

A close-up photograph of a person's hands holding a light blue ceramic mug filled with coffee. The person is sitting on a grey textured blanket with a pink crocheted blanket underneath. The background is softly blurred, showing more of the blankets and the person's legs.

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## Best health and wellness program

This year, the global wellness market is valued **at more than \$1.5 trillion**, with that number expected to grow between five to ten percent annually.

Up-and-coming health and wellness brands need to capture and keep new customers and a loyalty program is the best way to do so.

Here's the health and wellness brand that's succeeded with its loyalty program this year.



## BEST HEALTH AND WELLNESS PROGRAM

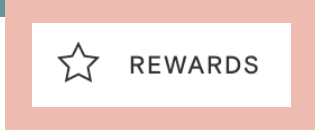
# And the winner is.. Wild Nutrition

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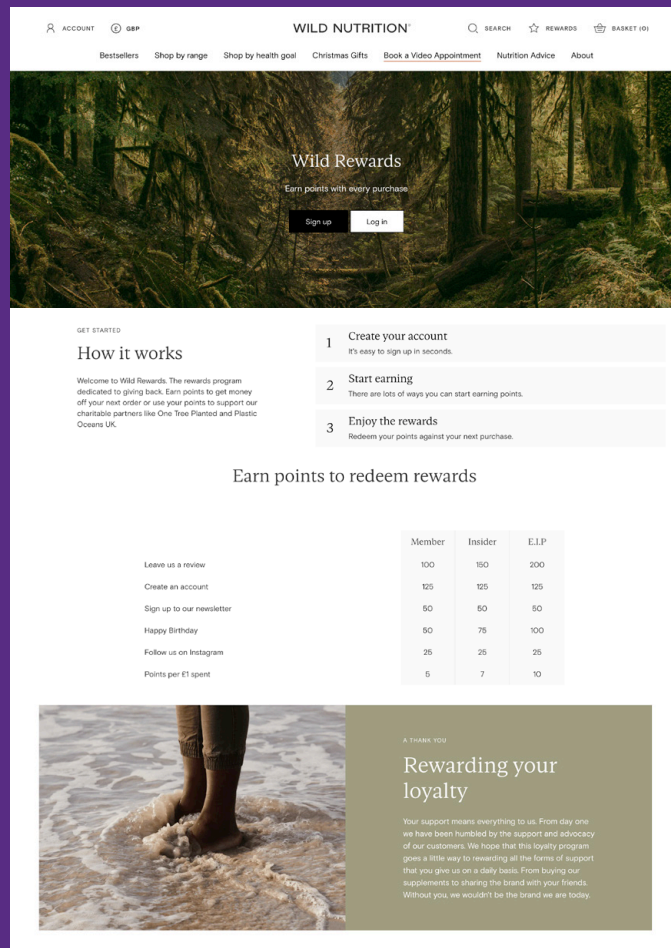
**Wild Nutrition** is a brand focussed on providing natural supplements that are ethically and sustainably sourced. They're this year's winner of the Best health and wellness program award because they have embraced a variety of features to craft an engaging loyalty program that is true to their brand.

### Loyalty program customization

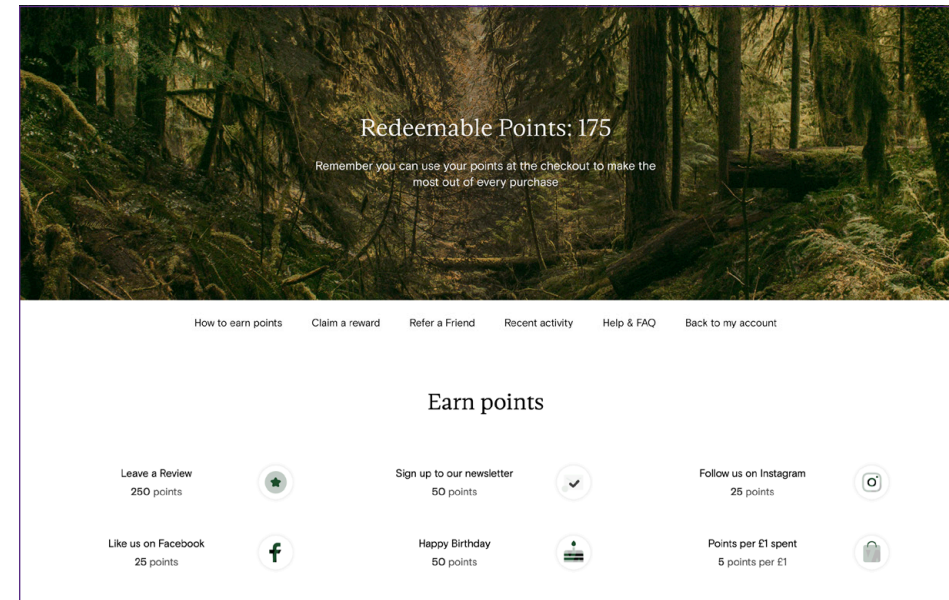
Wild Nutrition uses an **Integrated Loyalty Program** to display its program in the site's banner. This makes it convenient for loyalty members to access and also shows that their loyalty program is a priority to the brand.



