

How rewards
got members
to spend 55%
more than non-
members.

mpix





PAUL ROTTER

Marketing Coordinator, Mpix

HOW WE KNOW SMILE IS A SUCCESS

We've seen that every quarter since we launched our rewards program there have been more and more people taking advantage of it. Our customers are engaged and interested in using the promotional codes we offer as rewards.

WHY WE CHOSE SMILE

One of the things that we really liked about Smile was their track record. They boasted an impressive client list of lots and lots of brands that people have heard of and do business with on a daily basis. That holds a lot of weight when we're looking for something that's reputable and that will set us up for long-term success.

WORKING WITH SMILE

We needed to launch this program to several million customers and continue to grow. This scalability and growth has been no problem for Smile. We also needed to find the right solution provider who knew where we were coming from, understood our business, understood the kind of program that we wanted to run and was also able to help us get there. I think we found all of those things - and then some - in working with Smile.

Results

THE FOLLOWING RESULTS WERE SEEN AFTER ONE YEAR OF SMILE.IO.

Between their engaging VIP tiers and exciting rewards, Mpix Rewards members are motivated to spend 55% more per purchase than the average Mpix customer. These spending patterns have a significant impact on Mpix's profitability, and demonstrate a terrific return on investment.

+ 55%
AOV ON MEMBER
PURCHASES

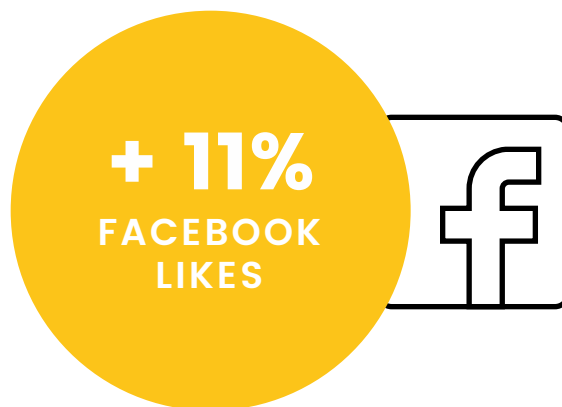


With amazing rewards up for grabs, Mpix customers are highly motivated to spend their well-deserved points. Through the combined efforts of their amazing explainer page and effective email marketing, Mpix has been able to encourage a 26% increase in redemption rate as customers stay happy and engaged with the program.

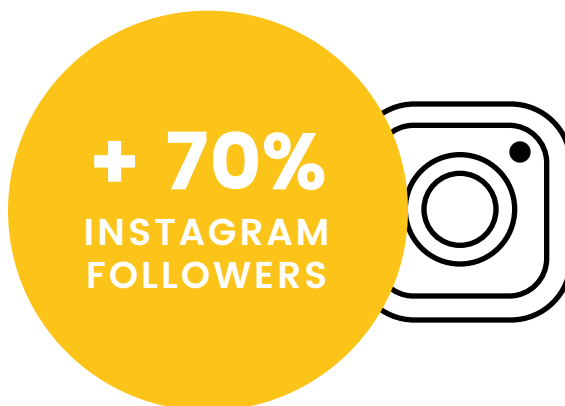
+ 26%
REDEMPTION
RATE



Mpix has used their Mpix Rewards program to increase social awareness by rewarding customers for sharing their brand on a number of social media platforms. On Facebook alone, Mpix saw a significant increase in social activity that also improved their brand awareness and marketing reach.

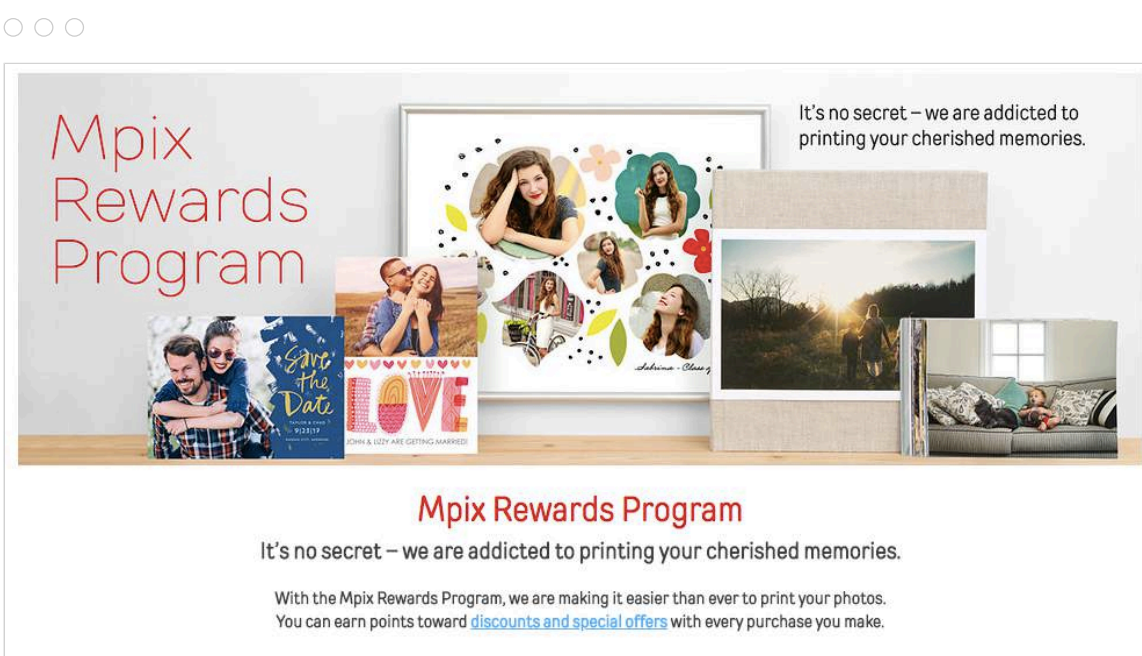


As a highly visual brand, Instagram has also been extremely important to Mpix's marketing strategy. By rewarding customers for following them on the photo-sharing platform, they saw an incredible 70% increase in number of followers - a number that's still growing!



Mpix Rewards

As a brand committed to celebrating life's special moments, it's no surprise that their rewards program is a joyful extension of their overall brand experience. At every turn, Mpix Rewards is presented as a vibrant, valuable opportunity to get involved with the brand: from their dedicated explainer page to their customer panel, Mpix has created a seamless experience that invites customers into their community.



Mpix Rewards Program

It's no secret – we are addicted to printing your cherished memories.

With the Mpix Rewards Program, we are making it easier than ever to print your photos. You can earn points toward [discounts and special offers](#) with every purchase you make.

Through a combination of points, referrals, and VIP, Mpix Rewards is a fully-realized rewards program that puts customers first. From sharing on social media to leaving product reviews, members can engage with the photo powerhouse to earn a number of transactional discounts.



SAVE *with* MPIX REWARDS

[LEARN MORE](#)

Your rewards are waiting.

With the **Mpix Rewards** program, you earn points towards exclusive discounts with every dollar you spend. You can also earn additional points by following us on social media, referring your friends and more so you can start printing more of what you love.

Track your progress and redeem your rewards.

Between the different ways to earn points and their incredible email marketing campaigns, Mpix has fully integrated their rewards program into their brand.

These elements make it a truly valuable addition to their overall customer experience that customers simply can't wait to experience for themselves.

Check out Mpix Rewards in action!

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

Contact Information.

sales@smile.io

1-855-699-9322

Visit us at smile.io