How rewards led to customers with **a 58% higher lifetime value.**

unique vintage

MEGHAN FITZGERALD

Graphic Designer, Unique Vintage

HOW WE KNOW SMILE IS A SUCCESS

Smile really helps with our customer experience is how well it fits into our website. It's seamless, and allowing customers to redeem their points at checkout has been a game changer for us. With our old program, it was a super involved process whereas now our customers are finding it easy and enjoyable to spend the points they've earned.

WHY WE CHOSE SMILE

Before we had a program that was like pulling teeth to get anything done, but Smile is just so seamless to use for both us and our customers. It works well with our site, and there's no guesswork for the customer — it's just clean and makes sense with their shopping behavior, which can't be said at other big brands with big loyalty providers.

WORKING WITH SMILE

With Smile, it was as easy as logging in, setting up the program and emails the way we wanted, importing our existing customers, and making it live. There was never a hiccup or anything that failed. It was the most seamless third party integration into Shopify that we had ever done. Best of all, there was no extra development required — it was just plug and play and everything worked great right away. Everything is just exponentially easier to get done or changed.

Results

THE FOLLOWING RESULTS WERE SEEN AFTER LESS THAN 7 MONTHS WITH SMILE.
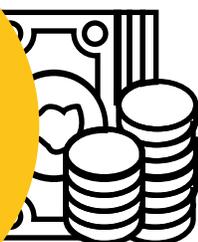
+58%
CLV FOR PROGRAM MEMBERS

+48%
ORDERS FROM PROGRAM MEMBERS

+10%
AOV FOR PROGRAM members

58%
REDEMPTION RATE

How they did it

UNIQUE VINTAGE WAS ABLE TO ACCOMPLISH THESE GOALS WITH THE FOLLOWING TOOLS AND STRATEGIES:

unique vintage

Devoted Darling Rewards

You have

600

Devoted Darling Points

1250 points = $5 reward
2500 points = $10 reward
5000 points = $20 reward

Have enough for a Reward?

Redeem your rewards points in your account dashboard or at checkout when you are signed into your UV account. *Plus*, combine your rewards with promo codes for extra savings!
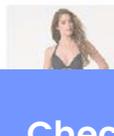
login now

Shop What's New

- Points at checkout and points expiry to make redeeming rewards even easier

- Points at checkout and points expiry through Smile

- Visible program promotion and dedicated marketing efforts

- Targeted points redemption email campaigns

KLAVIYO

Check out Devoted Darlings in action!

$7 Flat rate or free shipping over $150!*

Contact Information.

sales@smile.io

1-855-699-9322

Visit us at smile.io

smile.io