They also have an explainer page for logged-in customers which provides a coherent overview of the program and delves into how shoppers can earn and spend points. The format is easy to understand but also stays true to the wider Wild Nutrition brand.



Wild Nutrition rewards customers for a variety of actions – including purchasing and completing on-site activities (such as leaving a review). You can earn 25 points for following them on Instagram and 50 points for signing up for their newsletter.



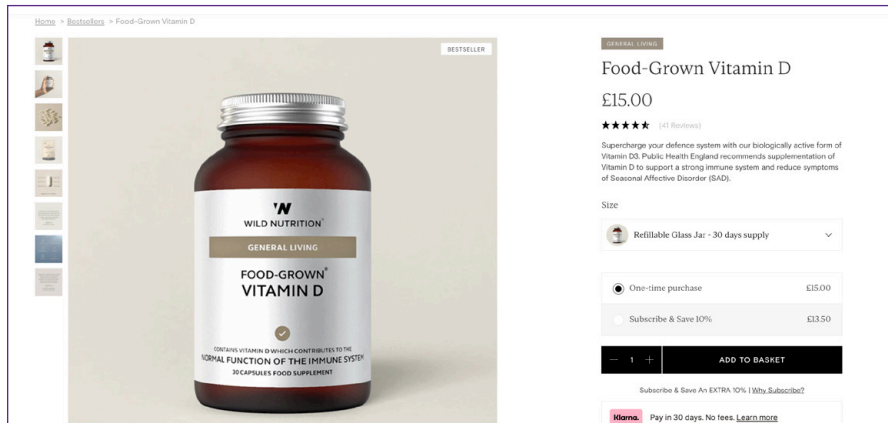
## Emotional alignment with customers

Customers can also claim rewards that are aligned with their personal beliefs and give back to the planet. For example, when you reach 1,000 points you can plant five trees in Rwanda or in the Amazon. Alternatively, you can use your 1,000 points to donate to Plastic Oceans UK.

**70% of US millennials** consider company values when shopping and you'll be more likely to make the most of these conscious consumers if you offer these kinds of rewards within your program.

## Subscription benefits

Wild Nutrition also uses its loyalty program to improve the adoption of its subscription-based products. Subscribers benefit from saving 10% on all orders.



The ecommerce agency, **By Association Only**, that worked with Wild Nutrition on the build of their loyalty program said:

**Wild Nutrition wanted a way to really push retention with their clients. As a supplier of high-quality supplements, subscription is a large part of their model and therefore **LoyaltyLion's integration with Recharge** has really helped drive results and incentivize customers to become and remain subscribers to their products. Plus, as a B-Corp business, sustainability is key to Wild's vision and the ability to reward customers by planting trees has also been highly successful for the brand.**

**George Linton, Head of Growth at By Association Only**

**LoyaltyLion has been instrumental in increasing our retention rate of customers over the past year.**

**Our customers love that they can redeem discounts towards their orders, with many of them really appreciating the option to donate their points towards our chosen charitable partners. We are continuously working on upgrading our loyalty program and have lots of exciting new features and designs due to be launched in the New Year. We are very proud of our program and are so excited for its future.**

**Tessa Smart, Customer Care Specialist at Wild Nutrition**

## Results

This year, 41% of Wild Nutrition's customers who have made a purchase became loyalty program members and **67% of their orders have come from their existing customer base.**