

The recipe for loyalty:

How Coombe Farm Organic turned their new shoppers into loyal customers and increased repeat purchase rates by 65%



loyaltylion.com
info@loyaltylion.com

About Coombe Farm Organic

Farming in Somerset since the 1940s, [Coombe Farm Organic](#) launched their online business in 2015 to deliver grass-fed organic meat to the locals. Being a pioneer in organic dairy farming, today Coombe Farm Organic offers a rich range of meats and specially prepared meat boxes.

About Morphsites

[Morphsites](#) is a digital agency helping businesses develop successful websites. They helped Coombe Farm Organic to become an award-winning organic online retailer by designing and testing every area of the site with the user in mind.

Challenge

The value of the organic food and drink market in the UK [rose by 4.5% in 2020](#), reaching [£2.45bn](#). With the unexpected Covid-19 crisis, many customers switched to online shopping and in 2020, ecommerce sales of organic food also saw [more than a 143% year on year increase](#). Coombe Farm Organic experienced this trend in action, with new customers and orders coming in every day.

With so many shoppers ordering for the first time, they needed to take immediate action to ensure that these customers turned into regulars. It was time to look at a loyalty solution.



Hungry for loyalty: Launching a loyalty program in two months

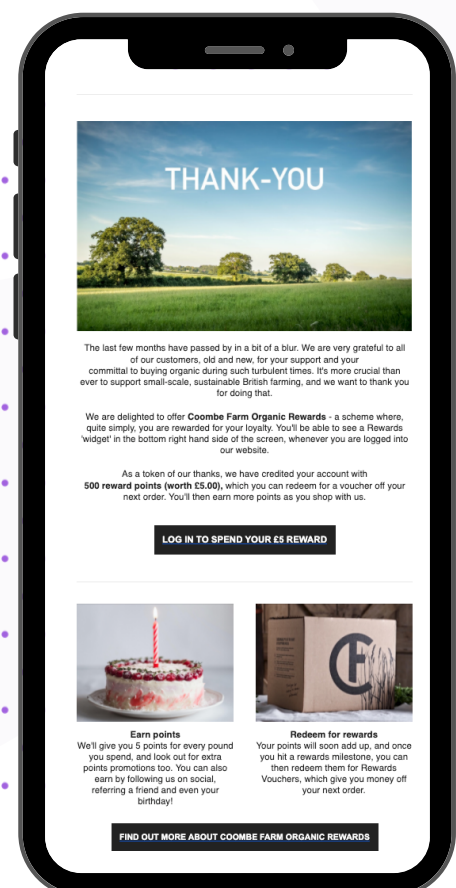
Recent research on the organic food market shows that 81% of customers are more likely to become loyal customers if they have personal relationships with the store. To build strong one-to-one relationships, Coombe Farm Organic needed to understand each customer's individual buying behavior and use that information to make them feel special.

Working closely with Morphsites, Coombe Farm Organic used LoyaltyLion's API, and took their loyalty program from concept to launch in just two months. Here's their recipe for encouraging high volumes of new customers to keep coming back.

Essential ingredients: Rewarding customers with loyalty points for each purchase

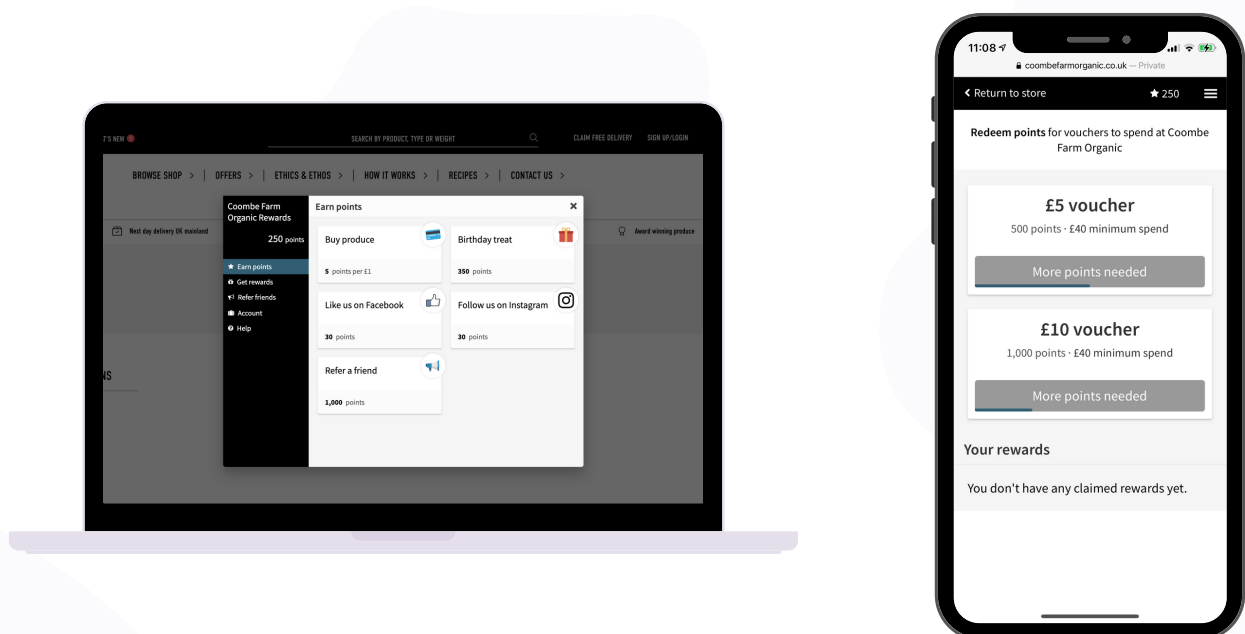
79% of shoppers are motivated to be loyal by the feeling of accumulating points that they can benefit from. To lock in future activity and engagement from their customers, Coombe Farm Organic began to award their customers with loyalty points for on-site activities.

