

# The beauty of loyalty:

How Bath & Unwind beat the competitive beauty market and increased repeat purchase rates by 62% by boosting their loyalty program's visibility



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## About Bath & Unwind

Online retailer, Bath & Unwind provides handpicked, iconic beauty brands to customers around the globe. Thanks to their exclusive service, Bath & Unwind has built a big brand community.

## Challenge

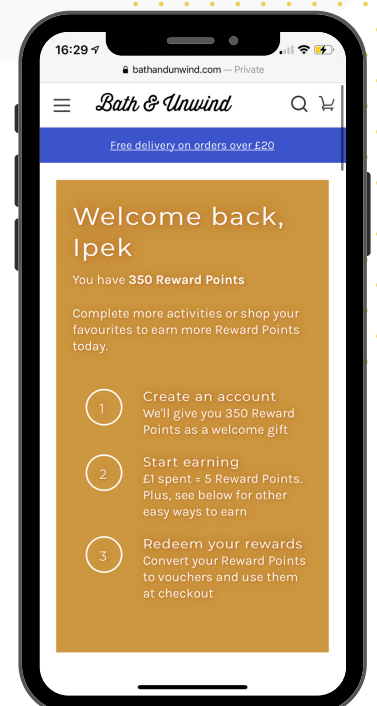
Recent research shows that 31% of online shoppers buy beauty and cosmetics products every few months. However, currently, Amazon is considered the major destination for shopping beauty and cosmetics online. To compete with Amazon and secure ongoing revenue from their customers, Bath & Unwind's team needed to focus on building longer-term relationships that would translate into repeat purchases.

## Loyalty glow: Building a customized loyalty program that is visible across the site

To achieve this, they had to create compelling reasons for customers to return to their site. As 79% of customers are encouraged to make another purchase if they're working towards a reward, Bath & Unwind decided it was time to build a loyalty program. Customers who become a member of their Rewards Points program can earn five points per pound spent. Once they have collected at least 500 points, they can start redeeming their money off rewards.

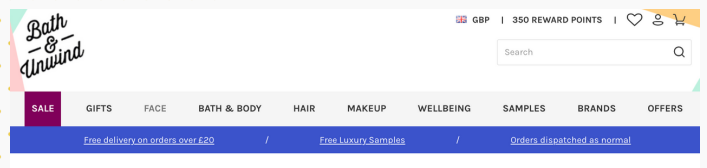
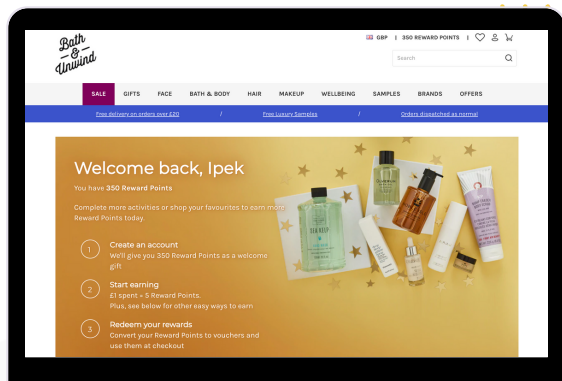
Platform  
BigCommerce

Industry  
Beauty & Wellness

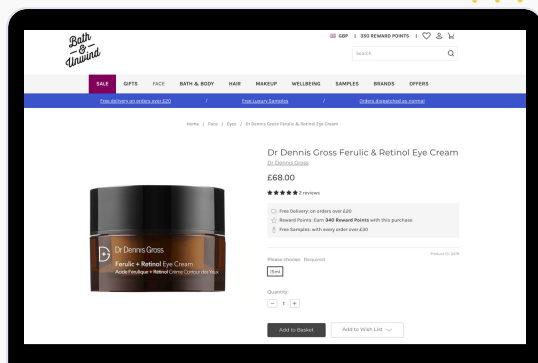


To ensure that customers would engage with their program, they needed to clearly communicate how it works and the benefits of joining it. To achieve this, they created an Integrated Loyalty Page. Within this loyalty destination, customers can see all components of the program and the ways to earn more points. They can also become a loyalty program member then and there.

To increase the program's visibility and engagement further, Bath & Unwind's team included a link to the page within their main navigation header. Once the customer has created an account, they can also see their current points balance on the main navigation header, which provides continuous motivation to earn more points.



When customers can see how many points they will earn if they purchase a product, they are more likely to buy that product. With this in mind, Bath & Unwind opted to display how many points a product is worth on each product page using LoyaltyLion's Simple Components feature.



£68.00

★★★★★ 2 reviews

Free Delivery: on orders over £20

Reward Points: Earn 340 Reward Points with this purchase

Free Samples: with every order over £30

Thanks to this approach, Bath & Unwind's team has increased the spending of their redeeming loyalty program members by 65%.

