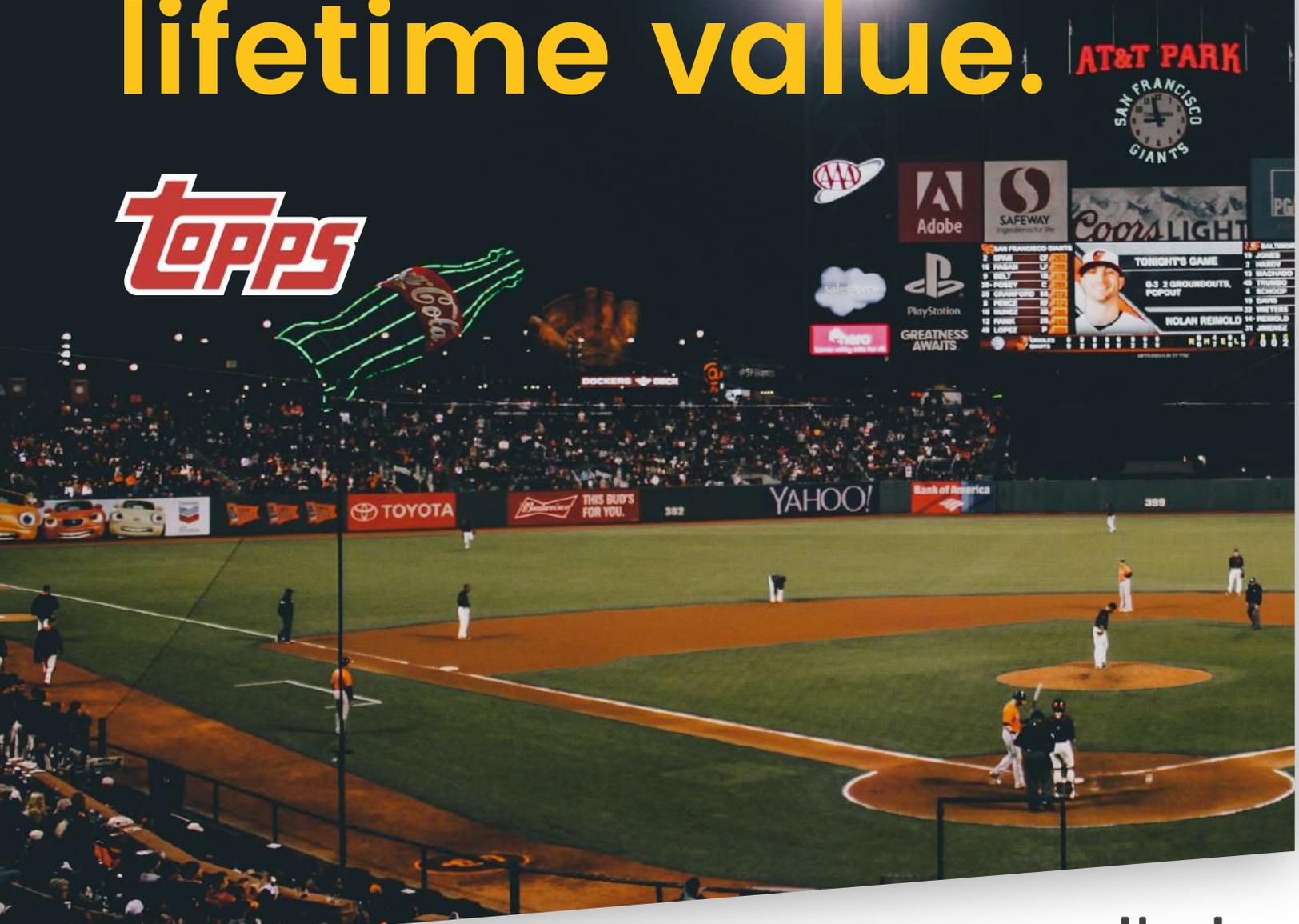


# How rewards encouraged a 48% increase in customer lifetime value.



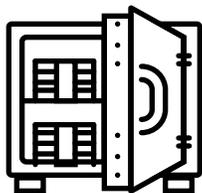
# Client Profile

« The simplicity of Smile.io is what made their loyalty program so successful for Topps. It was very easy for us to launch in a condensed timeframe in time for the start of the 2017 season. The user interface and the set-up of the VIP tiers are clean and uncluttered. I am confident that this led to our strong redemption rate. »

