



How Run Gum
doubled
their repeat
purchase
rate.



Client Profile

« For us — we strive for gold. That's how we Run ;) Having a customer experience that is engaging and that can cater to everyone's wants is crucial. ReCharge allows our customers to get their Run Gum auto-shipments on their schedule and at lower costs, while Smile.io allows us to create an engaging experience for the customers with every order, every referral, every day so that they can ultimately run the day. »

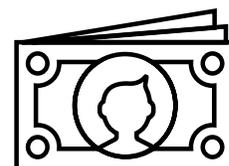


Nathan Woods
COO & Chief of Staff

+ 200%
Repeat
Purchase Rate



+ 20%
Annual
Revenue



+ 24%
Conversion
Rate



37.5K
Reward
Member Revenue



Run Gum

Run Gum is a performance chewing gum company committed to helping people reach peak performance in all areas of life.

In 2002, competitive track and field athlete Nick Symmonds and coach Sam Lapray joined forces to discover how to improve the human body's ability to perform athletically.

Through their work training for several National Titles and two stints at the Olympics, the pair discovered that the quickest way to deliver the energy Nick needed to compete was through chewing gum, and the concept for Run Gum was born.

Now, they're taking their subscription service to a new level with customer rewards, and through the combined power of ReCharge and Smile.io hope to empower athletes of all levels to RUN THE DAY...and not let it run them.

Rewards Program Powered By:



With the services to help their team “do what they want to do”, Run Gum is passionate about providing an unparalleled customer experience fueled by their belief in their product and the technology to help them get there.

After launching their rewards program, Run Gum experienced their two biggest months in sales ever, resulting in the highest quarter results they had ever seen! With their customers on their side, Run Gum’s rewards program is more than prepared to go for the gold.

The screenshot shows the Run Gum website homepage. At the top, there is a navigation bar with the Run Gum logo, menu items for PRODUCT, DISCOVER, and SHOP, and links for LOGIN, CART, and a search icon. A banner at the top right reads "FREE SHIPPING - NO MINIMUM PURCHASE". The main content area features a large image of a woman in a black jacket smiling and eating a piece of gum. Overlaid on this image is the text "All New • Fast Absorbing • Energy Boost" in teal, followed by "RUN THE DAY" in large white letters. Below this, it says "Energy Gum for Performance, Alertness, & Focus while waking up, working out, and at work." A teal "SHOP NOW" button is centered below the text. At the bottom of the banner, three packs of energy gum are displayed: Cinnamon (red), Mint (blue), and Fruit (yellow). Each pack has the Run Gum logo and the words "PERFORMANCE GUM" and "ENERGY GUM". A vertical "Get Notifications" button is on the right side of the banner. In the bottom left corner, there is a small Run Gum logo, and in the bottom right corner, there is a social media icon.

Results

The following results were seen after 3 months of Smile.io

Since the launch of their Run Gum Rewards program, Run Gum has doubled their number of repeat purchases! Customers can't wait to receive their next order, and appreciate the brand's subscription-based service.

+ 200%
Repeat
Purchase Rate



As their number of repeat purchases increased, so did Run Gum's annual revenue! With more customers getting excited about their brand every day, Run Gum has experienced a healthy revenue boost of over 20%.

+ 20%
Annual
Revenue



Run Gum Rewards has given customers more reasons to fill their carts and click "purchase", giving Run Gum's conversion rate an energetic boost.

