



KPS ESSENTIALS

Increase Repeat Purchase Revenues
by **46.54%** with
Zinrelo's
Platform



About KPS Essentials

KPS Essentials stands on two core pillars: use performance to reshape the organic skincare industry and give abundantly to causes close to the founders' hearts. Through research, creativity, and hard work, they were able to create performance-based, clinically validated, organic skincare. KPS Essentials pride themselves on sourcing their ingredients from sustainable, clean, and environmentally conscious suppliers.



Natalie Novak-Bauss,
Owner of KPS Essentials

"Zinrelo identified potential areas to boost the revenues and suggested strategies to achieve it. I loved their methodical approach to achieve our business objectives."

The Objectives

- ◆ Improve customer retention
- ◆ Increase repeat purchase revenue

The Solution

While evaluating loyalty rewards platforms, KPS Essentials was looking for a solution that had a data centric approach for optimization and could be customized to suit their needs. Zinrelo's platform was the ideal fit. KPS Essentials found it simple to install and easy to customize as per their requirements.

KPS ESSENTIALS

Shop ▾

Why KPS? ▾

Skin Consultations ▾

Wholesale ▾

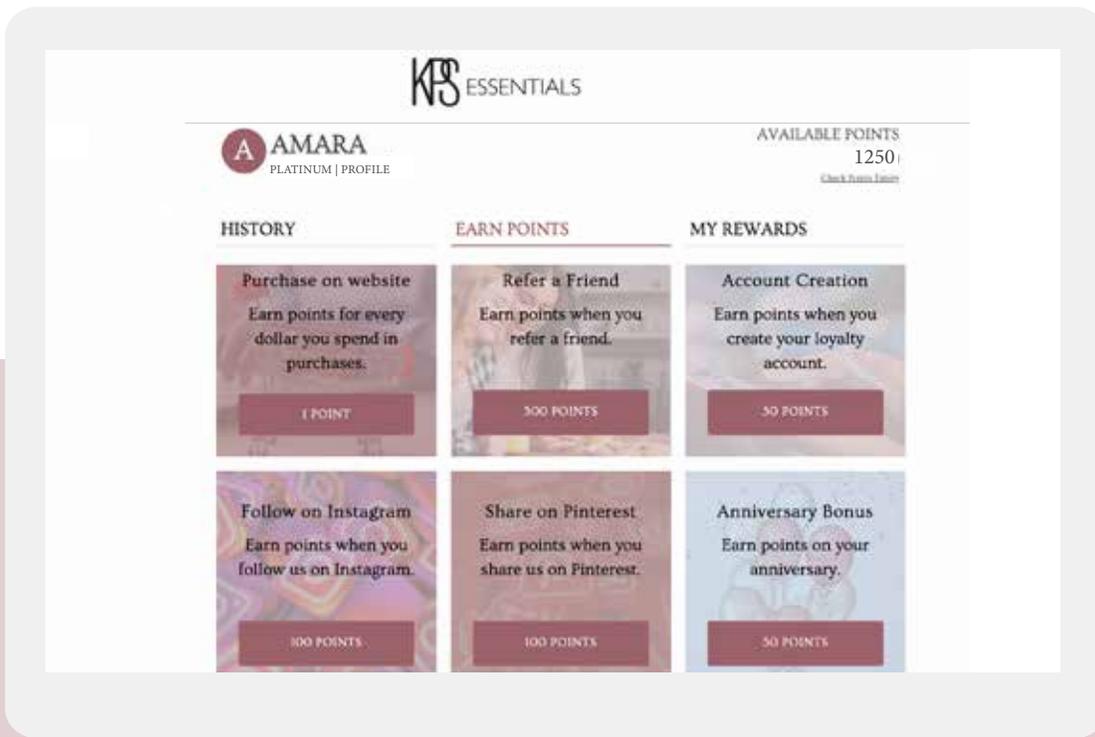
Welcome To

ESSENTIAL REWARDS

Sign Up Here!

Rewards Program Overview

Zinrelo studied KPS Essential's past purchase data to pinpoint the potential areas of growth and suggest an optimum rewards program structure. With the Essential Rewards Program, KPS Essentials migrated to points-based promotions instead of cash discounts leading to improved profitability, increased repeat purchases and revenue.



360 Degree Engagement with Loyalty Rewards

Zinrelo's platform ensured a holistic customer engagement for KPS Essentials. Their rewards program offered multiple points earning opportunities such as purchases made on website, referrals, sharing on social media (Facebook, Twitter, Instagram, and Pinterest), welcome & birthday bonus leading to 360-degree engagement. The points could be redeemed for monetary and non-monetary rewards.

SPEND POINTS

Use your points on well-earned savings, shipping discounts, and special product promotions.

\$5 OFF

REWARDS

\$10 OFF

REWARDS

\$25 OFF

REWARDS

\$60 OFF

REWARDS

Tier-based Rewards Program to Engage Customers

Reward tiers based on various customer segments helped drive higher participation in the rewards program. After reaching a certain number of points, a customer is upgraded to the next tier. The three tiers: Silver, Gold and Platinum were designed to offer users a reason to move to higher tiers and be eligible for exclusive benefits associated with that tier. Data analytics from Zinrelo helped provide deeper cohort-based insights for members in various rewards program tiers.

REWARDS TIERS

The more you spend, the more you save. Rise through our loyalty tiers to earn even greater rewards!

BENEFITS

SILVER

GOLD

PLATINUM

Points Threshold

0 Qualified Points. This is the default tier.

Minimum 400 Qualified Points in 12 months

Minimum 1200 Qualified Points in 12 months

Points Per Purchase

1 Point Per Dollar Spent

1.25 Points Per Dollar Spent

1.5 Points Per Dollar Spent

Bonus Points Days

✓

✓

Birthday Points Bonus

✓

✓

Free Shipping

✓

✓

Early Access to Discounts

✓

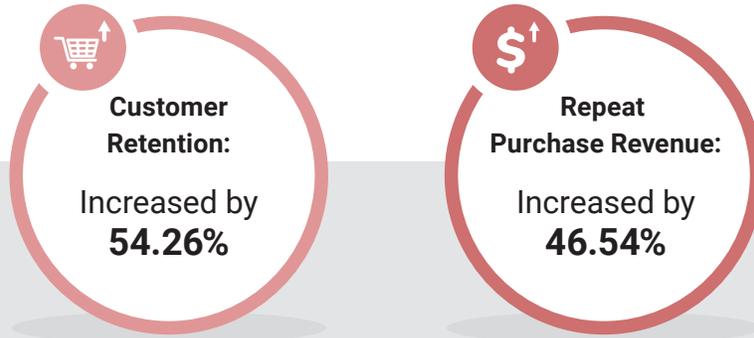
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Exclusive Rewards

✓

The Results

Essential Rewards Program delivered two major benefits.



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](#)



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