



SUCCESS STORY



**13.2%** INCREMENTAL REVENUES  
with a Rewards Program

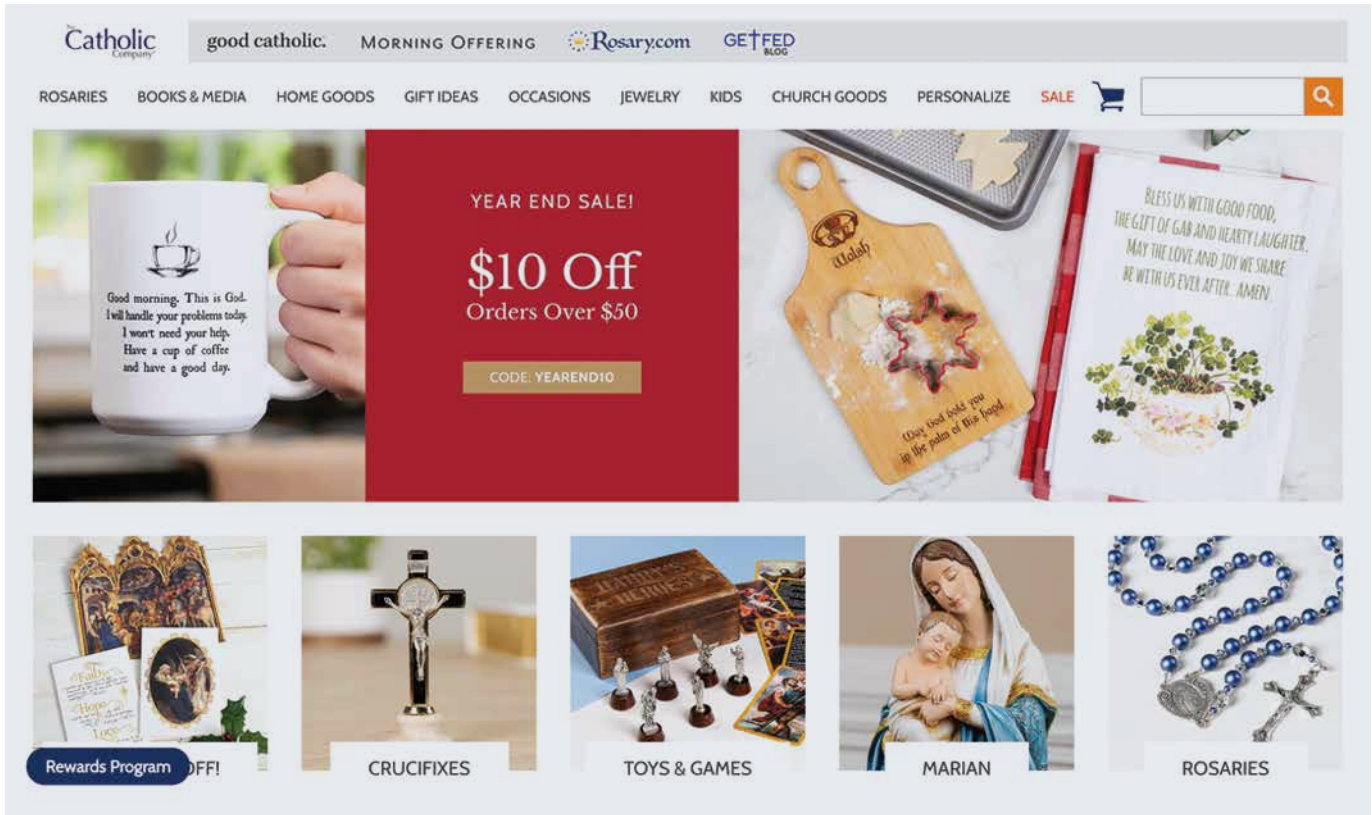
The Catholic Company®

Largest online and catalog retailer of Catholic books and gifts

# CONTENTS

|   |    |
|---|----|
| 1. About The Catholic Company.....                      | 1  |
| 2. Catholic Company Objectives and Challenges.....      | 2  |
| 3. The Solution: A Rewards Program.....                 | 3  |
| 4. The Catholic Advantage Rewards Program Overview..... | 4  |
| 5. Increasing Engagement with a Rewards Program .....   | 5  |
| 6. Zinrelo Rewards Platform Architecture.....           | 6  |
| 7. Zinrelo Rewards Platform Features That Mattered..... | 7  |
| 8. Key Technology Integration: BigCommerce.....         | 8  |
| 9. Rewards Program Results .....                        | 9  |
| 10. About Zinrelo.....                                  | 10 |
| 11. Technology Integrations.....                        | 11 |

