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Best use of emails

There is an art to a well-crafted email, especially when you are using them to generate sales for your store.

Shoppers today want to form on-going relationships with the brands they like, and a loyalty program that is integrated with a leading ESP is the place to start.

Loyalty program emails **perform 14 times better** than regular marketing emails because they're personalized, relevant and resonate with your customers on a personal level.

Here's what an effective loyalty and email marketing campaign looks like.

And the winner is.. LIVELY

LIVELY

LIVELY is an underwear brand that wants to inspire its customers to live passionately, purposefully, and confidently.

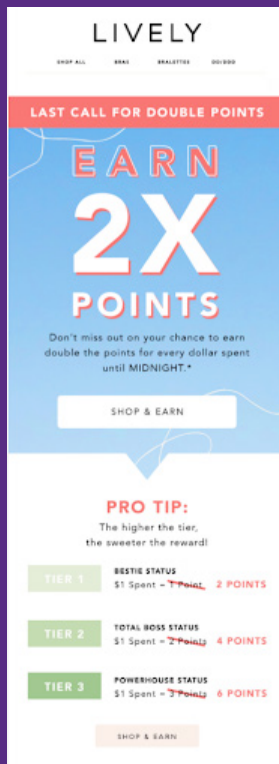
LIVELY send a variety of customized **loyalty emails** to their customers using **Klaviyo**. On top of making their emails on-brand, LIVELY uses LoyaltyLion data points to make sure each one is personalized to each customer.



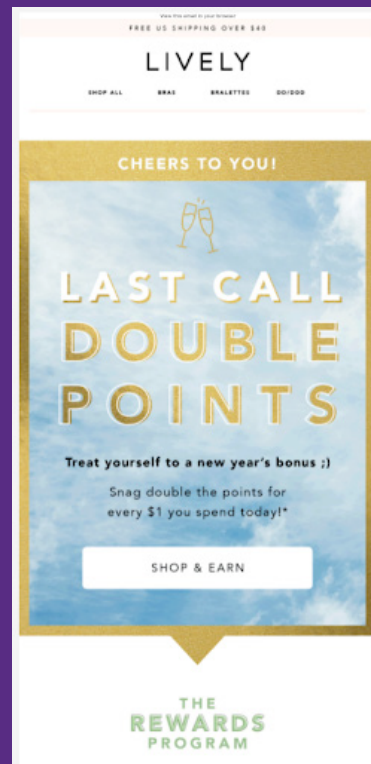
The first kind of loyalty emails LIVELY sends are reward reminder emails that tell customers they have a reward available. These emails increase reward redemption which is important as redeeming customers spend 165% more than guest customers.



LIVELY also use emails to promote double point events for their loyalty program members. These email campaigns tend to run around seasonal events, such as New Years or Black Friday, where loyal customers get to treat themselves to special bonuses.



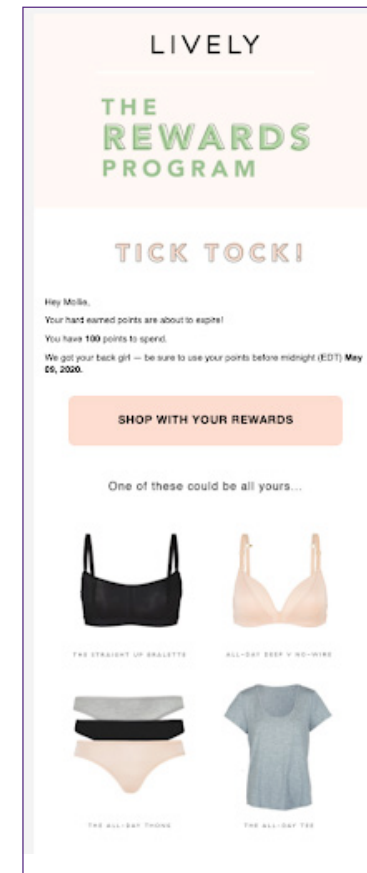
These kinds of emails makes customers feel valued as you're giving them a VIP experience unavailable to other shoppers.



For customers who haven't shopped in a while, LIVELY also sends **point expiry emails**. These encourage at-risk customers to return as they're reminded of points they have to spend.

Our loyalty program is an extension of our appreciation for our community and a way for us to show our current customers how much we value them. LoyaltyLion offers us the opportunity to get customers excited to make a purchase every time they visit our site, as well as increase retention rate, repeat customers, and AOV.

Michelle, Founder and CEO at LIVELY



Results

Compared to regular customers, members of LIVELY's loyalty program have a **103% higher AOV** and have **146% higher average spend per customer**.