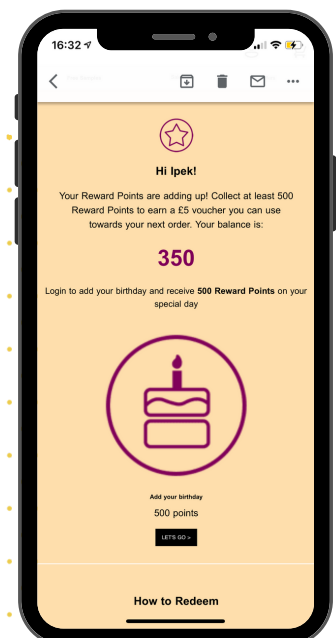
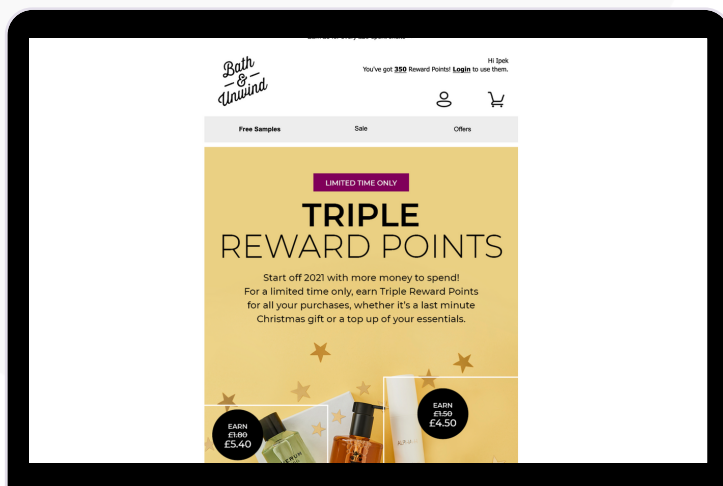
# Custom blend: Engaging with customers between purchases via personalized loyalty emails

53% of shoppers who have purchased an online beauty and cosmetic product are willing to make a second purchase with the same brand. However, as the go-to place for beauty purchases is Amazon, Bath & Unwind needed to inspire customers to choose them instead. To achieve this, they began to check in with their customers more regularly, communicating unique promotional campaigns using LoyaltyLion's integration with Dotdigital.

Bath & Unwind used LoyaltyLion's Insights feature to identify their loyal, at-risk, and churned customers. They then began to segment and personalize their email campaigns accordingly, so that they could deliver more targeted and appropriate communications and promotions, rather than relying on blanket mailouts.

To keep their brand front of mind even when customers aren't transacting, they send points balance and available reward emails to their loyal and at-risk customers on a monthly basis.

**As a result of this email strategy, 16% of Bath & Unwind's new loyalty program members become repeat site visitors.**



# Results

Bath & Unwind not only increased their customer spend but they have also seen the repeat purchase rates of members who redeem rewards increase by 62% compared to non-redeeming members. Today, Bath & Unwind's team generates 24% of their revenue from their loyal customers.

Congratulations to Bath & Unwind!

# 65%

INCREASE IN MEMBER SPEND

# 16%

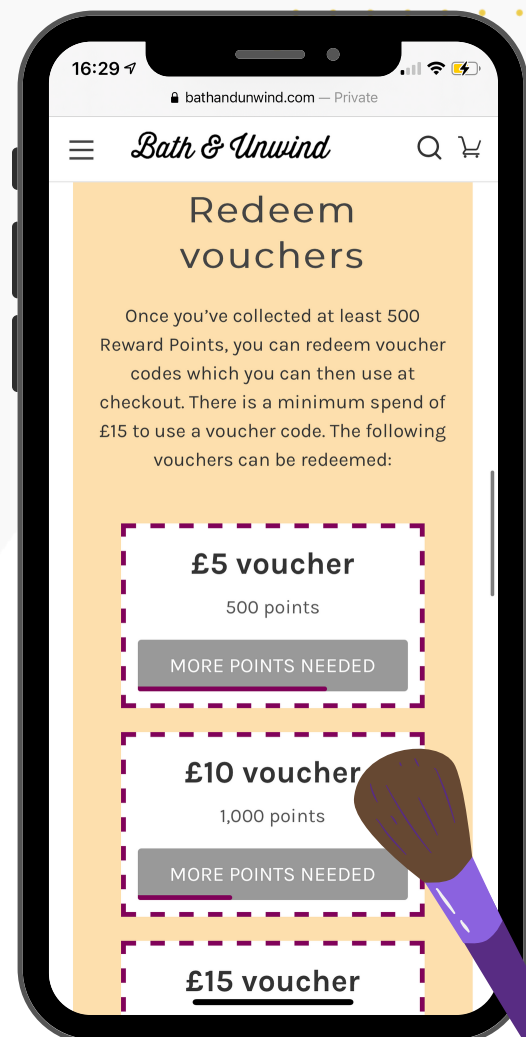
OF PROGRAM MEMBERS BECOME REPEAT SITE VISITORS

# 24%

OF REVENUE IS FROM LOYAL CUSTOMERS

# 62%

INCREASE IN REPEAT PURCHASE RATE





# LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform that powers ecommerce growth.

Unlock real insights to build a better understanding of what drives longer-lasting customer relationships, and use those insights to connect and accelerate your existing marketing efforts.

Proven to increase retention and spend, LoyaltyLion is trusted by thousands of fast-growth ecommerce merchants worldwide.

 [loyaltylion.com](https://loyaltylion.com)

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# Bath & Unwind

To find out more about Bath & Unwind's loyalty program:

 [bathandunwind.com](https://bathandunwind.com)