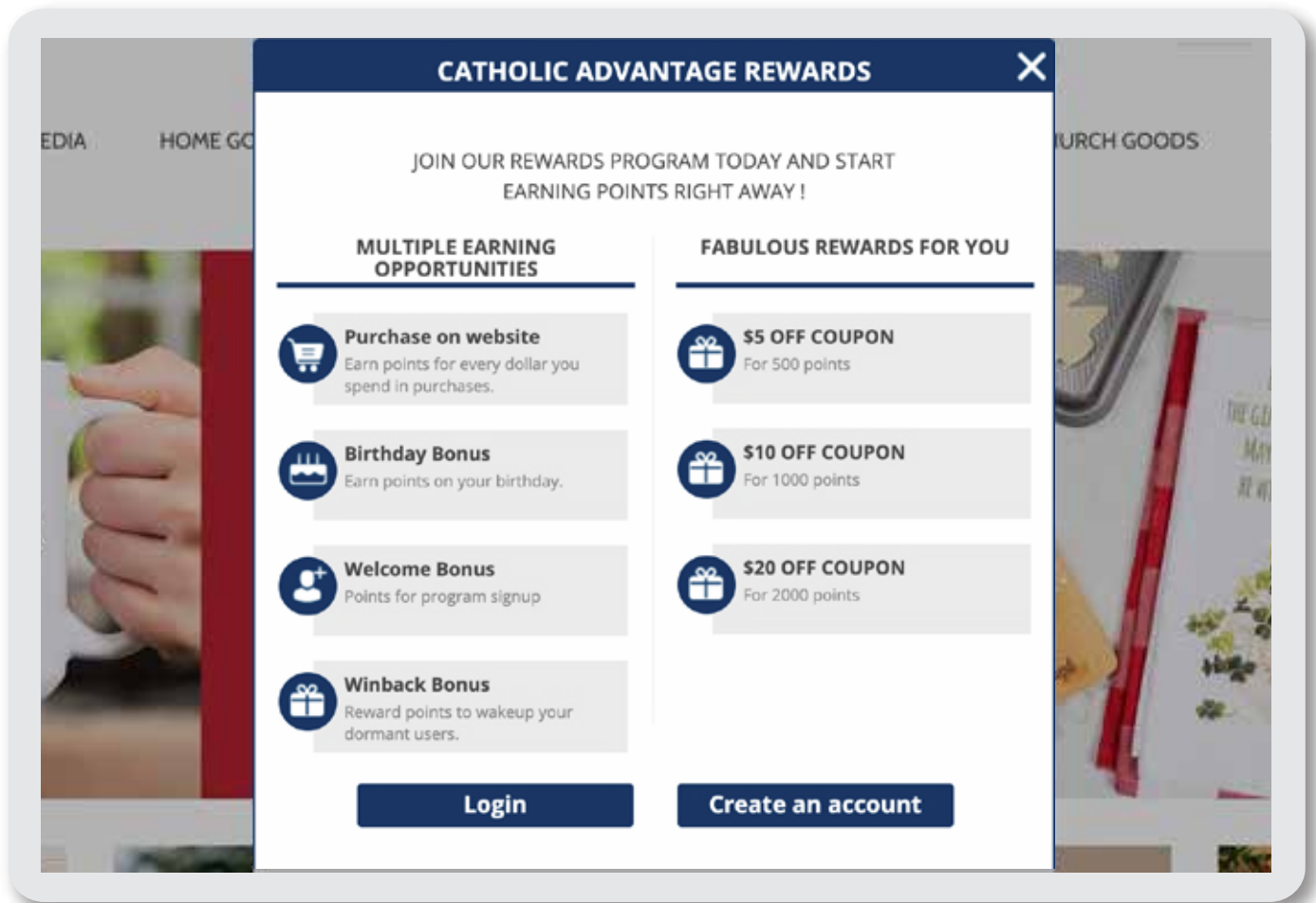
# ABOUT THE CATHOLIC COMPANY



Founded in 1997, The Catholic Company is the world's largest online and catalog retailer of high-quality Catholic books and gifts at affordable prices. The Catholic Company staff supports the mission of the Catholic Church and carefully develops products in-house and partners with quality vendors and publishers in the industry to hand-make/select products that best serve the needs of its customers.



