Boosting revenue by 370% in 24 hours **with bonus points**

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Key Takeaways

+370%
Overall daily revenue in 24 hours

+ 2485%
Avg. Smile-Generated Value (24 hours)

+124%
Total Smile Generated Value (2 years)

+47%
Rewards Redemption Rate

SMILE TESTIMONIAL

"Our customers have fully embraced the Sloane Rewards Program and recognize its value. Each month we not only see our membership growth increase but our members consistently earning points, redeeming points, and making referrals. Our "Double The Points" days are the main promotion we offer through our Sloane Rewards Program."

Results

+370%
IN OVERALL DAILY REVENUE IN 24 HOURS

Sloane Tea's latest "Double the Points" campaign in April 2024 led to:

- A **370%** increase in overall total daily ecommerce sales
- **Re-engagement** of dormant customers

+2485%
IN AVG. SMILE-GENERATED VALUE IN 24 HOURS

The Bonus Points Campaign boosted loyalty-influenced sales (orders with a Smile.io coupon code). In 24 hours, Sloane Tea drove:

- A **2485%** increase in Smile-Generated Value
- Conversions and reward **redemptions**

With multiple Bonus Points campaigns run at consistent periods, Sloane Tea has:

+124%
IN TOTAL SMILE-GENERATED VALUE

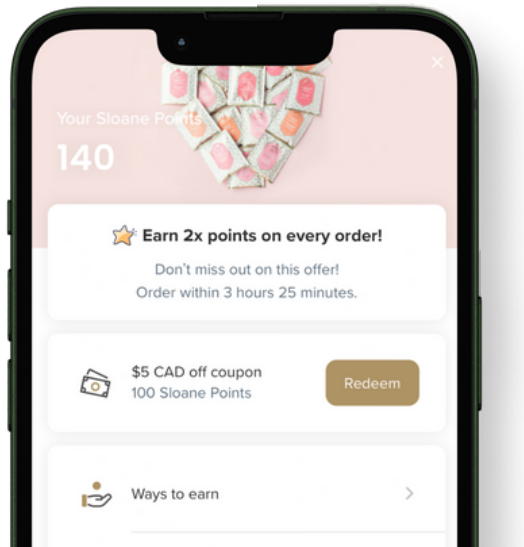- Increased total Smile-Generated Value by **124% over 2 years.**
- Created **customer anticipation**.

Sloane Tea has optimized its entire loyalty program with embedded content like points redemption at checkout, resulting in:

+47%
REWARDS REDEMPTION RATE

- **+47%** in rewards redemptions YoY.
- A simple-to-explain program with a **loyalty landing page** built in the Smile.io App.
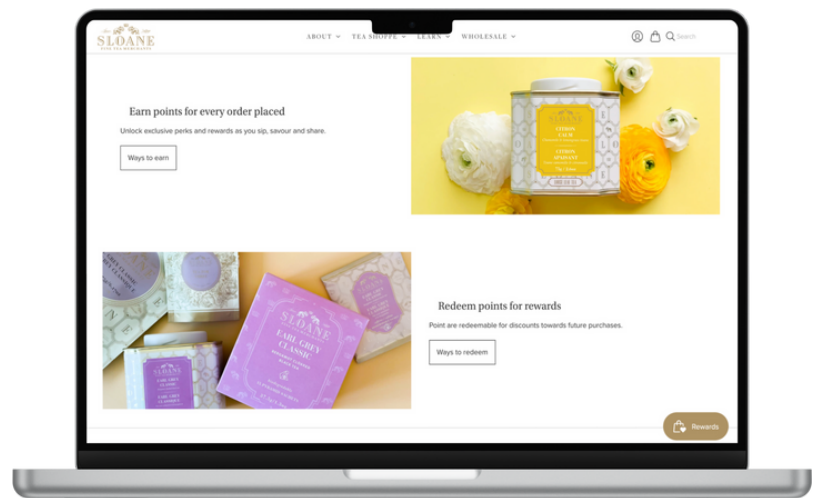
Sloane Rewards

Through Smile.io, Sloane Tea:

- Runs **scheduled bonus points events**.
- Optimizes each bonus point event based on previous results found in their **loyalty reports**.
- Offers diverse rewards ranging from $5 to $100 discount coupons.

Sloane Tea has achieved higher redemption rates and conversions through embedded loyalty App Blocks, such as:

- An SEO-friendly **loyalty landing page**.
- Points **redemption at checkout**.

Want to see results like these?
Get in touch!

Let's Talk.

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