

The glow of loyalty:

How OFRA Cosmetics increased repeat purchase rates by 56% in one of the most competitive ecommerce industries



loyaltylion.com
info@loyaltylion.com

About OFRA Cosmetics

Having been in the market for more than two decades, OFRA Cosmetics is globally recognized in the beauty industry. With their innovative technology, OFRA Cosmetics has built a powerful brand community that includes influencers, celebrities, and even prime ministers!

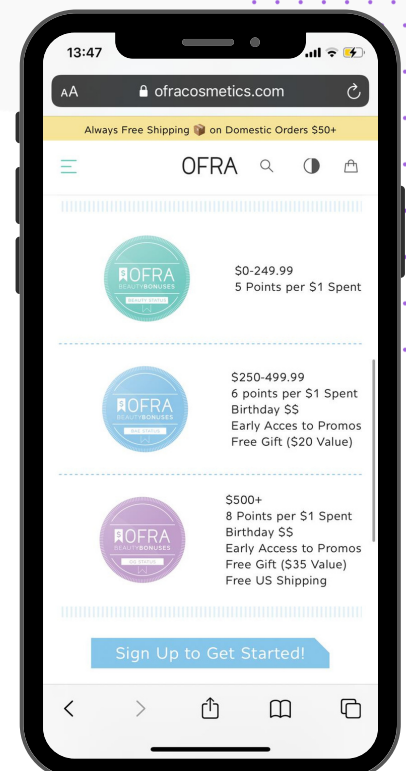
Challenge

As the second-fastest growing industry in ecommerce with an annual compounded growth rate of 4.75% worldwide, you need to work hard to thrive in the beauty and cosmetics sector. OFRA Cosmetics' team recognized a need to focus on building customer relationships in order to stop shoppers from turning to their competition.

More points, more glam: Introducing a loyalty program

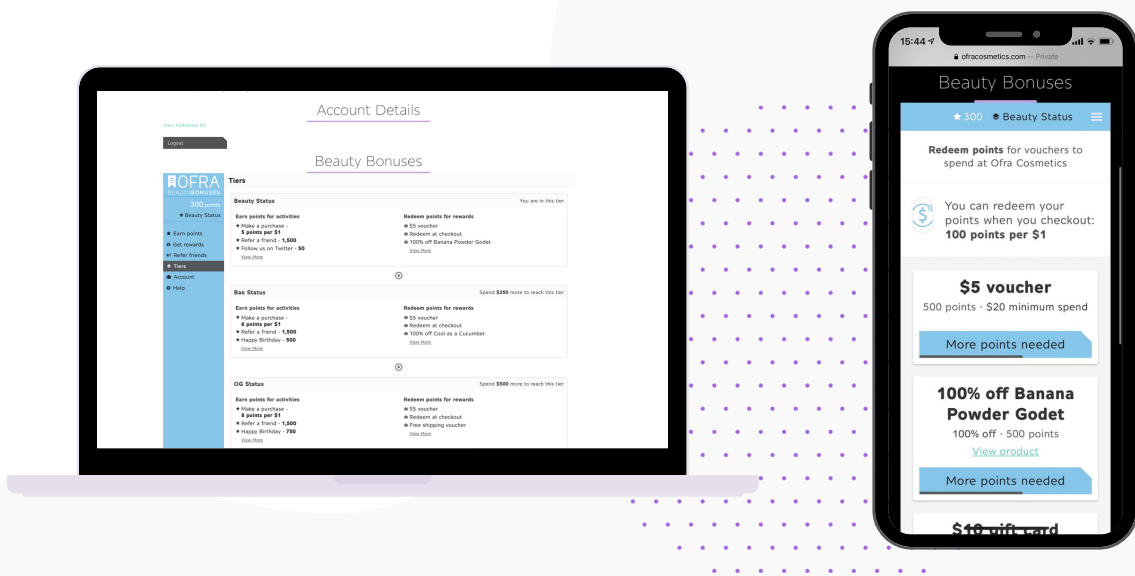
Research shows that 74% of customers are motivated to become loyal if they're working towards a goal or reward. With this in mind, OFRA Cosmetics' team decided to create a tiered loyalty program that enables customers to unlock incremental benefits with each tier.

To encourage signups, OFRA Cosmetics reward shoppers 100 points when they create an account. Loyalty program members can then progress across three levels: "Beauty Status", "Bae Status", and "OG Status". Within each tier, customers access various financial and experience-based rewards.



To encourage shoppers to repeat purchase, OFRA Cosmetics provides points for every dollar spent. 'Customers can access more exclusive rewards as they progress through the tiers. Members who spend more than \$250 move up to "Bae Status" where they earn six points per dollar spent. They also get early access to promotions, that members in the lower tiers do not.

Redeeming loyalty program members of OFRA Cosmetics now repeat purchase 56% more than non-redeeming members.



