



How Evy's  
Tree saw  
**58% growth**  
in repeat  
customer  
rate.

*evy's tree*

EVERYDAY LUXURY, EVERYDAY LIFE.



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### **HOW WE KNOW SMILE IS A SUCCESS**

We measure our success in two ways: customer engagement and repeat customer rate. Engagement is a bit tough to measure, but we get compliments all the time from our customers on the rewards they can earn and the program in general. As far as repeat customer rate goes, we have seen it increase every year since starting with Smile.

### **WHY WE CHOSE SMILE**

Evy's Tree started by selling hoodies out of our founder Amy Miraflor's garage, but as we continued to grow it became very clear that our customer experience is what would propel us forward. Creating a sense of community around our brand with points was the ultimate goal. Smile gave us a way to create a program that was on brand (which is super important to us), simple to implement, and easy to use.

### **WORKING WITH SMILE**

Our customer experience is what really sets Evy's Tree apart from our more established competition, and Smile has played directly into that strategy. The ability to reward our customers in a multitude of ways has also made Smile a key component of our growth over the last few years.

Smile is a great product and the team is fun to work with!

# Results

THE FOLLOWING RESULTS WERE SEEN AFTER TWO AND HALF YEARS OF SMILE.IO.

Evy's Tree prides themselves on making high quality hoodies that their customers will want to purchase again and again. With the help of their rewards program, they have seen their repeat customer rate grow every year, with a 58% increase between 2016 and 2018.

**+ 58%**

REPEAT  
CUSTOMER  
RATE



A points program redemption rate is the amount of issued points used to claim a reward. This metric is one of the strongest indicators of a healthy program. The average online program has a redemption rate of only 20%, while Evy's Tree has an astounding 65%!

**65%**

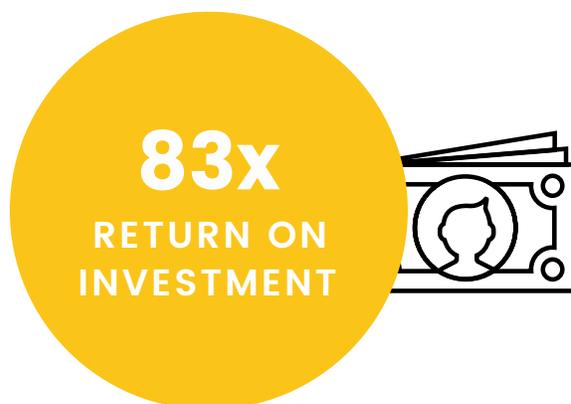
REDEMPTION  
RATE



By running a referral program, Evy's Tree has given their customer base the tools to do the marketing for them. Each month customers are generating \$1,032 worth of traffic that does not need to be acquired through traditional channels.

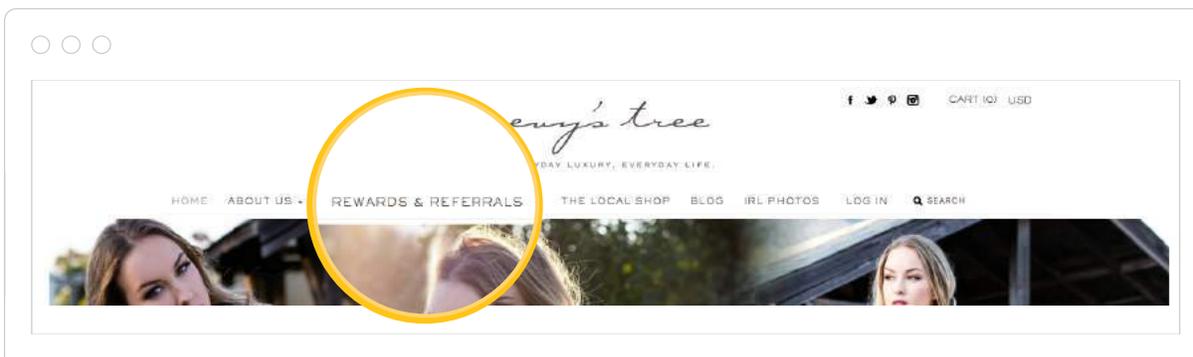


Over the last three years, Evy's Tree has seen an incredible 83x return on their investment in Smile. This can be attributed to their continued commitment to improving the program and continually listening to the needs of their customers.



