



# Astrid & Miyu see **40%** increase in total revenue after re-launching loyalty tiers.



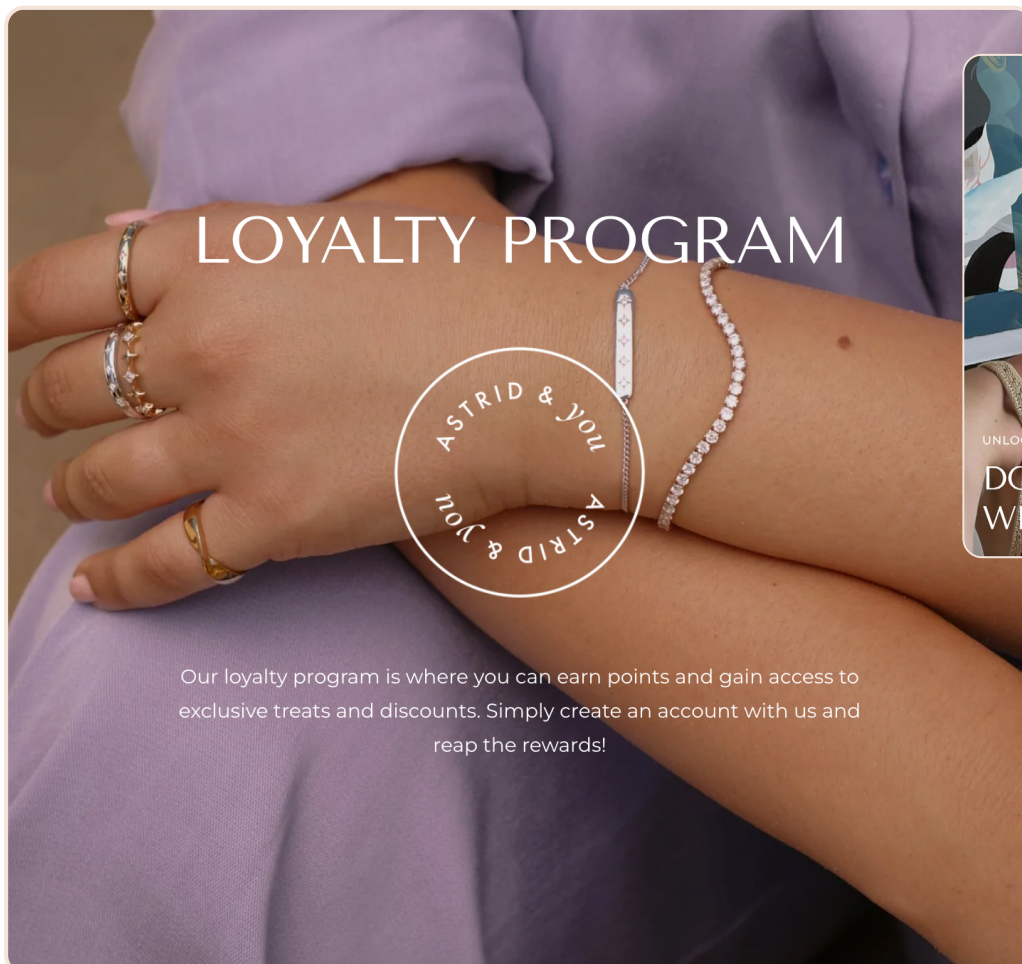
Astrid & Miyu are a contemporary jewelry brand that is revolutionizing the way people shop for and wear jewelry.

“More than just a jewelry brand, we are a movement on a mission to revolutionize the jewelry experience.”

## Astrid & Miyu began their journey with LoyaltyLion in October of 2018.

Before LoyaltyLion, Astrid & Miyu used the inbuilt rewards extension that came integrated with Magento. They found this software to be “complicated and not at all user friendly”, noting that it had “a negative reaction from [their] customers”, so they sought out an improved solution through LoyaltyLion. From the get-go, Astrid & Miyu had a clear understanding of their requirements. They wanted a program that was easy for their customers to use, included a built-in refer-a-friend solution, and ultimately would drive more loyal behavior to improve their repeat purchase rates. This is exactly what LoyaltyLion delivered.

Astrid & Miyu immediately saw a brilliant adoption of their new loyalty program, which was reflected in their revenue growth. But after 2 years of steadily engaging new members, they began to notice that program adoption was slowing down. It became clear that it was the **right time to rethink the strategy**.



## So what did they do?

With the additional know-how gained by enrolling in the LoyaltyLion Academy at the start of 2021, as well as the regular strategy calls with their Customer Success Manager, Astrid & Miyu had a total re-think of their tiers system and restructured how they offer rewards in the Spring. A big goal was to mitigate the seasonality cycles in the business by creating a tiered rewards system that would engage members all year round, and this meant re-thinking the points of engagement with customers. They introduced four tiers, with new barriers to entry and varying perks based on the lifetime value of a customer.