Getting glam with hyper-targeted email marketing

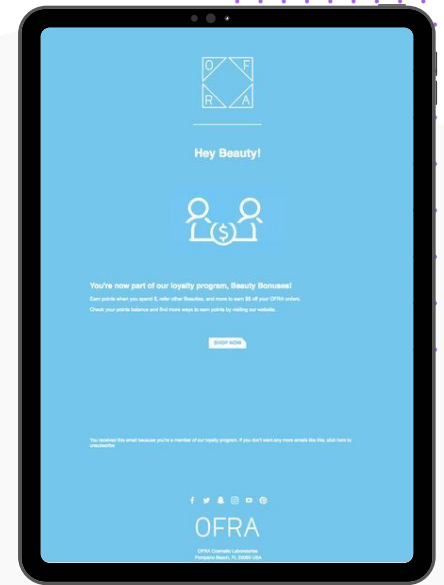
53% of shoppers who have purchased an online beauty and cosmetic product are willing to make a second purchase. To motivate shoppers to choose them over the competition, OFRA Cosmetics wanted to check in with their customers and remind them of their brand values regularly.

59% of shoppers' say their purchasing decisions are influenced by email, so OFRA Cosmetics implemented a personalized loyalty email strategy. They first segmented their customers according to their loyalty status and buying behaviors. Then, using LoyaltyLion's integration with Klaviyo, OFRA Cosmetics could send hyper-targeted emails and content.

For their at-risk customers, the brand sends out personalized points expiry emails to encourage members to return. And, for their loyal members, they deliver double points campaigns.

To enhance engagement further, the program also offers 150 points to customers when they sign up for the newsletter.

As a result, OFRA Cosmetics have achieved a newsletter mailing list of over 10k customers. On top of that, 21% of their orders now come from their existing customers who spend, on average, 59% more than non-members.

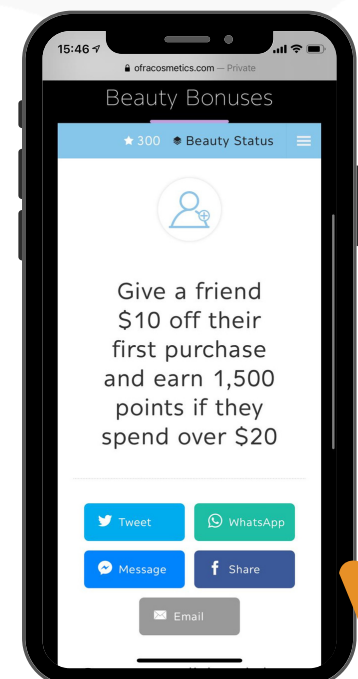


The beauty of sharing: Implementing a referral strategy

OFRA Cosmetics' team saw that people are four times more likely to buy when referred by a friend. To get their engaged community talking about their brand, the team implemented a referral strategy that functions as a two-sided incentive.

To encourage their loyal customers to refer a friend, OFRA Cosmetics offers 1,000 points for a referral. Members can then refer a friend via WhatsApp, email or through social media (including Twitter or Facebook) with a single click. Customers can also copy their unique referral link and share it on any platform they choose. The OFRA Cosmetics' team then offers \$10 off their first purchase to the referred friend.

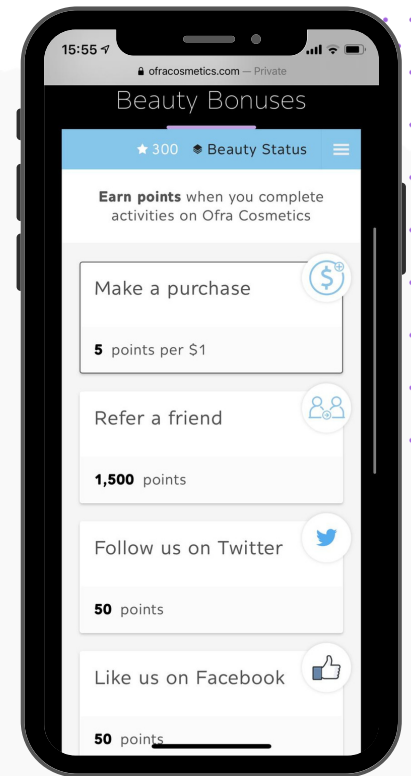
With their referral strategy, today OFRA Cosmetics has gained more than 201k additional visits to their site and has generated approximately +\$183k in extra revenue.



Results

OFRA Cosmetics' loyalty program has gone from strength to strength. Today, 29% of the brand's total revenue is generated from loyalty program members.

Congratulations to OFRA Cosmetics!



Paula, Brand Writer at OFRA Cosmetics, says

“

LoyaltyLion has been a surprise! As a traditional loyalty program, it has been great, but customers always surprise you. The best part of the program is the advocacy it has created. Referrals are by far the most impressive metric, and we often incentivize this reward to boost our reach.

”





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

OFRA Cosmetics

To find out more about OFRA Cosmetics' loyalty program:

 ofracosmetics.com/pages/loyalty-rewards