But first, they needed to encourage customers to become loyalty program members. To achieve this, the first step was to make their program visible to their customers. Using LoyaltyLion's integration with Mailchimp, they sent out an email announcing the launch of their loyalty program and explaining the benefits of joining.



Customers who create an account automatically become a loyalty program member and start earning five points per pound spent. With each purchase, loyalty program members get closer to unlocking rewards. For instance, customers who have collected 500 points can get a £5 money-off reward, and those who have collected 1,000 points can get a £10 money-off reward.

As a result of this rewarding approach, Coombe Farm Organic's redeeming loyalty program members repeat purchase 65% more than non-redeeming members.

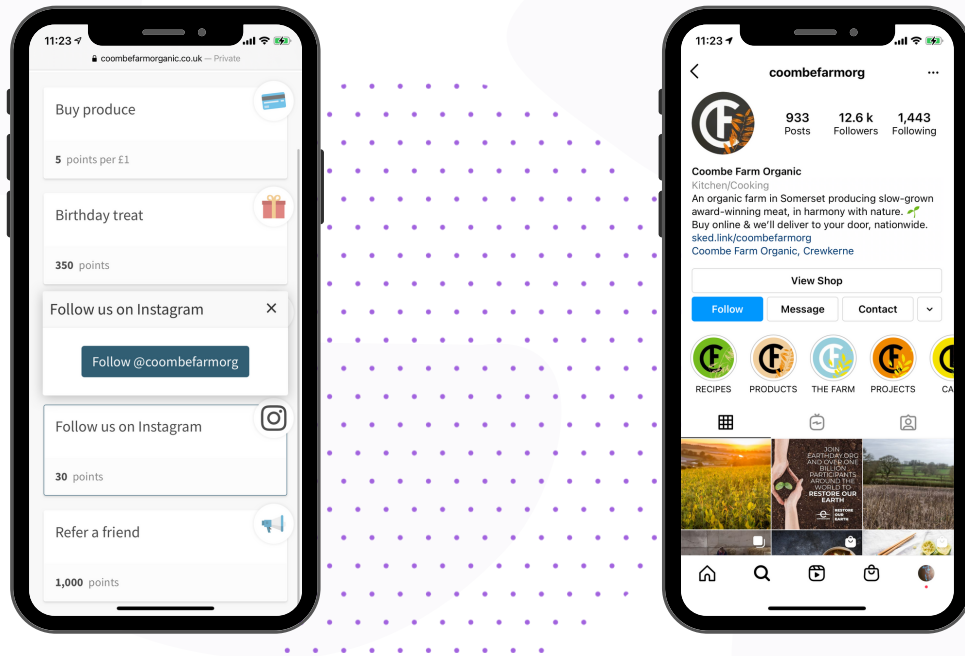


Connecting with their foodies: Social and loyalty working together

Food and drink is the most searched Instagram topic in the UK at 39% search volume in 2020. So it was immediately clear that there was a huge opportunity for Coombe Farm Organic to integrate their loyalty program with their existing social media strategy, finding ways to keep their new members engaged.

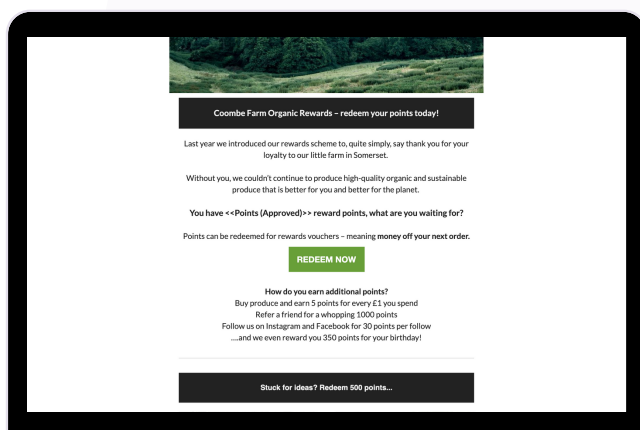
They started to offer 30 points to their loyalty program members if they followed them on Instagram or Facebook, opening a continuous line of communication with the customers. By following Coombe Farm Organic on both social media channels, a customer can instantly earn 60 points.

Today Coombe Farm Organic has more than 12.5k followers on Instagram who are engaging with the brand on a daily basis.



Individual tastes: Delivering personalized communications

80% of marketers state that email marketing is their main tactic for securing customer loyalty. Using LoyaltyLion's loyalty emails feature, they set up automated tailored emails to highlight available rewards. Then, integrating their loyalty data with MailChimp, they personalized their promotional marketing emails. For instance, they highlighted available points combined with relevant product suggestions to encourage purchase. By integrating loyalty data into their email strategy, they delivered more than a 30% click rate.



Results

Thanks to Coombe Farm Organic Rewards, today 53% of their revenue is generated from loyalty program members. Coombe Farm Organic also saw a 70% increase in the spend of their loyalty program members.

Congratulations to Coombe Farm Organic!

Lizzie, General Manager at Coombe Farm Organic, says

“ Working with LoyaltyLion has transformed our approach to loyalty. The platform is simple to use but enables us to better understand purchase behavior and offer tailored rewards to our customers. It also provides opportunities for promotion such as double points events and personalization through tailored emails. The result has been a clear increase in customer retention and spend. ”





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

Coombe Farm Organic

To find out more about Boucleme's loyalty program:

 coombefarmorganic.co.uk

Morphsites

To find out more about Morphsites:

 morphsites.com/case-studies/cfo

