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Best loyalty promotions

A loyalty program is the key to making your customers feel special and igniting long-lasting relationships. But, your loyalty program won't take off unless you shout about it.

This category shines the light on two brands that have been the best at promoting their loyalty programs across channels (both in the UK and the US) to retain their loyal customers and motivate more enrollment.

6

BEST LOYALTY PROMOTIONS

And the winner is.. Bath & Unwind (UK-based)

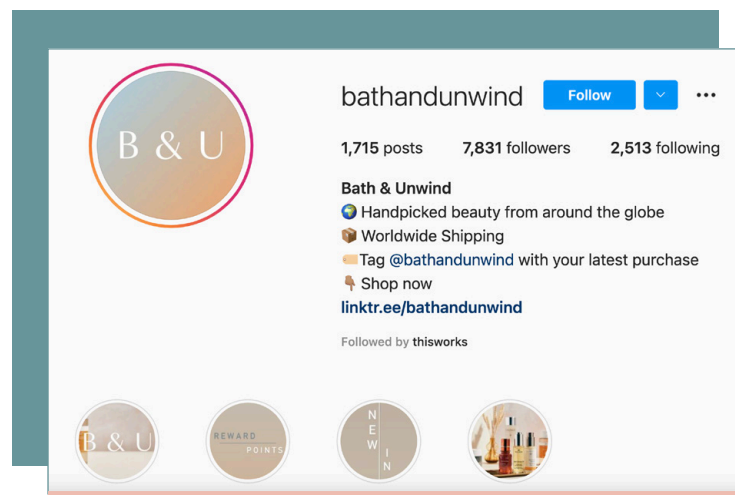
B & U

Bath & Unwind offers their customers hand-picked beauty products. When they set up their loyalty program they knew how important it was for it to be promoted as far and wide as possible.

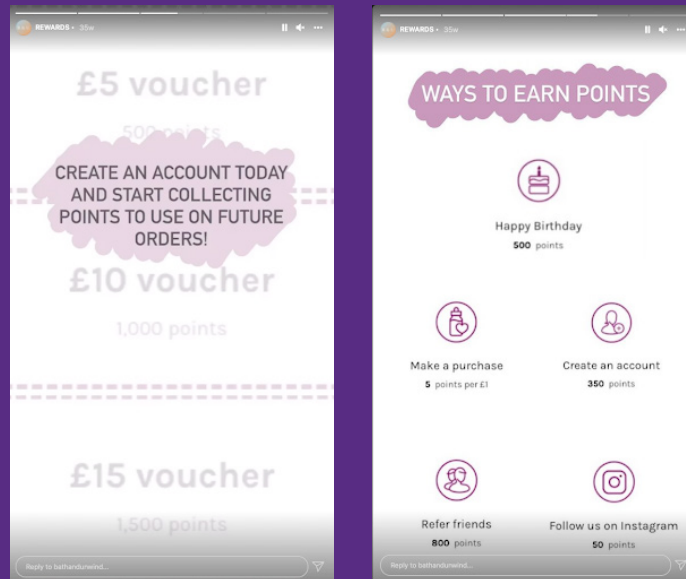
Bath & Unwind has taken a big step in the last year to improve their loyalty promotion and make sure there's plenty of buzz around their brand.

They use email and social media marketing to promote their program and reach new, potential customers.

Their social media campaigns promote their loyalty program through Instagram stories. They also use Instagram Highlights to draw attention to their program. This is an easy and accessible way to alert and encourage new customers to sign up for the program.



