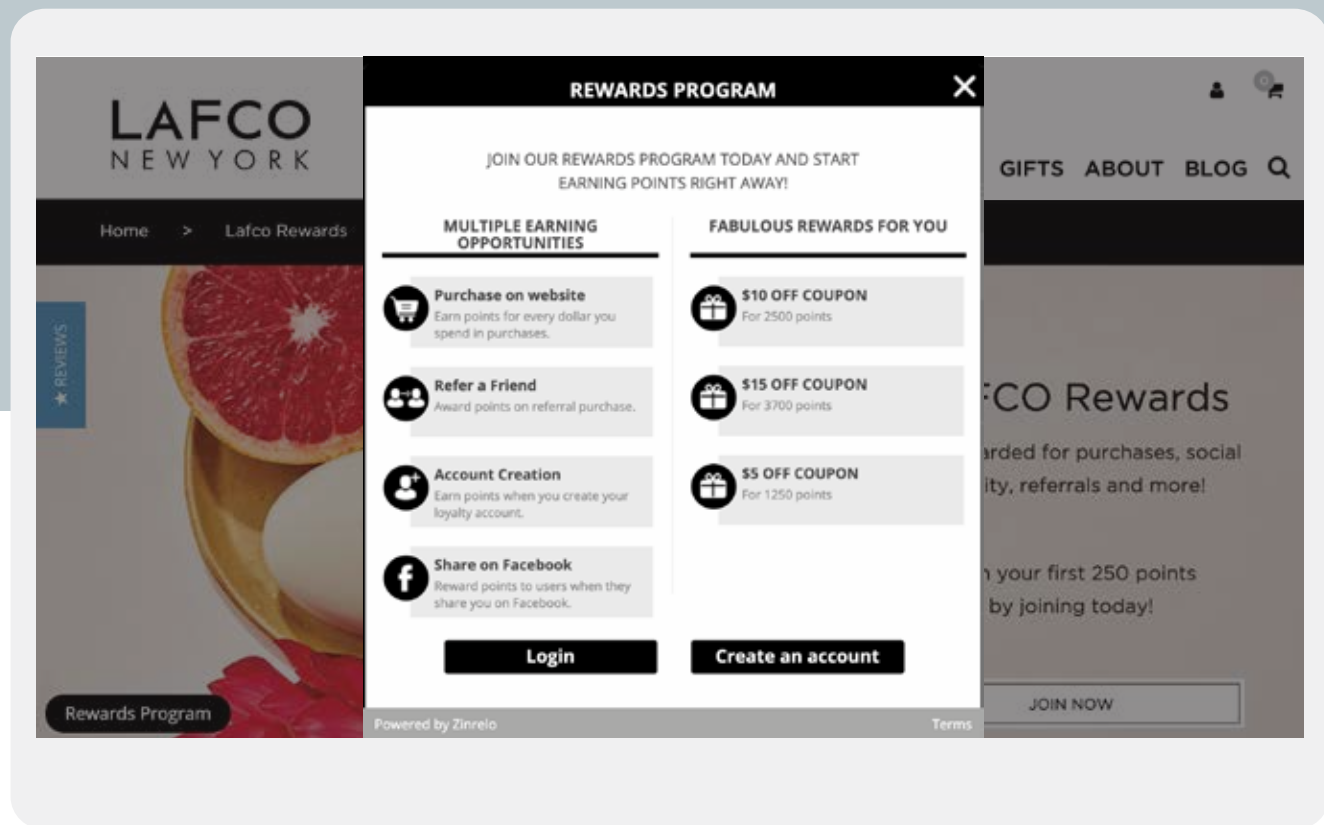
Founded in 1992 by Jon Bresler in New York, LAFCO combines traditional craftsmanship and the purest ingredients to create transporting home fragrances and personal care products. LAFCO's luxurious collection of soaps, lotion, diffusers and candles are made from rigorously sourced essential oils. The products are hand produced using both time-honored botanical production practices and cutting-edge technology. The fragrances are designed to evoke an emotional, sensory response: soothing, invigorating, meditative, inspiring.

The Challenge

Improve Customer Retention and increase the repeat purchase revenue

The Solution

With the objective to establish a stronger connection with customers & maximizing revenue by improving customer retention, LAFCO implemented an attractive rewards program using Zinrelo's modern-day loyalty platform.



The Methodology

LAFCO Rewards offered multiple point earning opportunities such as purchases made on website, referrals, birthday bonus, welcome bonus and sharing on social media (Facebook, Twitter and Pinterest). This created 360 degree engagement. The points could be redeemed for discount coupons, free products or attractive rewards such as free shipping or product samples.

The Results



**Repeat
Purchases Rate**



**Incremental
Revenue**



**Email
Open Rate**



**Email
Click Rate**

- ▶ 26.72% Repeat Purchase Rate
- ▶ 23.39% Incremental Revenue
- ▶ Higher than industry average: open rate of 3.08X and click rate was 7.37X

[Request a Demo](#)



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