

# How June & January increased its repeat purchase rate by 47% using loyalty rewards

A case study about J & J Perks



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# About June & January

Established in the US, June & January is a baby and toddler clothing brand that has been selected as one of the fastest-growing companies in the US by Inc. Today with their colorful and modern designs, they have built a community of moms, dads, babysitters, grandmothers - and kiddos themselves.

## Challenge

June & January wanted to reward their close-knit customer community for their dedication to their brand, while simultaneously encouraging greater repeat purchase. To support these goals, they needed to implement a tiered loyalty program structure. However, with their existing loyalty provider, they were unable to provide exclusive benefits for each tier. Furthermore, they were only able to create a pop-up for their loyalty program, preventing customers from having a fully integrated loyalty experience as part of their shopping journeys.

To better communicate their loyalty program and encourage repeat purchase further with exclusive benefits, the team at June & January decided to migrate to LoyaltyLion.

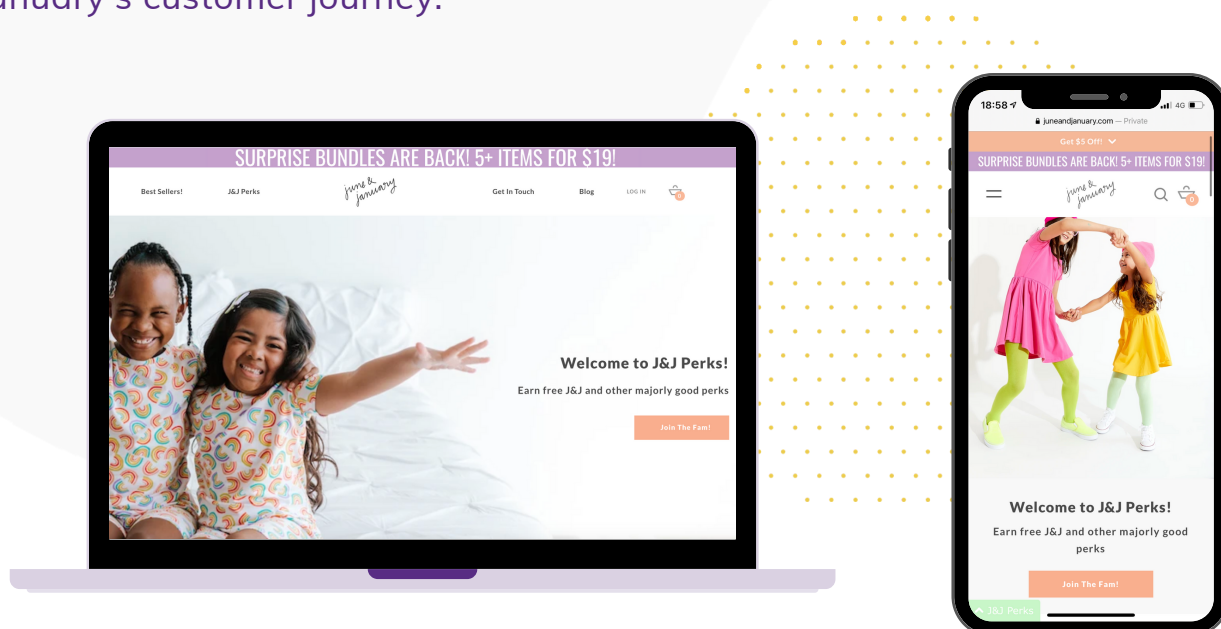


# Create a unique URL for their loyalty program to provide a full loyalty experience

June & January's team knew that to be successful, their loyalty program, J&J Perks, needed to exist as a natural extension of their brand rather than an add-on. Instead of using a pop-up, they wanted to provide their customers with an on-brand loyalty destination. Using LoyaltyLion's [Integrated Loyalty Page](#), they created a dedicated landing page for J&J Perks within their store's code and included it within their main navigation header.

To encourage as many sign-ups as possible, June & January used their loyalty page to clearly explain how their program works and the benefits of becoming a member. Through the loyalty page, customers can create their accounts and become a member quickly and easily. Once signed up, they can then see their current points balance, available rewards, and how many more points they need to move up to the next tier - all from within their personalized loyalty program page.

