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## Best beauty and cosmetics program

The beauty industry is set to be up **\$28 billion this year compared to 2020**. Plus, the market has seen an annual compounded **growth rate of 4.75% worldwide**, despite the Covid-19 crisis.

Loyalty to a beauty brand can last years which makes the sector ideally suited for loyalty programs. On top of this, beauty lovers are never shy to speak up and recommend the products they love.

**A rewards program that's tailored to your company is the best way to keep your brand fans and draw in new shoppers.**

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## BEST BEAUTY AND COSMETICS PROGRAM

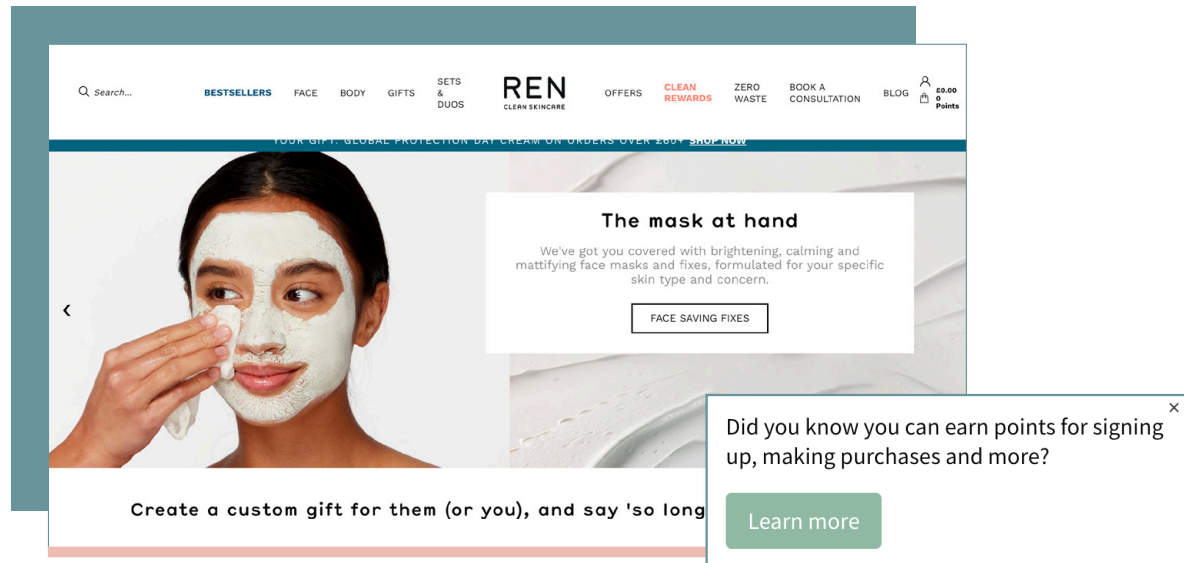
# And the winner is.. REN Clean Skincare

**REN**  
CLEAN SKINCARE

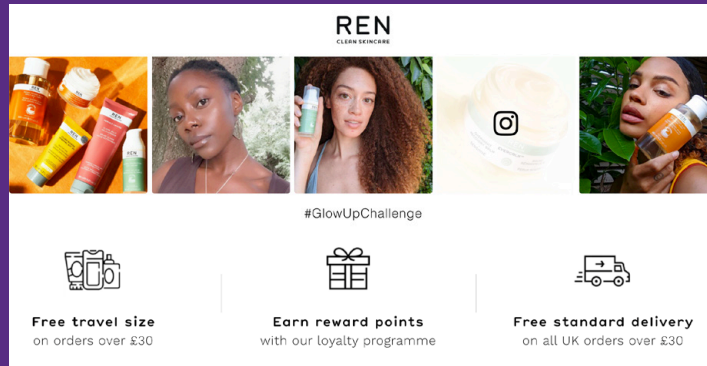
Our winner of the Best beauty and cosmetics category is the sustainable and cruelty-free skincare brand, **REN Clean Skincare**. Let's see why.

### Welcoming in guest shoppers

When customers explore REN Clean Skincare's site they're shown they'll earn points for signing up to the loyalty program with an **on-site notification**.



The brand also promotes its program on its homepage. This encourages browsers to sign up and demonstrates the brand's desire for all of their customers to become part of their community.



## Making customer connections

To make the program a natural extension of their brand, REN has customized it to make it fit seamlessly with their site's look and feel.


Their loyalty program is called “Clean Rewards”, which aligns with their mission to create products that are “Clean to Skin” and “Clean to Planet”.

And, to create deeper emotional connections with customers, REN also hosts litter Clean Ups across the UK in partnership with Planet Patrol. Brand fans register to attend the in-person events and help with REN's mission to bettering the planet.

## Inspiring and motivating loyal customers

REN also uses **tiers** to encourage customers to level up, spend more, and make their loyal customers feel special. At the “Starter” level you earn £10 vouchers. At the higher “Champion” level you get access to more exclusive rewards (like early access to new products). These tiers promote exclusivity and push members to engage.

**MORE REWARDS WITH EACH TIER**



	STARTER	BOSS	CHAMPION
<b>SPEND PER YEAR</b>	-	£150	£500
<b>POINTS PER £1 SPEND</b>	1 POINT	2 POINTS	3 POINTS
£10 VOUCHER	☞	☞	☞
£15 VOUCHER	☞	☞	☞
£20 VOUCHER	☞	☞	☞
£25 VOUCHER		☞	☞
FREE STANDARD DELIVERY (UK ONLY)		☞	☞
EARLY ACCESS TO SALES		☞	☞
EARLY ACCESS TO NEW PRODUCTS		☞	☞
EXCLUSIVE EVENTS			☞

And, when customers log in to their account, they're shown a personalized loyalty program page. Here they see how close they are to moving up onto the next tier.

**CLEAN REWARDS**

YOUR REWARDS  
WAYS TO EARN  
YOUR ACTIVITY  
REWARD TIERS  
MORE INFO

HELLO, MOLLIE

0 POINTS

**YOUR INFO**

YOUR TIER: CLEAN STARTER

YOUR BALANCE: 0 POINTS

YOUR PENDING POINTS: 0

1  
CLEAN STARTER  
1 POINT PER £1 SPENT

2  
CLEAN BOSS  
2 POINTS PER £1 SPENT

3  
CLEAN CHAMPION  
3 POINTS PER £1 SPENT

Given challenges with paid media in 2021, loyalty and CRM have become imperative channels to help fuel growth in our business. LoyaltyLion has been a great partner to help us revamp our loyalty program and improve customer retention.

AJ Patel, Global Head of Ecommerce at REN Clean Skincare

## Results

This year, REN Clean Skincare's loyalty program members have, on average, a higher **104% AOV** and spend **271% more than regular customers**.

The brand's program members spend more often than other customers and add more to their cart while they're there.