+ 24%
Conversion
Rate



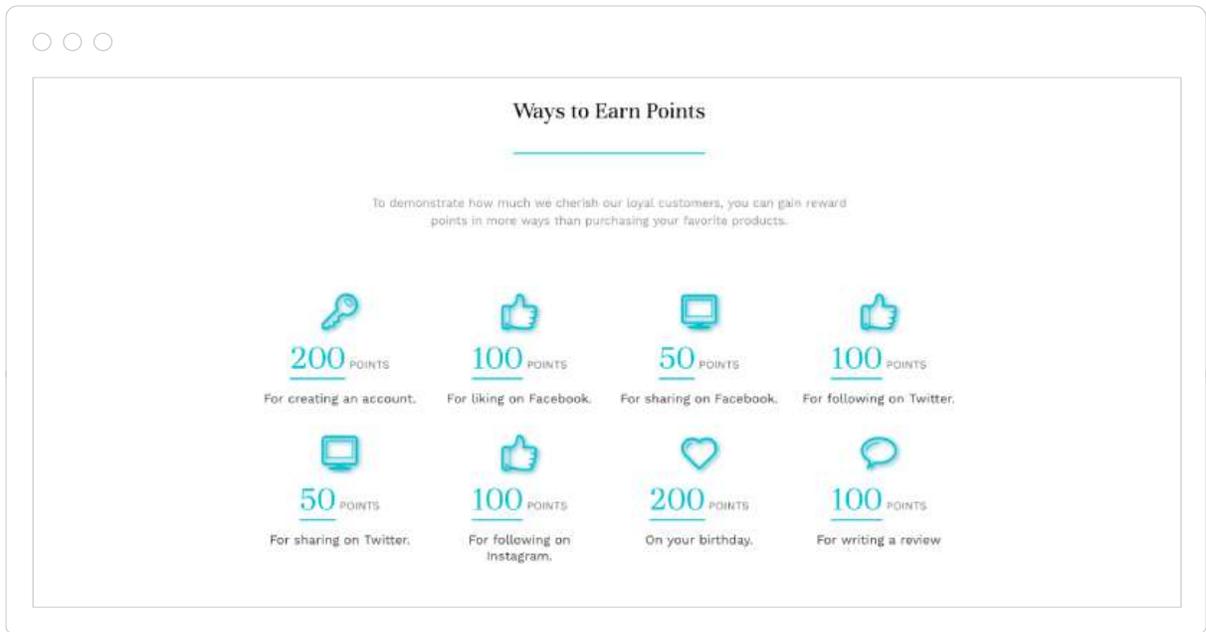
It's common knowledge that repeat customers are more valuable than first-time shoppers, and Run Gum's impressive reward revenue numbers demonstrate this point beautifully! With more invested in the brand, Run Gum's loyal customers are spending more than ever before.



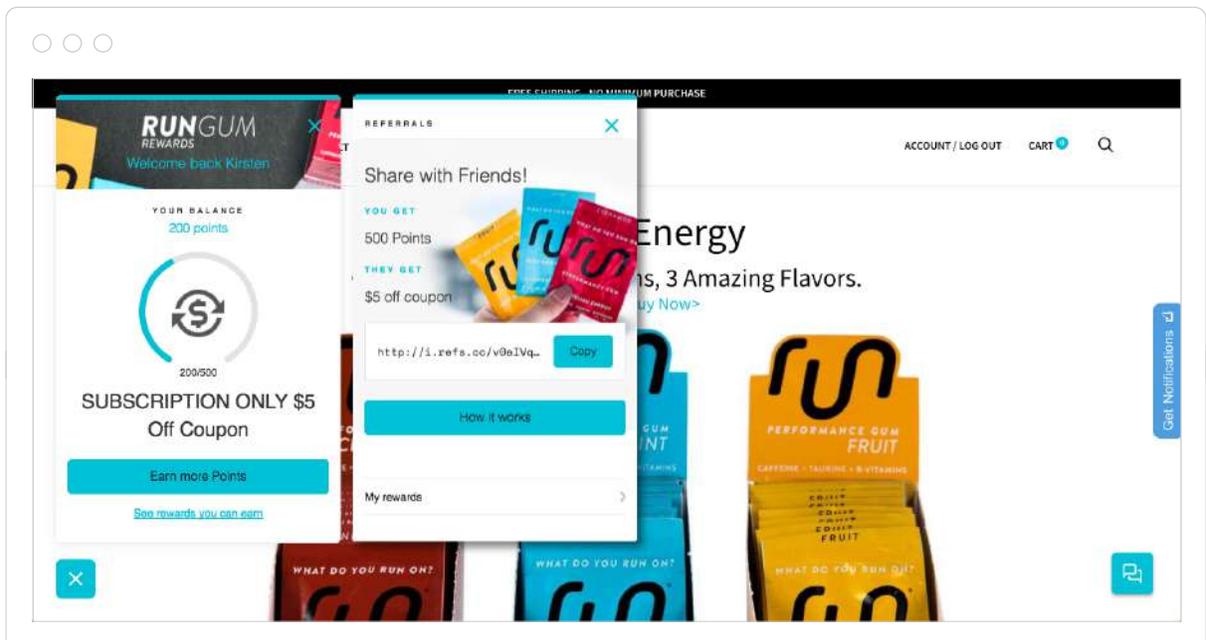
Run Gum Rewards

One of the reasons Run Gum has been so successful is because they understand their customers' lifestyle. From award-winning athletes to working professionals and everyone else in between looking for ways to be active and healthy, Run Gum's customers are always on the run (pun intended).