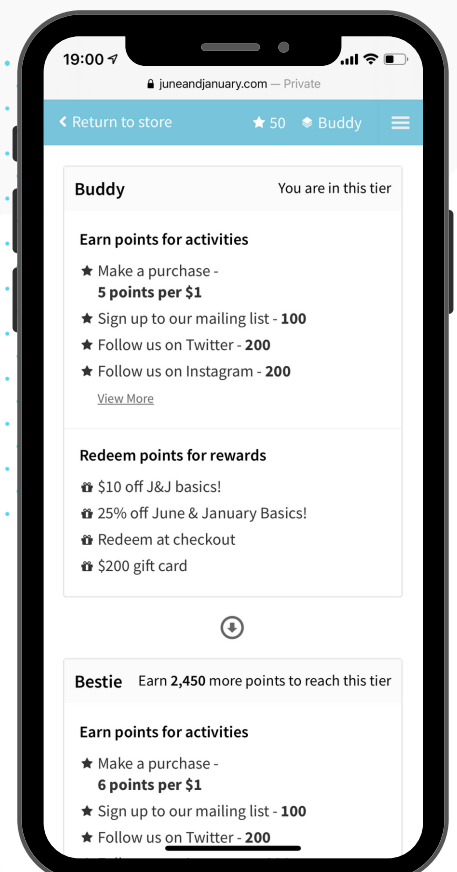
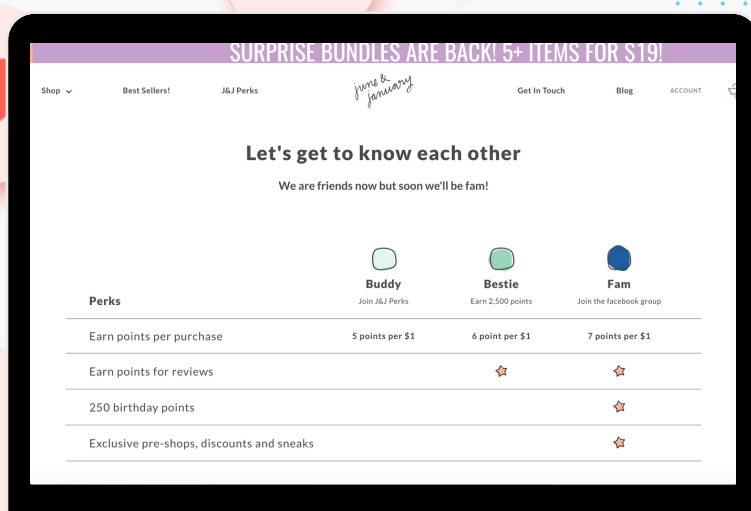
With the number of J&J Perks members increasing by up to 1,000 shoppers every day, the program has become a natural and integrated step within June & January's customer journey.



# Increase repeat purchase rates by applying custom rewards for each tier

June & January needed to increase their repeat purchase rates further to secure their long-term growth. They already had a tiered loyalty program structure which allowed members to move across three levels: Buddy, Bestie, and Fam.

79% of shoppers are motivated to become loyal if they can unlock exclusive benefits. Understanding this, June & January's team added exclusive benefits to their loyalty program tiers to encourage shoppers to repeat purchase more. These exclusive benefits consisted of both financial and experiential rewards. June & January used LoyaltyLion's API alongside Shopify Scripts to design exclusive, custom rewards for their members that would motivate them to keep returning in order to move through the tiers. For instance, members can earn triple points per dollar spent on Halloween collection.



To encourage all loyalty program members to repeat purchase further, they've also begun to offer 25% off on J&J Basics Collection to the members who have collected 2,500 points. And, if customers have collected 10k points, they can earn a \$200 Gift Card. 66% of shoppers are looking for experience-based rewards. To provide these experiences, June and January started to reward their most loyal customers, who are in the Fam tier, with exclusive access to sales and new collections.

As a result of their rewarding strategy, the repeat purchase rates of June & January's redeeming program members is 42% higher than that of their non-redeeming members. Today, June & January's loyalty program members spend 52% more than guest visitors, and loyalty program purchases make up 36% of their total revenue.

# 36%

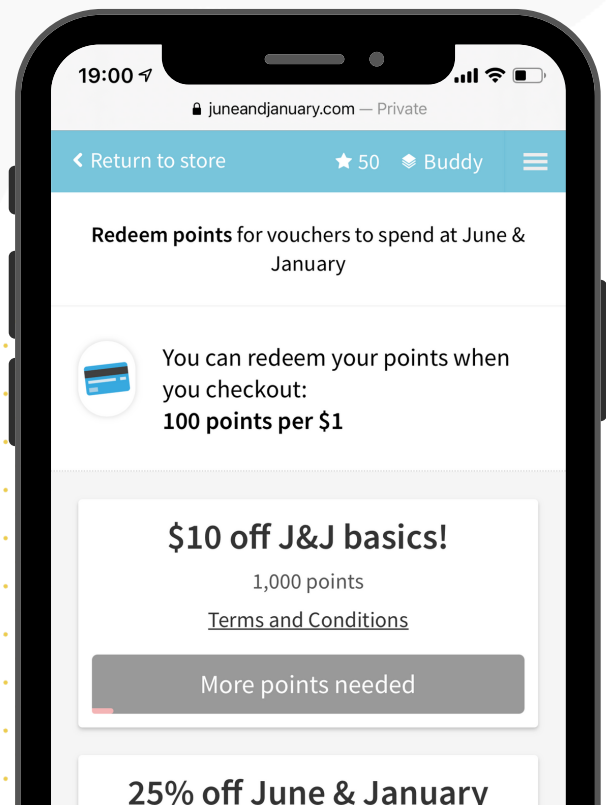
INCREASE IN MEMBER SPEND

# 34%

INCREASE IN REPEAT PURCHASE RATE

# 25%

OF REVENUE IS FROM LOYAL CUSTOMERS





# 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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## June & January

To find out more about June & January's loyalty program:

 [juneandjanuary.com/pages/rewards](https://juneandjanuary.com/pages/rewards)



# Thank you

Your future success depends on  
your existing customers



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