## THE SOLUTION: A REWARDS PROGRAM



While evaluating loyalty rewards platforms they were looking for a solution that could easily integrate with their BigCommerce cart. Zinrelo offered them a program that was simple to install, easy to customize as per their brand requirements and very clearly visible to customers on their website.

The results from the rewards program are exciting. 90% of our customers who claimed their rewards came back to make a repeat purchase. We hope to continue to evolve the program, to further serve our customers by offering them high-quality products that bring joy and inspiration to their lives!



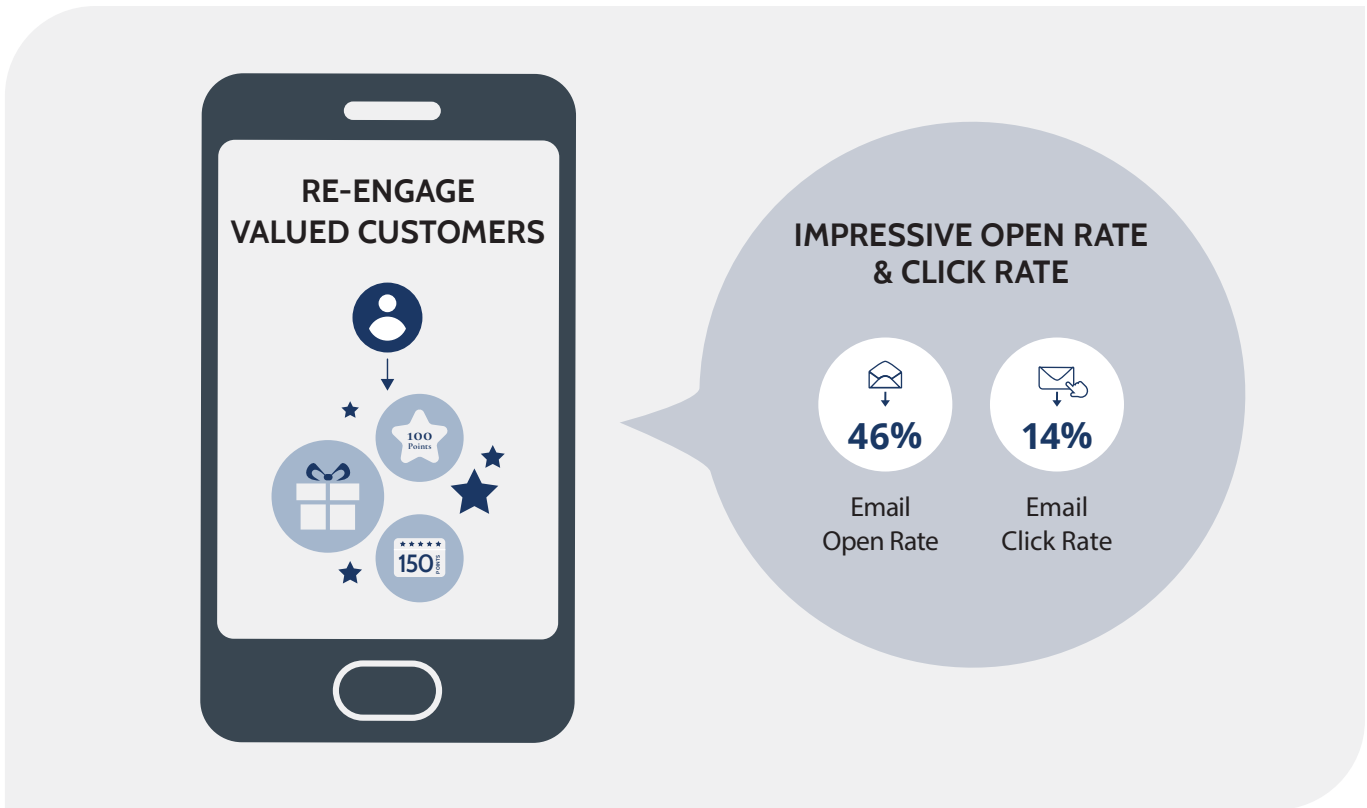
Joy Barberio  
Vice President of Marketing  
The Catholic Company







## INCREASING ENGAGEMENT WITH A REWARDS PROGRAM



- ◆ To re-engage past valued customers, they offer welcome bonus and winback bonus. They also offer customers enticing coupons to save more and get awesome gifts!
- ◆ The loyalty program emails saw an impressive open rate and click rate, this indicated a high level of interest and engagement among customers for the rewards program.

