

CLIENT CASE STUDY · ANONYMIZED

Total orders jump **63%** in 10 months with a loyalty SaaS platform

This is a real case study written for an online health & wellness store based in South Africa, which was using a loyalty SaaS platform to grow customer engagement and retention. Client and store names have been anonymized.

99%

INCREASE IN TOTAL
SALES

22%

RISE IN AVERAGE ORDER
VALUE

103%

GROWTH IN STORE
SESSIONS

●THE FOUNDER

Built out of a personal health journey

Based out of South Africa, Online Health & Wellness Store is an e-commerce website that offers products and services across three main divisions: the health shop, beauty wellness, and sports.

NC created Online Health & Wellness Store because of her passion for fitness and sports, having been a “competitive runner” in school and having played various sports over the years including Muay Thai, kickboxing, and yoga.

But after giving birth, she struggled with weight loss, found lots of misleading information online. She decided to create a platform that helped people and provided correct information about lifestyle, health, and fitness.

“How does someone live a healthier life if they don’t have the means or the experience to do so? I wanted to create a platform that’s very supportive and helps people with the correct information and guidance and gives them what they need to live a healthier lifestyle, not just to lose weight.” — NC, Owner

●THE PROBLEM

The store needs a boost

Almost a year into her business, NC realized that she needed help to grow her store and retain customers. As a Shopify store owner, she began looking at Shopify apps that could help her do that.

“I was looking for ways to keep growing and expanding and realized I needed something that could reward customers for shopping and basically being loyal.” — NC, Owner

●THE SOLUTION

The store meets a loyalty SaaS platform

Scrolling through the list of loyalty apps on the Shopify app store, NC came across a loyalty SaaS platform and installed it in her store.

As to why she picked the platform out of the various Shopify loyalty apps, NC said she liked it “because of the different labels and people can actually play a game.”

Store owners who use the platform’s gamified loyalty and engagement program see their customers as “players.”

As a person who has been athletic for most of her life, games — or in the platform’s case ‘challenges’ — appealed to NC.

In November 2020, NC installed the loyalty platform in her Shopify store.

“It is very easy to use. And I like how you can customize it according to your preference, change it according to what you want to get out of it at the end of the day.” — NC, Owner

●THE RESULT

The store grows with the loyalty platform

Since installing the loyalty platform, NC has created 9 challenges for her customers.

When customers complete challenges, they earn rewards such as points and badges. NC’s challenges included the sign-up challenge, which received the most activity, along with the birthday challenge, first order and tenth order challenges, among others.

But that’s not all. Since she started using the loyalty platform, NC has seen sizable increases across various metrics such as total sales, average order value (AOV), total orders and others.

1 NOV 2020 – 31 AUG 2021 · 10-MONTH WINDOW

●THE NUMBERS

A rise in numbers

Between 1 November 2020 and 31 August 2021, the store’s total orders increased 63%, while its total sales surged 99%.

Moreover, NC saw her returning customer rate, a loyalty indicator that measures the percentage of customers who have come back to her store, grow to 16% in the 10 months since she installed the loyalty platform.

Since NC started using the platform’s rewards program, the store’s average order value increased 22% to 825 South African Rand (ZAR) from ZAR 676 before adopting the loyalty platform.

In the 10-month period since she started using the loyalty program, NC’s total online store sessions jumped 103% to 58,619 sessions.

63%

Increase in total orders



99%

Surge in total sales



22%

Rise in AOV, from ZAR 676 to ZAR 825



16%

Returning customer rate in 10 months



103%

Jump in total online store sessions, to 58,619



97%

Rise in direct-traffic sessions



In addition, online store sessions by traffic source, a Shopify metric that indicates the number of sessions a store has received based on how visitors have accessed it, saw direct sessions rise by 97%. As Shopify explains it, a session occurs when someone does a search or enters a store's URL directly, and the most common traffic sources are search, direct, social, and email.

Direct traffic means customers accessed the store by typing in the web address rather than searching for it on Google. Direct traffic indicates that customers want to open your store — and yours alone.

In NC's case, customers were directly opening her store, rather than searching for health and wellness stores in South Africa and hers popping up.

Last but certainly not least, the store's sales by traffic source, another Shopify metric that focuses on sales rather than online sessions, also jumped 102% for direct traffic.

Direct-traffic sales jumped **102%** over the same 10-month period, a sign customers were coming back to the store by name, not by chance.

●LOOKING AHEAD

NC's plans for the store

Like any store owner, NC wants to continue growing her store and her customer base, while also retaining more customers.

"I don't think I've maximized [my usage of the platform] enough and it's on my list of things to do." — NC, Owner

NC also said that she recently installed the Judge.me app, which allows customers to review products.

Store owners who integrate Judge.me with the loyalty platform can reward customers with points for their reviews. They can also create challenges with badges as customer rewards.

NC said she was planning to add badges for reviews and feedback in her online wellness store.