

Oracle Lighting Increases Repeat Purchase Revenues by **154%**



Our customers are more loyal because we can engage with them better through the Loyalty Rewards Program. Every part of the loyalty program was designed carefully to achieve maximum results. The loyalty program has helped us boost our repeat purchase revenues by 154%".

Sandy Crespo-Mossi

Operations Manager at Oracle Lighting

The Zinrelo platform ensured a holistic customer engagement for Oracle Lighting.

Oracle Lighting has been producing automotive lighting components since 1999. Located just outside New Orleans, Oracle Lighting has received accolades from numerous organizations for their business practices.

The Challenge

- Improve customer retention
- Increase repeat purchase revenues

The Solution

With the objective to establish a stronger connection with customers & to maximize revenue through repeat purchases, Oracle Lighting implemented their VIP Rewards program using Zinrelo's modern-day loyalty rewards platform.


With the VIP Rewards Program, Oracle Lighting migrated to points-based promotions instead of cash discounts leading to improved profitability, increased repeat purchases and revenues.

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ORACLE VIP REWARDS PROGRAM

JOIN THE CREW

TRANSFORM YOUR RIDE. GET REWARDED.



You want to transform your vehicle, and we want to reward your loyalty to ORACLE lighting! We designed a flexible program that gives you opportunities to earn points to use on exciting perks like discounts, exclusive gifts with purchase, and more!

VIP REWARDS TIER PERKS

| | SILVER (0-299 PTS) | GOLD (300+ PTS) |
|--|--------------------|-----------------|
| EARN PTS FOR PURCHASES | 1 PT PER \$1 | 1.5 PT PER \$1 |
| ORACLE LANYARD OR LICENSE PLATE = 50 PTS | ✓ | ✓ |
| \$10 OFF PURCHASE = 100 PTS | ✓ | ✓ |
| ORACLE T-SHIRT = 200 PTS | ✓ | ✓ |
| \$20 OFF PURCHASE = 250 PTS | ✓ | ✓ |
| ORACLE LED WORKLIGHT = 350 PTS | | ✓ |
| \$30 OFF PURCHASE = 400 PTS | | ✓ |
| ORACLE LOGO DOOR PROJECTOR = 500 PTS | | ✓ |

The Results



**Increase in
Customer Retention**



**Increase in Repeat
Purchases Revenue**

Request a Demo