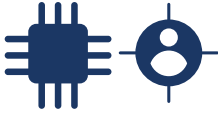
# ZINRELO REWARDS PLATFORM ARCHITECTURE

Here are some of the key architectural components that helped The Catholic Company build an extremely successful and robust rewards program.



### Data Sciences Approach

Deep data sciences for running targeted promotional campaigns using rewards points.



### Machine Learning for User Segmentation & Targeting

Segment loyalty members into actionable clusters and run targeted campaigns.



### User Friendly

Intuitive end-user dashboard to maximize points redemption.



### Fully Managed Services

Completely handle the rewards program.



### Excellent Support

Prompt & friendly support staff.



### Security

A highly secure platform.



# ZINRELO REWARDS PLATFORM FEATURES THAT MATTERED



Data Analysis  
Methodology



Highly Customizable  
Program



Powerful Marketing  
Promotions Engine



Flexible Rewards



Detailed Downloadable  
Reports



White Glove Service

## KEY TECHNOLOGY INTEGRATION: BIGCOMMERCE

Zinrelo's deep integration with BigCommerce enabled it to deliver a tightly knit rewards program for The Catholic Company. Zinrelo's plug-in for BigCommerce made integration a breeze.



BigCommerce is the world's leading cloud ecommerce platform for established and rapidly growing businesses. Combining enterprise functionality, an open architecture and app ecosystem, and market-leading performance, BigCommerce enables businesses to grow online sales with 80% less cost, time and complexity than on-premise software.

Zinrelo loyalty rewards platform is loaded with features designed for medium to large businesses. Zinrelo is the preferred loyalty rewards technology partner for BigCommerce. Zinrelo seamlessly integrates with the BigCommerce platform to deliver a smooth experience for users on The Catholic Company website.

To download the Zinrelo BigCommerce application for your business visit:

[www.bigcommerce.com/apps/zinrelo-loyalty-rewards-program](http://www.bigcommerce.com/apps/zinrelo-loyalty-rewards-program)

## REWARDS PROGRAM RESULTS

The Catholic Advantage Rewards delivered 3 major benefits:



Incremental Revenue



Repeat Purchases Rate

- ◆ 13.2% incremental revenue
- ◆ 90% of the customers who claimed their rewards made repeat purchase
- ◆ It also helped The Catholic Company re-align its marketing strategy to:
  - Improve customer retention and engage with their loyal customers
  - Amp up their email marketing strategy and achieve higher engagement with 46% open rate and 14% click rate

We witnessed an impressive 13.2% lift in incremental revenue with our rewards program. This is phenomenal!



Joy Barberio  
Vice President of Marketing  
The Catholic Company



## ABOUT ZINRELO

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

**MY REWARDS**

WELCOME ANNA **SILVER** 3,675 Points 325 points to GOLD

| HISTORY                               | EARN POINTS | MY REWARDS |              |
|---------------------------------------|-------------|------------|--------------|
| ACTIVITY                              | POINTS      | STATUS     | DATE         |
| Purchase on Website (Order ID: 56787) | 2,000       | Approved   | Mar 8, 2019  |
| Sharing on Twitter                    | 25          | Approved   | Feb 2, 2019  |
| Purchase on Website (Order ID: 4563)  | 550         | Approved   | Feb 1, 2019  |
| Referred a Friend                     | 1,000       | Approved   | Jan 25, 2019 |
| Welcome Bonus                         | 100         | Approved   | Jan 21, 2019 |