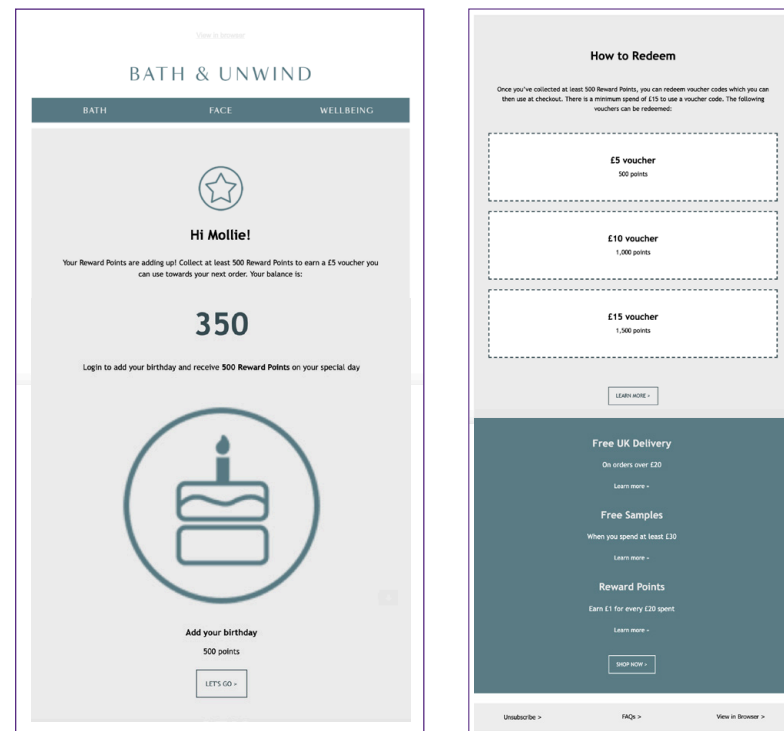
On Instagram Stories, the brand keeps its followers informed and shares information about its loyalty program in a way that's easily shareable.

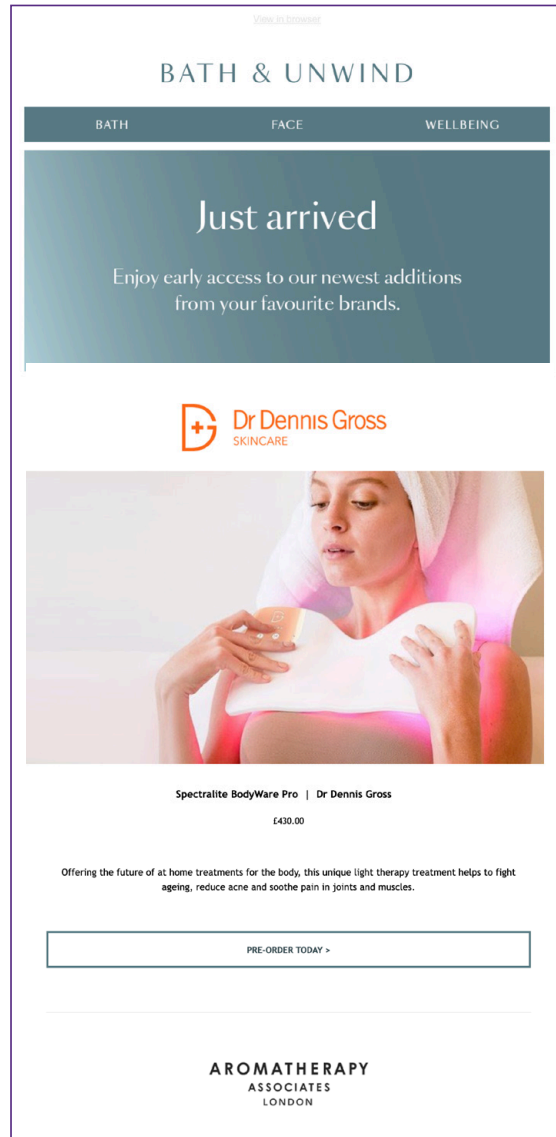


Beyond Instagram, Bath & Unwind promote their loyalty program in email marketing too.

They send reward reminder emails to refresh the customers on the perks and rewards available to them. These emails are personalized and detail the points they have and how they can redeem them.

Bath & Unwind also emails their existing loyalty program members about early access to new products and exclusive triple points events. Once they have reeled in a new customer they work hard to keep them around!





LoyaltyLion has been a game-changing tool for us and essential in giving our email marketing automation a 400% increase in revenue. We're very excited to go even deeper into what LoyaltyLion can do to help boost our revenue and improve our customers' experience on-site.

