How **inkbox** saw +28% in repeat purchase rate year over year.

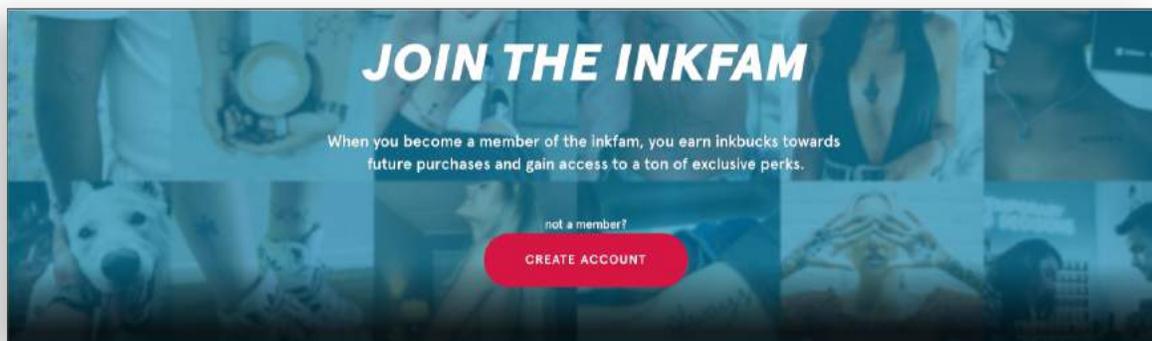# inkbox

TYLER HANDLEY

Co-Founder & CEO, inkbox

HOW WE KNOW SMILE IS A SUCCESS

The goal of launching a rewards program with Smile.io was twofold: to increase customer retention and drive repeat purchases, and to have a new way to incentivize for purchases. In the first month after we launched our inkfam program, we saw an 80% increase in repeat purchases and issued over 3 million points to our 70K loyalty members.

Since launching the inkfam program in January 2017, inkbox has continued to experience significant growth and success beyond what they could have ever imagined.


JOIN THE INKFAM

When you become a member of the inkfam, you earn inkbucks towards future purchases and gain access to a ton of exclusive perks.

not a member?

CREATE ACCOUNT

Results

Since the launch of their inkfam program, inkbox has seen a monumental increase in the amount of repeat purchases. With so many amazing designs to choose from, customers can't wait to purchase their next temporary tattoo — a fact that increased inkbox's repeat purchase rate by 28% year over year!

+ 28%
REPEAT PURCHASE RATE YOY
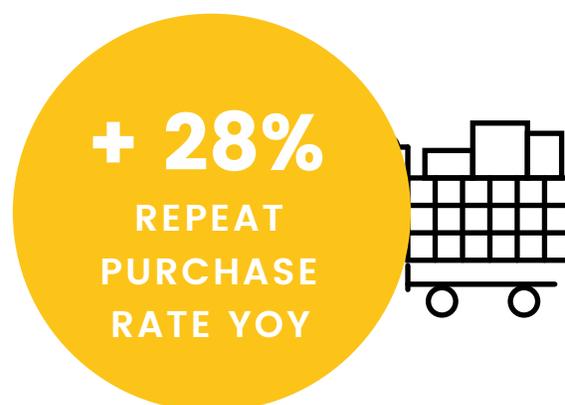
By posting new designs to their brand Instagram account and rewarding customers for following them, inkbox has been able to use their rewards program to heavily influence the whopping 412% increase inkbox has seen in user-generated content organic reach.

+ 412%
INSTAGRAM UGC ORGANIC REACH YoY
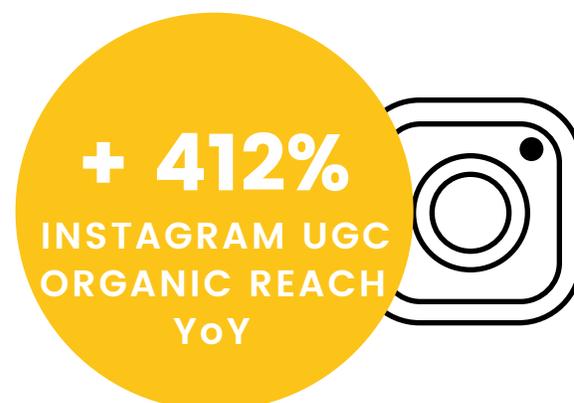
With so much social content being produced around their brand, inkbox's popularity quickly spread all over the world. As a result, their brand community quickly grew to over 889,000 members sharing the same passion for making a statement.