Showing 1 of 1 << 1 >>

Powered by Zinrelo Terms

## PROGRAM BENEFITS

**+80%**

Repeat Sales

**+50%**

Profitability

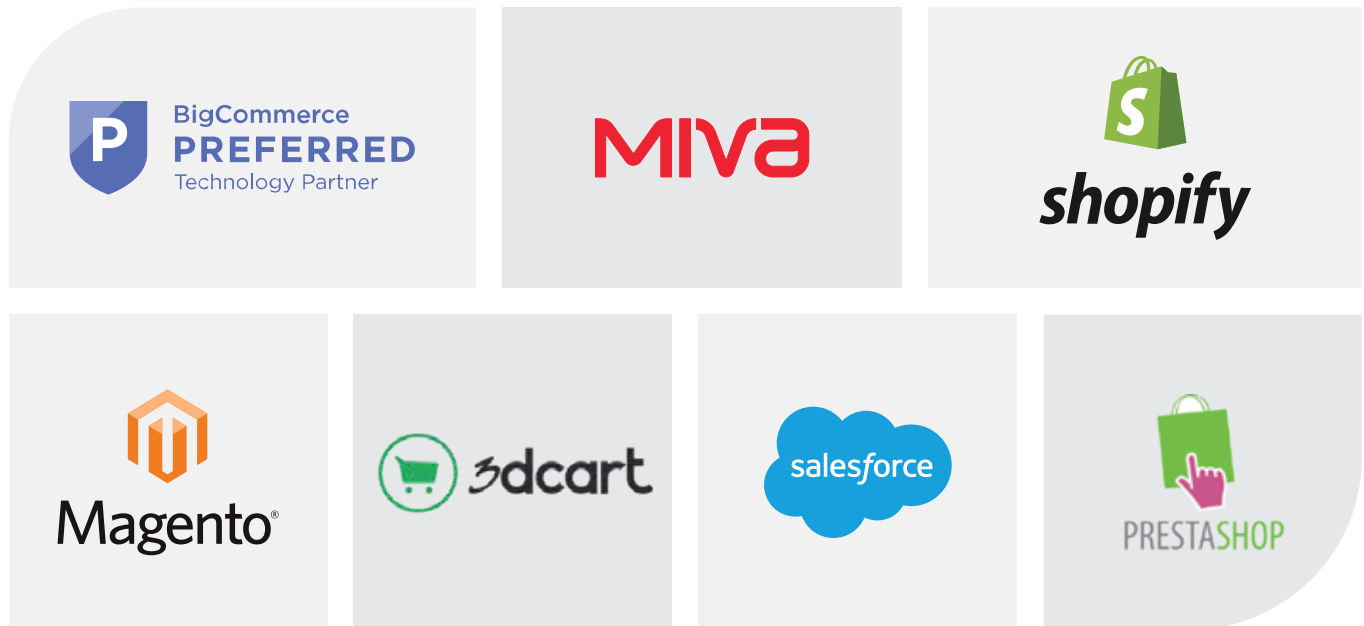
**2.4X**

Revenue per Customer

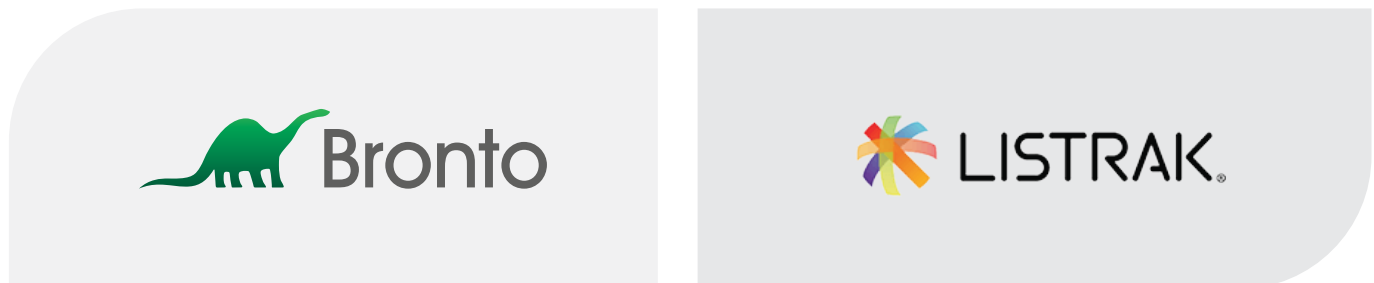
## TECHNOLOGY INTEGRATIONS

Zinrelo's loyalty rewards platform comes seamlessly integrated with all the industry-leading E-Commerce Platforms and Email Service Providers. Here is a partial list of Zinrelo integrations.

### E-Commerce Platforms



### Email Service Providers





Additional Integrations Available.



[REQUEST A DEMO](#)

 [zinrelo.com](https://zinrelo.com)

 [info@zinrelo.com](mailto:info@zinrelo.com)

 +1 650 701 7759

177 Park Ave, Suite #200, San Jose, CA 95113