



SUCCESS STORY

Zinrelo Loyalty helps German-Bliss Equipment Increase Repeat Purchase Revenue by 85%



German-Bliss
EQUIPMENT

Since 1940, German-Bliss Equipment has grown from Central Illinois' choice for tractors, excavators, skid steers, lawn mowers, and other utility vehicles to a premier online dealer of replacement parts and components for a wide range of equipment. Spanning from Befco and Bush Hog parts for mowers to Bradco and Sweepster parts for attachments and sweepers, German-Bliss Equipment is the trusted online parts dealer for timely delivery at an affordable price. They have the largest selection of land pride parts for mowers, rotary cutters, tillers, and other land pride machines.



Alex German,

Marketing Manager – German-Bliss Equipment

We love Zinrelo's structured approach to create an optimized loyalty program. We were able to increase the number of repeat purchasers significantly which has helped us increase repeat purchase revenues by 85%.

The Objectives

German Bliss Equipment had two primary objectives:

- ♦ Improve customer retention
- ♦ Increase repeat purchase revenue

The Solution

Zinrelo's loyalty rewards program has the following key components:

Launching an optimized loyalty program

- ♦ 360-degree engagement with customers
- ♦ Optimized accrual & payout rates
- ♦ Structured loyalty tiers

Managing the loyalty program

- ♦ Targeted marketing campaigns
- ♦ Quarterly reviews and success plan

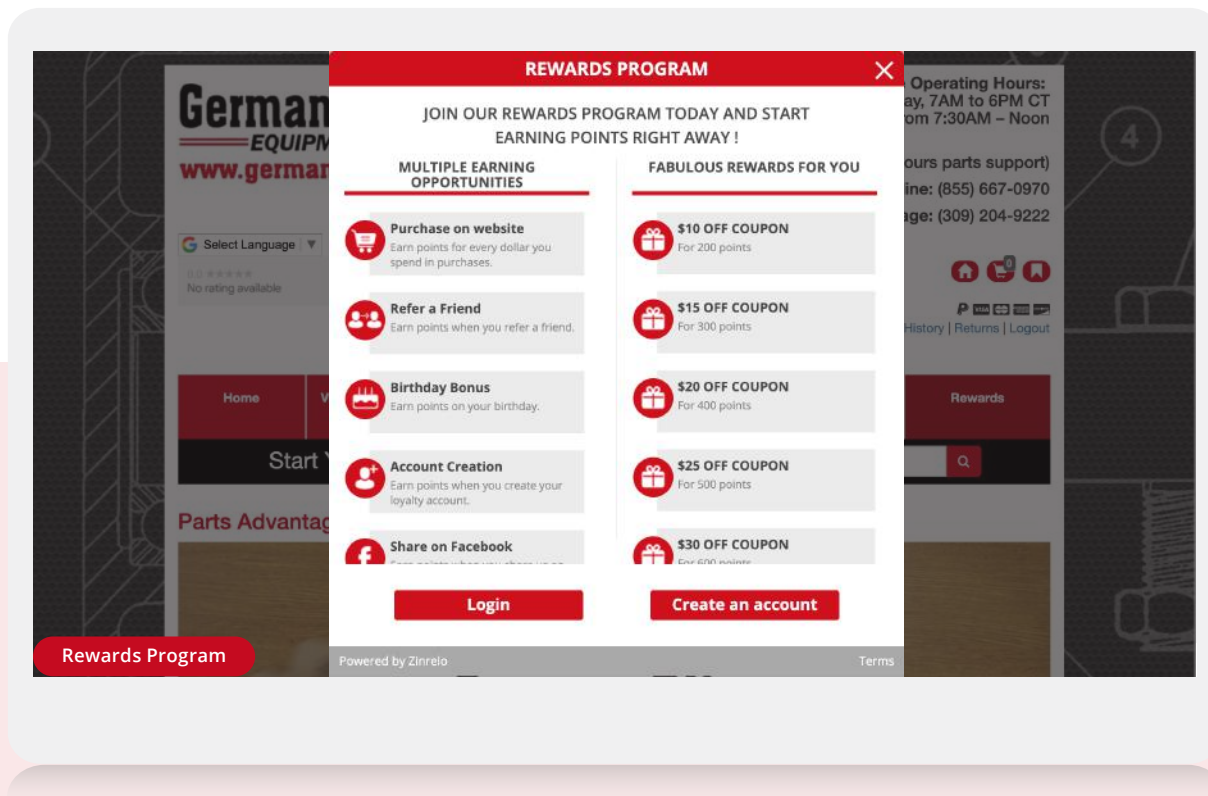


The Methodology

1. Optimized loyalty program:

360-degree engagement with customers:

Zinrelo identified the points earning activities best suited for German-Bliss Equipment to increase their customer engagement. These activities included purchases, referrals, birthday bonus, welcome bonus, win-back bonus and sharing on Facebook. All these activities were simple to execute for the customers and created a great top of the mind recall.



