



# How to use your loyalty program to increase referrals and revenue



# Increasing referral revenue for your ecommerce store

Referred customers have a 16% higher lifetime value than customers acquired by other means. Yet, referrals don't happen nearly as often as they should. Even though 83% of customers are willing to refer after a positive experience - only 29% actually do. Why? Customers need to be prompted.

## 83%

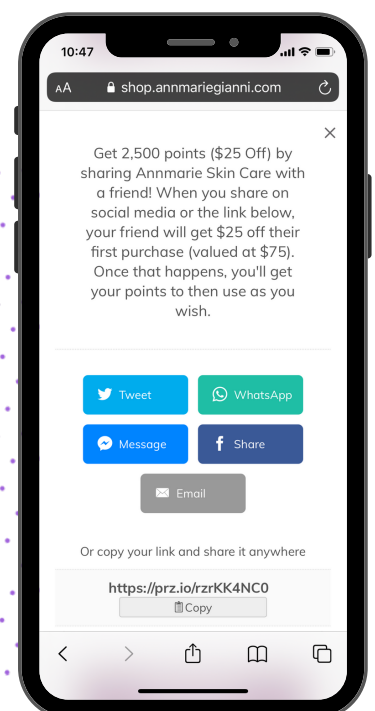
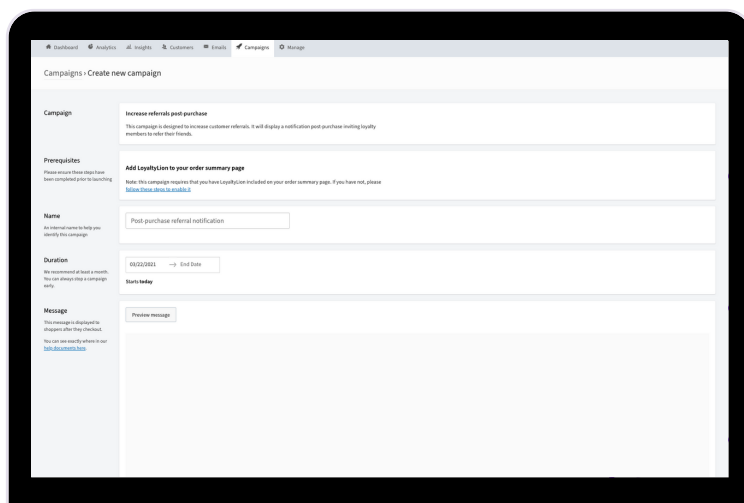
OF CUSTOMERS ARE WILLING TO MAKE A REFERRAL AFTER A POSITIVE EXPERIENCE

Rather than leaving it to chance, implement a strong referral strategy to encourage customers to share your brand with others. If offered an incentive more than 50% of shoppers are likely to give a referral. Use your loyalty program to motivate customers to refer your store to a friend or family member by awarding them loyalty points that can be redeemed for rewards.

## 29%

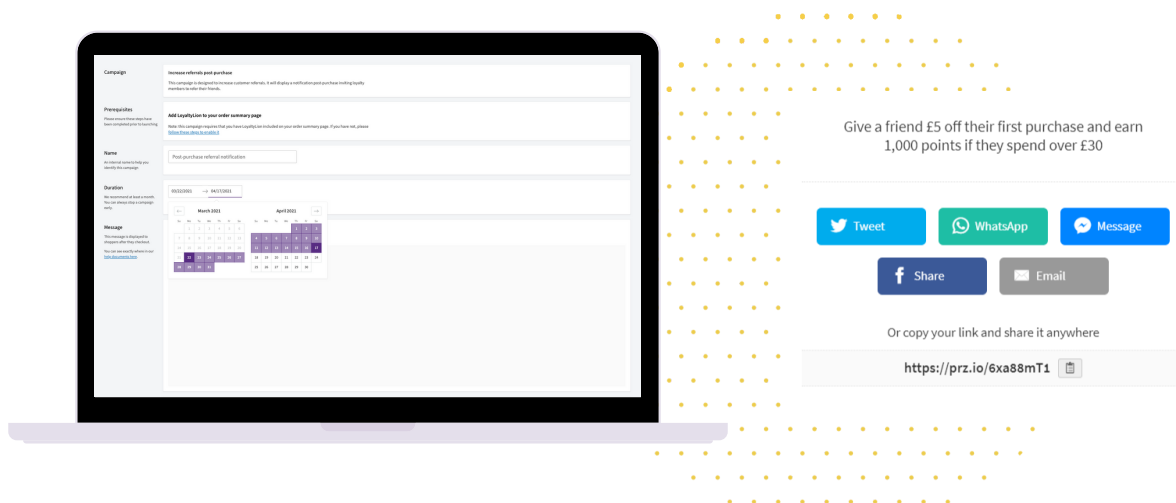
OF CUSTOMERS TAKE ACTION AND MAKE A REFERRAL

Set up friendly reminders on the site to encourage referrals. With LoyaltyLion's Campaigns functionality, you can run a referral campaign that displays an on-site notification to customers post-purchase, explaining that they can unlock additional rewards for making referrals. This instant call-to-action works effectively because customers are often happiest right after they make a purchase.



# Level-up customer acquisition with on-site notifications

Within the LoyaltyLion dashboard, you can launch a referral campaign quickly and easily. Simply select the desired timeframe for your campaign and launch. Your customers will then see an on-site notification like the one below after they make a purchase.



In the dashboard, you can also see the results of all of your completed, live and scheduled campaigns, including:

- Clicks to share
- Number of visits
- New orders placed
- Referral revenue
- New signups through your on-site notification

This will allow you to track the performance of your referral strategy.

## Success story: how Annmarie's team turn customers into brand advocates

Annmarie, an organic skincare brand, created a loyalty program called Wild & Beautiful Collective. Using LoyaltyLion's Campaigns functionality they ran a referral campaign showing program members an on-site notification explaining that they could earn points for making referrals after they make a purchase.

**As a result of this simple yet effective approach, Annmarie gained almost 500 new site visitors with just one short campaign.**

# Ready to use referrals to add power to your acquisition strategy

Talk to a loyalty expert



loyaltylion.com  
info@loyaltylion.com