889K
COMMUNITY MEMBERS

Over the past 2 years, inkbox has experiences incredible loyalty from their rewards program members. This can be attributed to their continued commitent to improving their program and a keen understanding of what their community is looking for in a rewards program.

297K
REWARD MEMBER REVENUE

inkfam

In order to be successful, a loyalty program has to be visible. After all, the first step to joining a loyalty program is finding it!
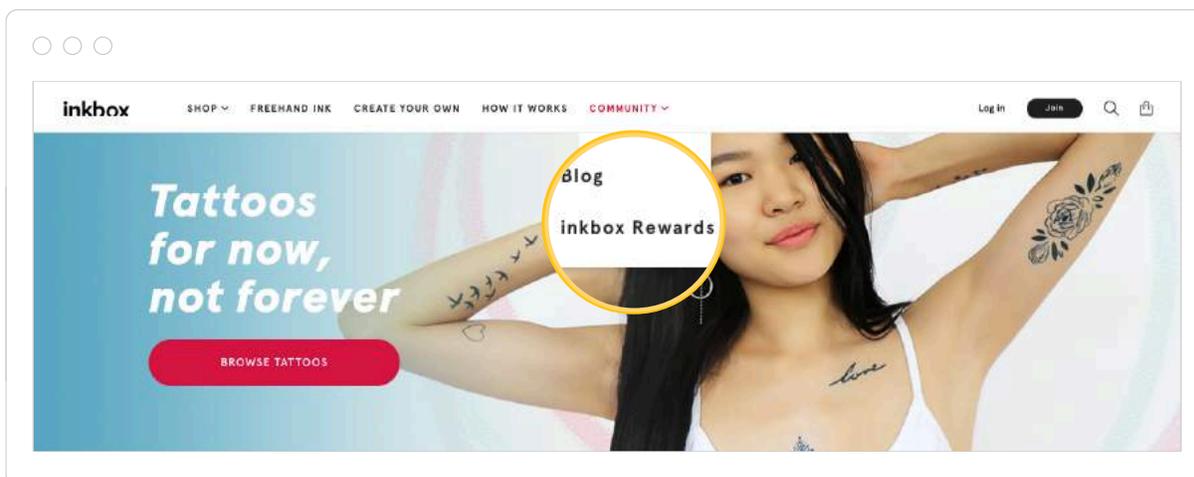
inkbox has incorporated inkfam into the top navigation bar on every page of their store. With this in place, customers can easily find and explore the program no matter where they are on the site, making the program both accessible and desirable.

Once people know you have a program, you have to get them engaged. Strong brand values are a highly effective way to do this. inkbox took inspiration from their trip to Panama and made this a prominent feature of their web experience. They also crafted a program name that evokes community, strength, and nothing but good vibes — three things that appeal to their customers' desire to belong.

Rewards / Chapters

Earn inkbucks to reach chapters

	1 FREE	**2** 1000	**3** 2000
Birthday gift	♥	♥	♥
Exclusive updates, deals & perks	♥	♥	♥
Create your own tattoos	♥	♥	♥
Early access to new design drops	♥	♥	♥
Special Offers		♥	♥
Access to our behind-the-scenes Instagram account		♥	♥
Authentic art from Arimae Tribe[i] included in every inkbox order			♥
Access to our merch store			♥
inkbucks per $1 spent	1$ = 10	1$ = 20	1$ = 30

From the name of their program to the structure of their three-tiered VIP program, inkbox demonstrates a keen awareness of what their customers want and how to keep them engaged. With increasingly better perks at every level, each tier is instrumental in creating a sense of community and value with every interaction.

Check out inkfam in action!

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

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