Optimized accrual and payout rates:

Balancing the accrual rate of loyalty points and pay-out rate for rewards was a delicate act, as too much of either could disrupt profit margins. On the other hand, if the points and rewards were not optimal, the program would not be attractive to the customers! Zinrelo's data sciences team analyzed German-Bliss Equipment's past purchase data to optimize the accrual and payout rates. This analysis also helped determine points expiration rules, and the win-back thresholds to activate dormant customers who are at a risk of churning.

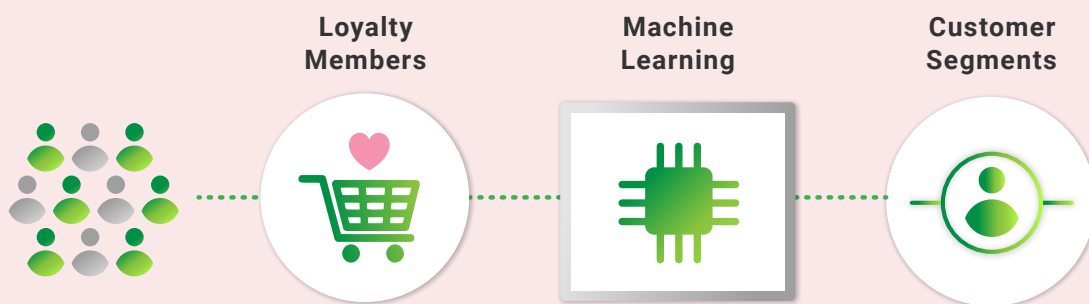
Structured loyalty tiers:

The revenue contributions from customers provided insights to set up different tiers and associated thresholds. These tiers played a critical role in increasing revenues and ensuring customer loyalty.

2. Managing the loyalty program:

Targeted marketing campaigns:

For a marketing campaign to be successful it is important to customize these for specific customer segments. Zinrelo's machine learning capabilities helped identify different segments based on the customer characteristics. These insights played a vital role in setting up targeted marketing campaigns for various customer segments.



Quarterly reviews and success plan:

Dedicated quarterly reviews were planned for discussing the performance of the loyalty program. Subsequently, success plans were created for the upcoming quarters. These plans comprised of additional revenue generating avenues and improvement areas, stemming from an analysis of customers' interaction with the loyalty program.



German-Bliss Rewards Explainer Page

German-Bliss
EQUIPMENT
www.germanbliss.com

Hotline Operating Hours:
Monday to Friday, 7AM to 6PM CT
Saturday from 7:30AM - Noon
(Click [here](#) for after-hours parts support)
Parts Hotline: (855) 667-0970
Parts Text Message: (309) 204-9222

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Showing results:

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Rewards

Start Your Parts Search Now »
Rewards

Join the German-Bliss "Parts Advantage" Reward System!

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Parts Advantage
- Reward System -

How To
Earn Points

Create a German-Bliss Parts Advantage account on [store.germanbliss.com](#) and receive 100 points for joining

1 Get 1 point for every \$1 you spend on every online parts purchase

Refer a friend and receive 200 points after their first purchase

HOW TO REDEEM POINTS

STEP 1

Login to your German-Bliss Equipment online account

STEP 2

Choose desired dollar amount to use on your next purchase

STEP 3

Click the amount and generate code

STEP 4

Copy code and use at checkout on next purchase

Buy More
SAVE MORE

\$15 off 300 points

\$20 off 400 points

\$25 off 500 points

\$30 off 600 points

\$40 off 800 points

\$50 off 1,000 points

Reward Points

Points expire after 12 months of inactivity. For account to stay active, a purchase must be made within 12 months of last purchase.

Thank you!

For participating in the German-Bliss Equipment Parts Advantage Rewards System.
For questions or more information contact: [customerservice@germanbliss.com](#)

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German-Bliss Equipment
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Proctorville, IL 61559
Phone: 309-362-4310

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ACCREDITED BUSINESS
BBB Rating: A+
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GERMAN-BLISS SUCCESS STORY

The Results

German- Bliss Equipment achieved their business objectives.



About Zinrelo

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

Rewards Program Benefits

+80%

Repeat Sales

2.4X

Revenue per Customer

+50%

Profitability

[Request a Demo](#)



zinrelo.com



info@zinrelo.com



+1 650 701 7759

530 Lytton Ave, Suite 200, Palo Alto, CA 94301