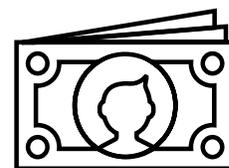


Jeff Hackman  
Director, New Product  
Development &  
eCommerce Marketplace

**+ 48%**  
Customer  
Lifetime Value



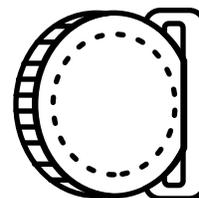
**+ 35%**  
Sales From  
Top Tier  
Members



**+ 15%**  
Conversion  
Rate



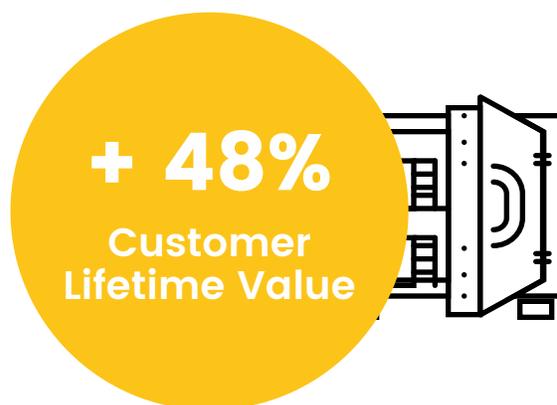
**46%**  
Redemption  
Rate



# Results

The following results were seen after less than one year of Smile.io.

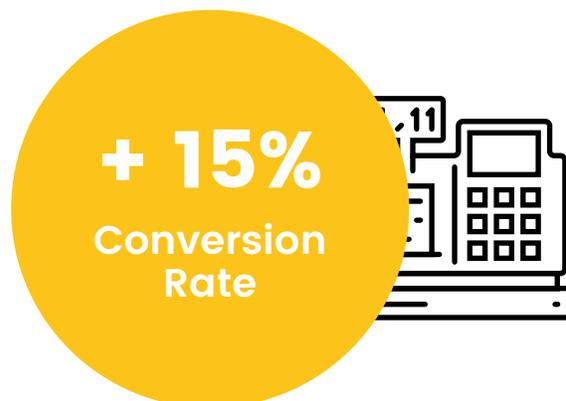
Topps knows what their customers value, which is why the best perk for top tier members is a Topps Now MLB Card of the Month. In an effort to unlock this fantastic reward, customers have increased their overall spending, hitting Topps' CLV out of the park.



With such a valuable reward on the line, Topps' most loyal members - otherwise known as Hall of Famers - are doing whatever they can to keep those MLB Cards coming. Since purchases earn them the most points, sales from these top tier customers have significantly increased as they strive to stay on top.



Since the launch of Now Rewards, Topps has done an excellent job of promoting and marketing their program. As a result, customers can easily see and understand what they stand to gain by becoming a program member, prompting them to complete more purchases so that they can start earning and spending rewards.

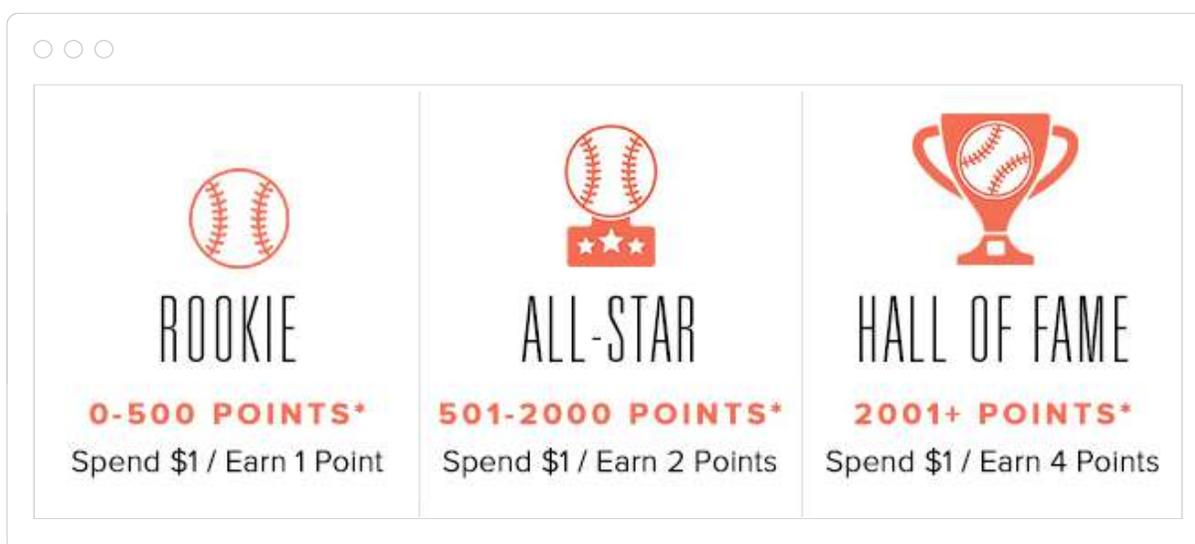


Topps has found the perfect balance between achievable and challenging with each of their tier milestones. With a number of ways to earn points and a consistently updated product catalogue, customers can always find something new to shop for, helping them earn points faster and round the bases towards their next redeemed reward.

