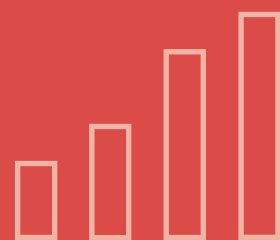


Case Study

BUILDER Grew its Frequent Buyers Segment by 51.1%

Nutrition Supplement
shop.builder.eu



antavo
LOYALTY SOFTWARE

“We wanted a white-label solution to incentivize our customers to engage with our content, to log in to our webstore and buy more often. Antavo hasn’t just improved loyalty in our target customer segment, it has also materially driven more sales with its gamified solution and great mix of incentives.”



Robert Nagy
Marketing director

+3.2%
REVENUE

+51.1%
MEDIUM-FREQUENT
BUYERS

+17.2%
LOGINS

+373.4%
PRODUCT REVIEWS

About



Company:
Shop.Builder

Industry:
Nutrition
Supplements

Client since:
May 2015

About:
Shop.Builder is one of the largest nutrition supplement retailers in Europe. They started with an offline store in Hungary, and launched their online store in 2000. Today they serve 10 countries including the UK, Ireland, Germany, the Netherlands, Austria, and Romania.

Website:
www.shop.builder.eu

INTRODUCTION

Increasing brand loyalty is quite a challenge for those online retailers, where products vary in quality and suppliers. One might think that low prices are the best way to compete, however there will be always others challenging your prices.

That's why retailers should also put effort in building trust around their brand, and positioning themselves from the "cheapest in the market" to the "most trusted in the market". This is what Shop.Builder - a leading nutritional supplement retailer in Europe - also believes.

CHALLENGES

Shop.Builder has everything that a retailer needs to build a loveable brand. They have a vast amount of content in the form of articles and videos about dietary methods and product descriptions, Q&A sections, and a dedicated community that interacts with and contributes content.

But, the company still has 3 main challenges:

- To make **one-time customers** to buy again.
- To lift **user logins**, so they can trace the users' activities, and communicate to them accordingly.
- To boost **interactions** around their content, as they see a positive correlation.

And what is the ultimate goal?

Of course an INCREASED REVENUE.

SOLUTION

In partnership with Antavo Loyalty Software, Shop.Builder launched a white-labeled and fully integrated loyalty program in their webstore.

The program is designed to reward customer actions, such as:

- **Creating and interacting with content** on Shop.Builder's site, including video and article views, questionnaires, product reviews, and browsing the latest offers.
- **Signing up and logging in** to the webstore. Customers receive incentives matching their preferences and behavioral activities.
- **Checkouts** above various thresholds (€'00s).

Customers earn **points** for these activities, points that they can redeem for a great variety of rewards, for example:



Relics, such as autographed posters from famous body-builders.



Badges that resonate with the audience and give an inner-circle feeling, such as a "Hardcore body-builder" badge.



Discounts, like free shipping and 5%-off coupons.



Sweepstakes where customers could win

- **the opportunity to test high quality products** for free. Multiple entries increase their chances, but reduce their point balance.
- **a portfolio shooting or a free workout consultation with fitness experts**, among others.

RESULTS

Three months post-launch, Shop.Builder experienced the following remarkable results, thanks to the loyalty program¹:

+3.2%

revenue increase

+51.1%

shift to medium-frequent buyers

+17.2%

uplift in customer logins

+373.4%

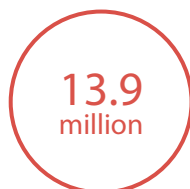
more product reviews written

On average, 217 loyalty actions were performed by clients in the observation period. This meant **13.9 million points earned with 37.4% of them already spent.**

This proves the fine balance between attainability and desirability in rewards. Furthermore **revenue grew by a whopping 3.2%** tracked by the redemptions applied in purchases.



average customer actions



loyalty points earned



loyalty points spent



number of transactions

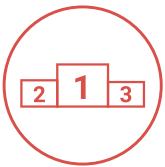
¹ The numbers represent the number of logins, product reviews, and purchases coming from the loyalty program compared to the rest of the logins, product reviews, and transactions. Metrics are from the period of June-August 2015, the first three months of the loyalty program.

FEATURES OF THE LOYALTY PROGRAM

Shop.Builder's successful loyalty program is built on the following pillars:



Daily points: Members can collect 1,000 points each day simply by watching videos (50 points), inviting friends through social shares (20 points), writing a product review (10 points), and visiting various pages of the store (5 points).



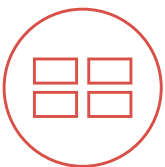
Leaderboard: Members compete to rank higher compared to others. In the observation period, top-ranked customers completed 7,291 actions and earned 153,000 points with a spend ratio of 67%.



Smart review module: Customers are reminded to write a review about the products they purchase in exchange for 10 points. The quality of these reviews is ensured by admin approval.



Sweepstakes: Members can enter sweepstakes in the point range of 400-1,500 depending on the value of the prize and the number of winners drawn. This inexpensive method was extremely effective in incentivizing the collection and immediate spend of points.



Auto-reminders: Customers receive points only if they are logged in to the webstore. Video banners and floating widgets remind visitors to log in.

In conclusion, Shop.Builder's loyalty launch has been highly successful delivering material results not only in their target customer segment, but all over the board. Customers have shown strong engagement, with growth in frequency and value of purchases.

Contact us

Want to see how Antavo can work for your
ecommerce business?

Just contact us to schedule a personalized demo for best
practices in your industry.

+44 20 8144 7520
sales@antavo.com

www.antavo.com

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