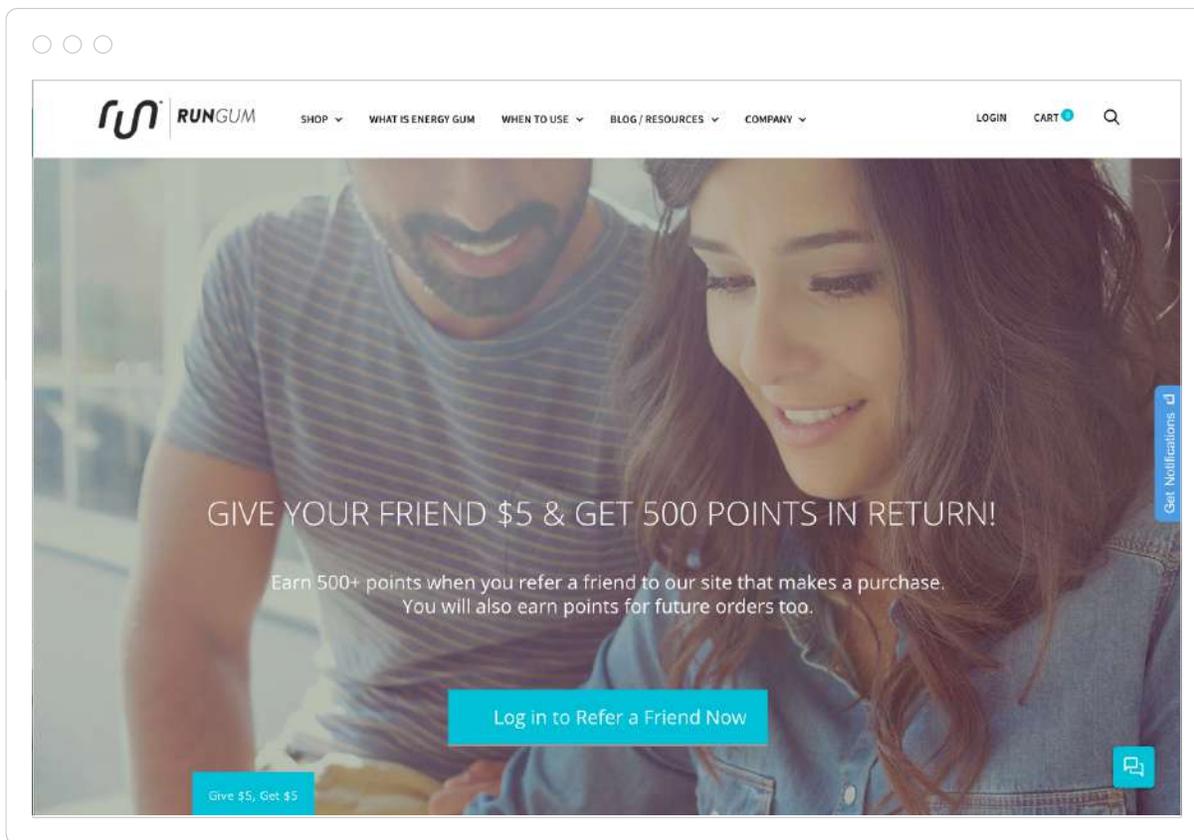
With these busy schedules in mind, Run Gum Rewards has been designed to accommodate customers who are constantly on-the-go. With a multitude of ways to earn rewards, such as following Run Gum's accounts on social media or leaving a product review, customers are given the opportunity to incorporate the brand into different areas of their day-to-day routines. This creates a great foundation for building lasting relationships between the customer and the brand.



Having a variety of ways for customers to earn rewards would be useless if they couldn't redeem them. Run Gum has made their rewards program easy to engage with by enforcing highly achievable redemption thresholds. Active program members can expect to earn rewards after just one purchase - especially if they're making customer referrals.



Run Gum has taken their rewards experience to the next level with an incredible referral program. With a beautiful explainer page, they've done a fantastic job of explaining the benefits of their referral program to their customers, presenting it as a completely fleshed out component of their rewards experience.



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

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