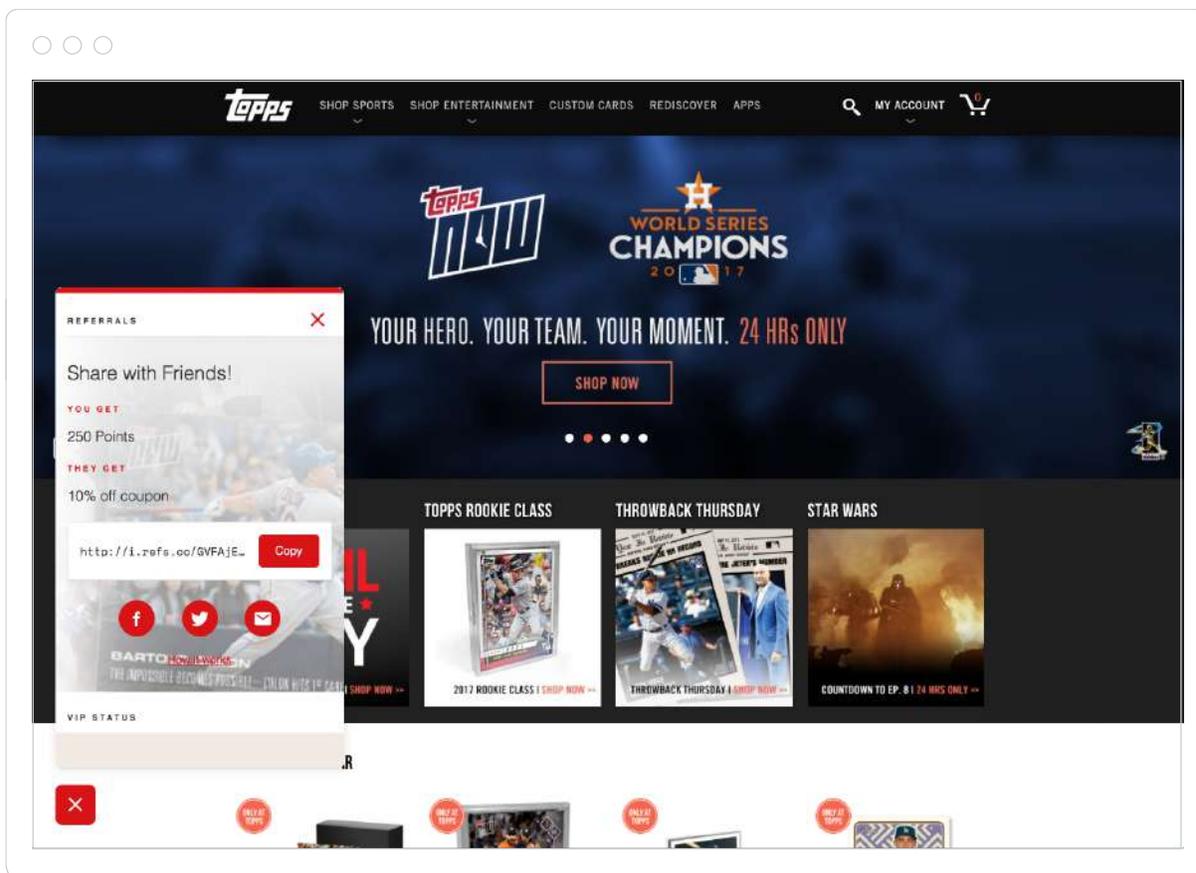


# Now Rewards

Topps has done a fantastic job of designing a rewards program that stays on brand and understands their core community. Each of their three tier names were clearly inspired by the baseball cards that have made them so successful and keep the program playful and energized.



They've coupled this sense of play with a wide variety of social and transactional ways to earn rewards - all of which are topped off with the allure of the coveted Topps Now MBL Card of the Month reward.



With a customized rewards panel, engaging rewards, and clever tier names, Topps' Now Rewards is a home run.

Check out Now Rewards in action!

Want to see results like these? Get in touch and find out how Smile.io can improve your business!

# Contact Information.

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Visit us at [smile.io](https://smile.io)