Tinc Moscaliuc, Graphic Designer at Bath & Unwind

Results

Bath & Unwind's redeeming loyalty members have an average repeat purchase drop-off rate of 44% compared to **non-members who have an average 74%.**

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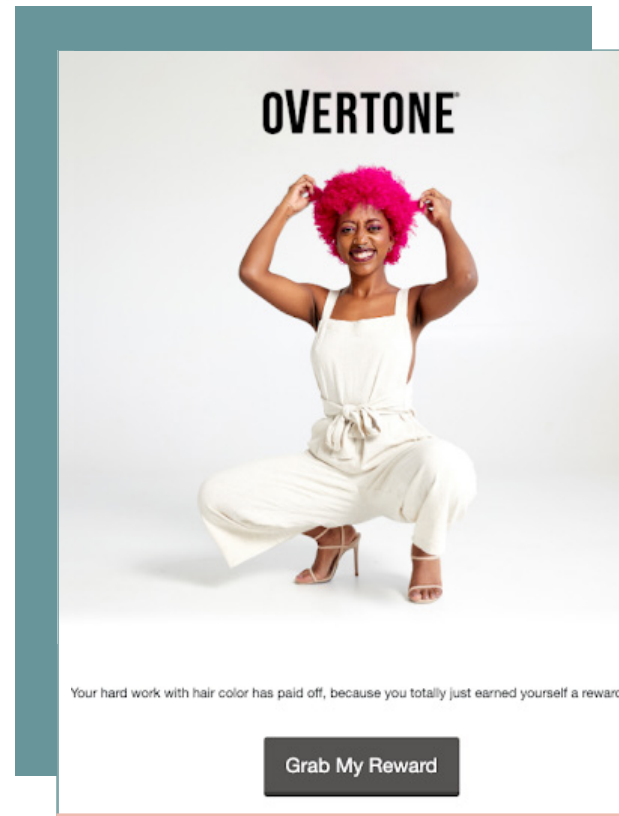
And the winner is.. Overtone (US-based)

OVERTONE


The haircare brand, **Overtone**, is all about community. Their social media profiles are full of content created by their customers to show the magic of their hair dyes in real life.

Overtone uses personalized loyalty emails to communicate the program to customers. They send regular reward updates telling shoppers they've earned a reward that's ready to claim.

On average, these emails have a 20% click-through rate because of the personalized fields inside. This encourages new customers to enroll in the program and hand over their personal details, rather than continue as a guest shopper.




Sign Up



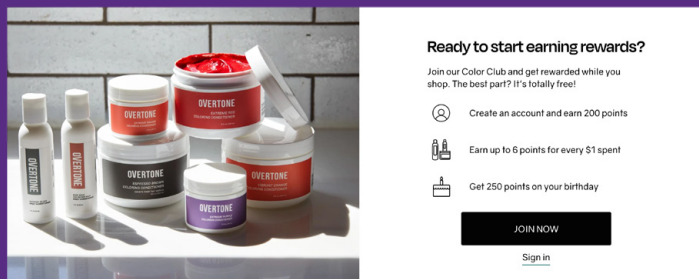
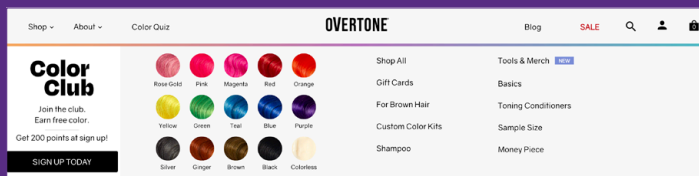
Start earning rewards!

Register to start earning points with every purchase and get access to exclusive offers, pro color tips, insider news, manage orders, and more.



I agree to Overtone's terms and conditions and privacy policy. [Notice at Collection](#)

Overtone also promotes its loyalty program on its home and sign-up pages, as well as in the navigation.



Finally, Overtone also uses seasonal peaks (like Black Friday) to run promotions for members-only. This Black Friday, Overtone gave its loyalty program members double points and VIP access to their sales before other customers.

We've seen tremendous success with our loyalty program by engaging our top-tiered members as the official VIP group, rewarding all tiers with double points during special promotions, and working with our LoyaltyLion team on consistent optimizations of our website and program.

More specifically, we're thrilled that since we've implemented the official VIP group our VIP email engagements consistently see conversion rates that are nearly 200% higher than the average email. Additionally, we've found that Color Club members have an average spend of 2.1x higher than non-Color Club members.

Laura Bauman, VP of Growth at Overtone

Results

Because of their loyalty program, Overtone has seen a **20% increase in customer spend**, and now 17% of their total revenue is generated by loyal customers.