# Who's Hoo Rewards & Referrals

Since they started their program, Evy's Tree has understood that in order for it to succeed, customers need to know about it. As a result, they've put as much time and care into designing and promoting it as they do into each of their luxurious hoodies.



From the easy-to-find link in their navigation bar to the program callouts in their email campaigns, customers can easily find and engage with their program at every stage in the customer journey.

They've even designed a unique loyalty brand for their program! Playing on their owl mascot, Evy's Tree named their program Who's Hoo Rewards & Referrals. This small detail adds an element of fun and whimsy to their program that adds another positive layer to their overall customer experience.

Another thing they've done extremely well is outlining the benefits of joining Who's Hoo Rewards. Here at Smile, we are big advocates of making your program easy to understand and highly visual and Evy's Tree accomplished this with their professional explainer page!

**EARNING REWARDS POINTS**  
There are TONS of ways you can earn points, and no limits to how many points you can earn! Get points for signing up, points for every dollar spent, and more! The more you shop, the more you earn!

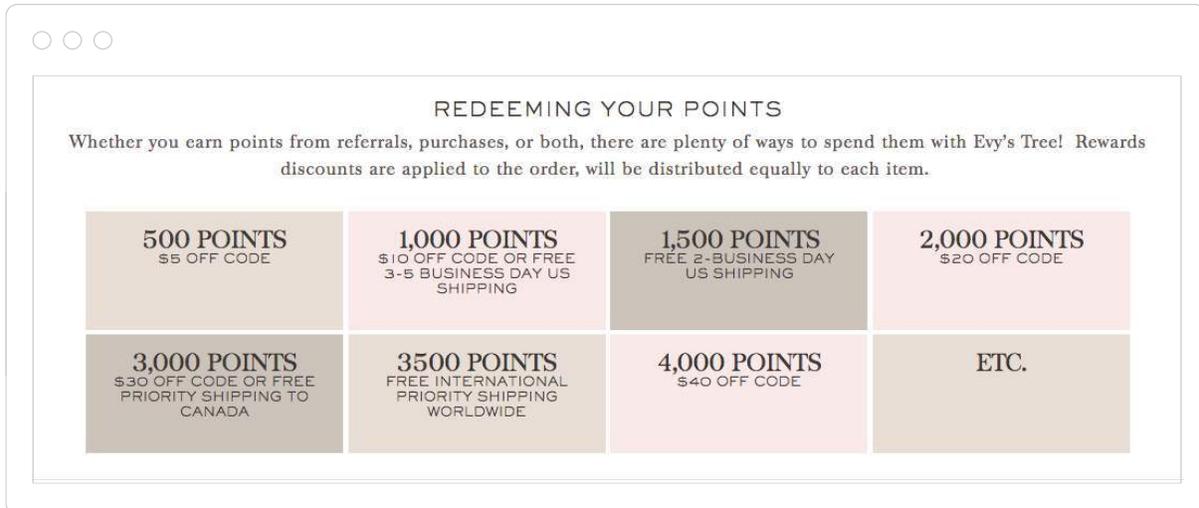
<b>SIGN UP FOR A WHO'S HOO ACCOUNT</b> + 250 POINTS*	<b>EARN POINTS FOR EVERY DOLLAR SPENT</b> + 1 POINT PER DOLLAR	<b>CELEBRATE YOUR BIRTHDAY</b> + 1,000 POINTS
<b>FOLLOW EVY'S TREE ON FACEBOOK</b> + 250 POINTS*	<b>SHARE A POST ON FACEBOOK</b> + 250 POINTS*	<b>REFER A FRIEND - DETAILS ABOVE</b> + 2,000 POINTS

*\*One time only*

In a clean, easy-to-read layout, Evy's Tree's explainer page shows potential members how they will earn/spend points and how to join. These features have helped Evy's Tree secure extremely healthy enrolment and points redemption rates.

