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Best mobile loyalty experience

Mobile commerce is on the rise with sales worldwide expected to reach **\$3.56 trillion by the end of 2021**. Brands need to make sure their loyalty program experience is seamless and consistent on-site and in-app.

Let's find out which brand worked with our sponsor, **Venn Apps**, to bring their mobile loyalty experience to life.

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BEST MOBILE LOYALTY EXPERIENCE

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And the winner is.. Route One

ROUTE ONE

Route One is a skate shop that sells a wide variety of streetwear. Recently, the brand has been making the most of LoyaltyLion's integration with Venn Apps to deliver a great mobile experience to customers.

When businesses integrate **Venn Apps** with LoyaltyLion they can unlock actionable insights, enhance mobile engagement, and increase revenue. Route One's in-app loyalty program is easy to navigate, click and engage with on mobile – a consistent experience the brand maintains across all mediums.

One of the main reasons Route One chose Venn Apps as their app partner was because of our integration capabilities, particularly with the 3rd party Shopify apps they were using.

Route One placed a lot of importance on design and online brand continuity. Venn Apps' integration with LoyaltyLion made sure their loyalty program looks and behaves the same way across all their websites and apps.

The Venn Apps JS technology makes sure the custom CSS Route One has applied to their loyalty page is brought into the application.

Joss Hancock, Co-founder at Venn Apps

And when it came to the specifics of the app build, the marketing agency, **East Side Co**, who worked with Route One on it had this to say:

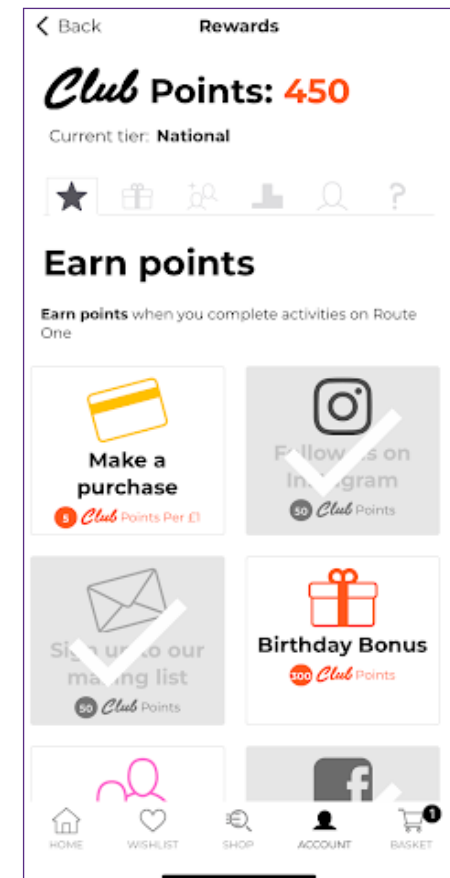
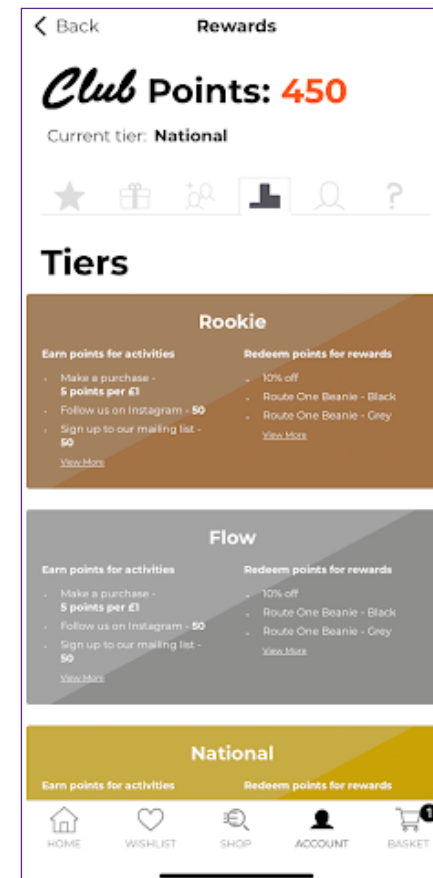
Working closely with Route One, we set out to implement a loyalty program through LoyaltyLion that ticked several boxes on mobile: it needed to be easy to understand how to earn points, and to see how many points have already been earned. It also had to clearly and visually lay out the tiered goals to incentivize customers to reach the next levels. This encourages a “spend more, earn more” feel thanks to clearly defined sections.

Xenia Brunton, Senior Account Manager at East Side Co

Diving deeper into the build we can see where the brand and agency spent a lot of focus to deliver a user-friendly and engaging in-app experience.

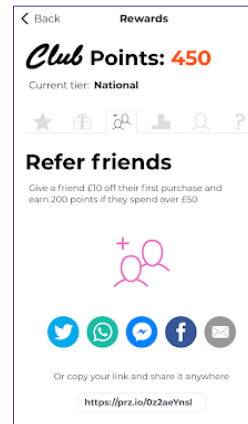
The brand’s tier system, where program members can ascend from the “Rookie” level all the way to the “National” level as they engage, is clear and easy to navigate in the app.

Through Route One’s simple and intuitive app interface it’s also easy for loyalty program members to earn points and spend them on rewards.



Finally, the referral page on an app-based loyalty program is particularly important as many people refer friends through mediums like WhatsApp and SMS.

Route One recognized this and has designed a referral page that's engaging and easy for customers to click through and refer through a variety of channels – including on WhatsApp, Facebook Messenger, and Twitter.



LoyaltyLion has been key in driving our customer-centric strategy, cultivating a sense of community, and rewarding customers who engage with our brand. We have seen AOV 25% higher in customers that engage with the program already.

LoyaltyLion let us soft launch the program with the out-of-the-box solution, giving us time to refine and develop on UX, particularly on mobile and on our mobile native app. The next focus is the comms!

Ross Sibbit, Ecommerce Manager at Route One

Results

In the past year, Route One's loyal customers have been spending and engaging. In fact, their loyalty program members have a **176% higher average spend than other customers.**

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In the world of ecommerce, your unique brand identity is your most valuable asset. At **Venn Apps**, we build incredible, bespoke ecommerce apps that bring your brand to life and take your store to its maximum potential. Our team has over two decades of collective experience creating B2C apps that have scaled to millions of users. We don't stop until you have the app of your dreams.

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