



How
Packlane got
28k members
in only
8 months.



PACKLANE



LINDSEY WILSON

Content Manager, Packlane

HOW WE KNOW SMILE IS A SUCCESS

Our referrals, social engagement, and signups have all increased since we started our program. We even have some merchants that will engage with us literally every day, and this gives us a way to spur our own growth while also helping our merchants succeed.

WHY WE CHOSE SMILE

We actually connected with Smile because someone at our company knew a couple of the founders, and we discovered we're both passionate about crafting beautiful experiences and building relationships. They were also really willing to work with us early on, and helped us through some normal growing pains and bumps along the way.

WORKING WITH SMILE

We had tried affiliate programs in the past and they just didn't work. The relationships just felt too transactional. We wanted to find a solution that allowed us to build stronger ties with our members, and Smile allows us to reward relationships. They're the perfect platform to help us build lasting connections with each of our customers while also allowing us to reach our goals and grow in ways that fit our business and our needs.

Results

THE FOLLOWING RESULTS WERE SEEN AFTER 8 MONTHS OF SMILE.

The PackPerks program was built as a response to customers' request for a referral rewards program. As a result, it's no surprise that Packlane's brand community grew to over 28,000 members in just 8 months!



Most of these members are businesses looking for beautiful and affordable packaging solutions for their own products. With PackPerks, Packlane was able to secure a 28.4% repeat customer rate as more members of their community decided to choose them as their trusted packaging provider.

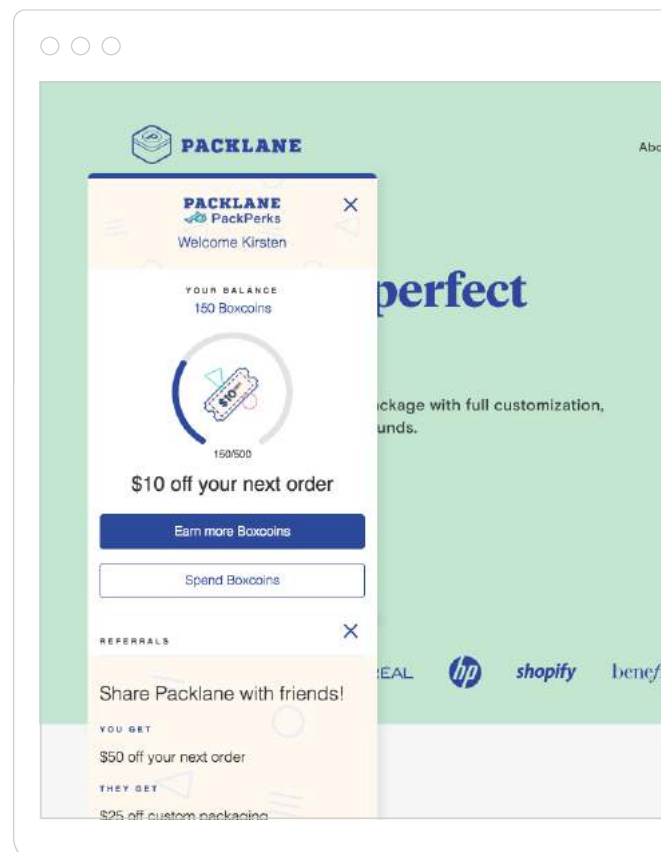


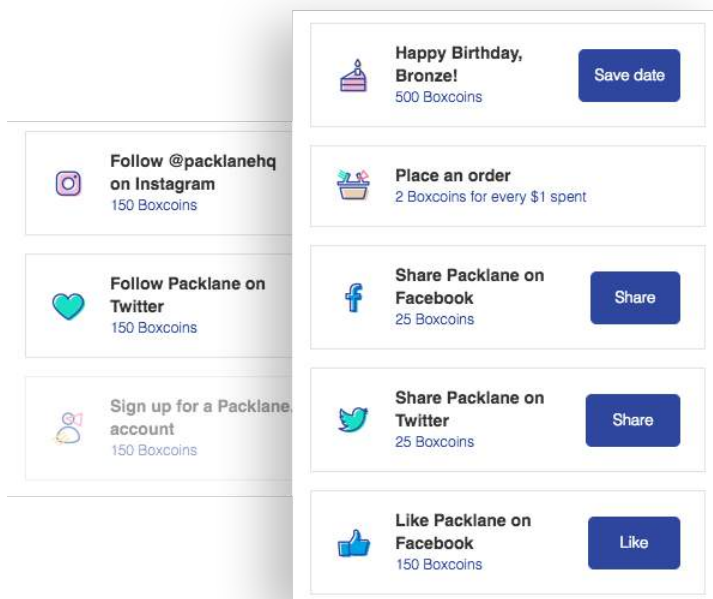
Knowing their customers were interested in a referral program made it an obvious choice to start one, and their customers delivered! Each month, customers are generating \$456 worth of traffic that does not need to be acquired through traditional channels.



PackPerks

From the second you arrive at their website, it's clear that Packlane takes great pride in the way their products look. As a result, it's no surprise to discover that their PackPerks Panel is just as bright, vibrant, and colorful as the rest of their website.





In addition to their beautiful Panel, Packlane has given their customers a wide variety of ways to earn rewards. From micro actions like following on social media to larger ones like making a purchase, Packlane has made it possible for businesses of all sizes to benefit from being a member.

[Check out PackPerks in action!](#)

**Want to see results like these?
Get in touch and find out how Smile.io can
help you build a strong brand community!**

Contact Information.

sales@smile.io

1-855-699-9322

Visit us at smile.io