Once customers have joined the program, Evy's Tree keeps them engaged by rewarding them for different profitable actions - including creating an account. By making this action valuable for shoppers, Evy's Tree makes it easier for customers to decide to join and collects the information they need to communicate with each new member in the future.

Evy's Tree has also opted to run a referral program, allowing them to expand their marketing reach. With the help of their referral program, they've saved an average of \$1,032 a month on ad spend!

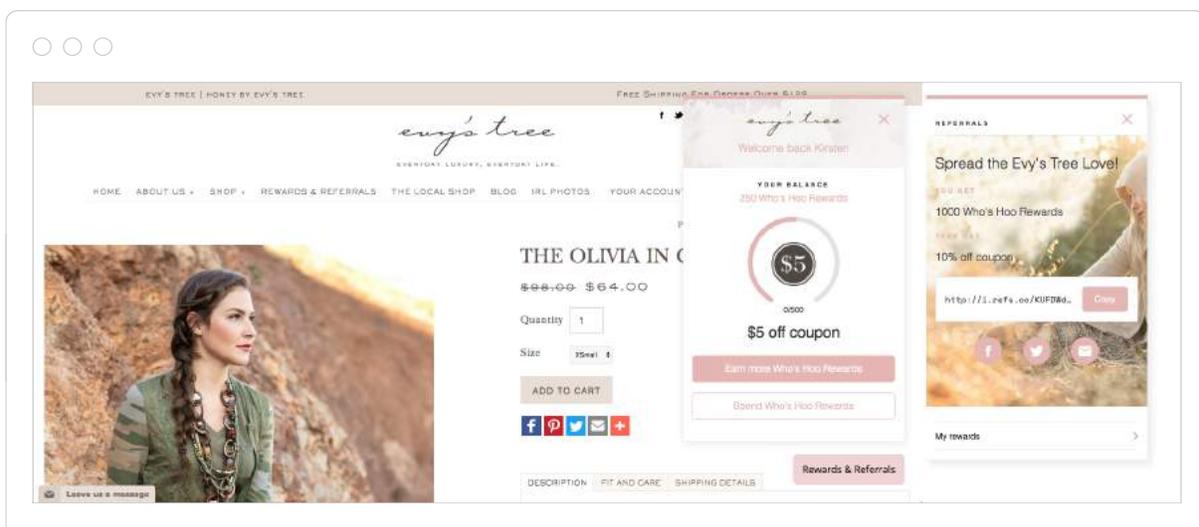


**REDEEMING YOUR POINTS**

Whether you earn points from referrals, purchases, or both, there are plenty of ways to spend them with Evy's Tree! Rewards discounts are applied to the order, will be distributed equally to each item.

<b>500 POINTS</b> \$5 OFF CODE	<b>1,000 POINTS</b> \$10 OFF CODE OR FREE 3-5 BUSINESS DAY US SHIPPING	<b>1,500 POINTS</b> FREE 2-BUSINESS DAY US SHIPPING	<b>2,000 POINTS</b> \$20 OFF CODE
<b>3,000 POINTS</b> \$30 OFF CODE OR FREE PRIORITY SHIPPING TO CANADA	<b>3500 POINTS</b> FREE INTERNATIONAL PRIORITY SHIPPING WORLDWIDE	<b>4,000 POINTS</b> \$40 OFF CODE	<b>ETC.</b>

Finally, the fashion brand gives customers the chance to redeem their points for discounts on future purchases in \$5 increments. This is a great way to ensure that customers can spend their points on whatever they want. Whether they're looking for a quick reward or a bigger one later, there's an option that fits every customer's purchase behaviors.



The screenshot shows the Evy's Tree website interface. The main product is 'THE OLIVIA IN C' priced at \$64.00. A \$5 off coupon is displayed, along with a 'YOUR BALANCE' of 250 Who's Hoo Rewards. A referral program overlay is visible on the right, titled 'Spread the Evy's Tree Love!', showing a referral link and social media sharing options.



Check out Who's Hoo Rewards in action!

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

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