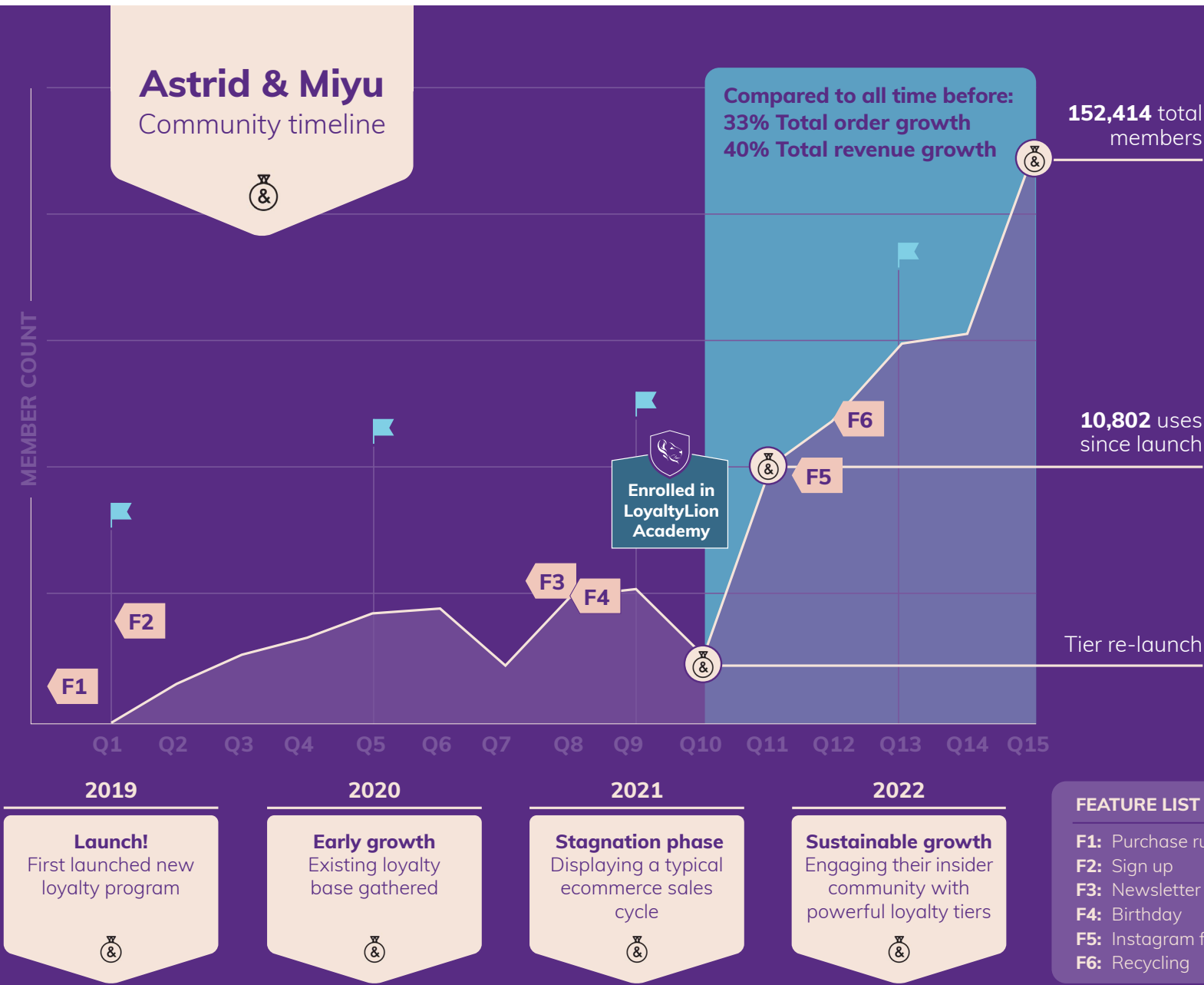


It has been so rewarding working with Astrid & Miyu! Lucy, Becky and the whole team are always open to my strategic suggestions for the program, and **we work together to make sure they are right for Astrid & Miyu's wider goals and direction.**

It's been so much fun to get creative, with highlights being launching the Archive and most recently, seeing their whole rewards experience be revamped alongside their site.

**Amber Willock, LoyaltyLion Customer Success Manager**

Within these tiers, Astrid & Miyu offered a variety of incentives to engage their customers - making sure they included both transactional and experiential rewards. Experiential rewards are a brilliant way to engage customers based on brand values, creating more memorable connections while not eroding profit margins, and Astrid & Miyu offer their members early access to sales, first looks at new collections, and the ability to unlock their Astrid & Miyu Archive.



These kinds of rewards inspire members to work their way up the tiers and increase their lifetime value while doing so. For example, their highest tier members - Gold - have an average order value of £91, while their Rose Gold counterparts (two tiers below) have an average order value of £75. Note how these new tiers are aptly named to align with their jewelry-loving audience!

Continually looking to improve their loyalty offering, Astrid & Miyu went on to launch non-transactional ways to reward their members and build their community in other digital spaces. Working with their Customer Success Manager, they made the decision to start offering points for Instagram follows, and have seen over **10,000 new followers** because of this rule.

Going one step further, Astrid & Miyu are trying to build a community of customers who are connected by shared values such as sustainability and the environment. To achieve this, they launched their own jewelry recycling program 'Astrid & Renew', where customers can earn 1000 points for recycling their old jewelry - even if it comes from another brand.

## The results

All of the hard work that went into Astrid & Miyu's new loyalty program certainly paid off. In 2021 Astrid & Miyu saw 36,640 new loyalty program members sign up throughout the year. In just the first three-quarters of 2022, they've already seen **50,013 new member sign ups**.

The overall impact of optimizing their loyalty program to include experiential rewards inside a well laid out tier structure resulted in a 40% increase in total revenue for the business.

Astrid & Miyu continue to pave the way for loyalty in ecommerce and have demonstrated that the impact of a loyalty program only increases with time.



Loyalty is by no means a 'quick-win' solution. Introducing loyalty to your customer experience should be with the intention of **driving long-term retention by rewarding shopping and brand advocacy**. A good loyalty program can of course be used to entice new customers, but it's purpose goes way beyond that.

It has taken a number of years to build up our 'Astrid & You' program, from a member enrollment perspective as well as optimizing the offering, yet there is still so much work to be done. Loyalty should be considered a long game, not a quick-win.

**Lucy Kemish,**  
**Astrid & Miyu Global Senior CRM Manager**