

Impacts of Tree Planting on LTV & Retention

LuckyVitamin started out with us in 2021 offering customers the ability opt-in feature at checkout to plant a tree. Due to overwhelming engagement and conversion **they transitioned to planting one tree with every order.**

AT A GLANCE ✓

Over a 2 year period of their partnership with Ecodrive, offering customers to plant a tree with purchase to offset their order's carbon, LuckyVitamin saw:



+305%
Higher Future Value



+81%
in AOV



5X
Lifetime Orders
Placed & order with
more frequency



10%
More likely to
participate in
loyalty programs

1,300+ POSITIVE REVIEWS & MOST REVIEWED PRODUCT

"I like to make a difference in the environment with my purchases."

Nathalie V

4 days ago

"We NEED trees!!! They clear the air, provide shade for us and comfort for birds."

Pearl T

2 weeks ago

"I care about the planet!"

Yahira F

yesterday

"Who wouldn't love to plant a tree and you can't beat for free! I love nature."

Amy K

10 hours ago

"Love the idea of planting a real tree"

Geraldine D

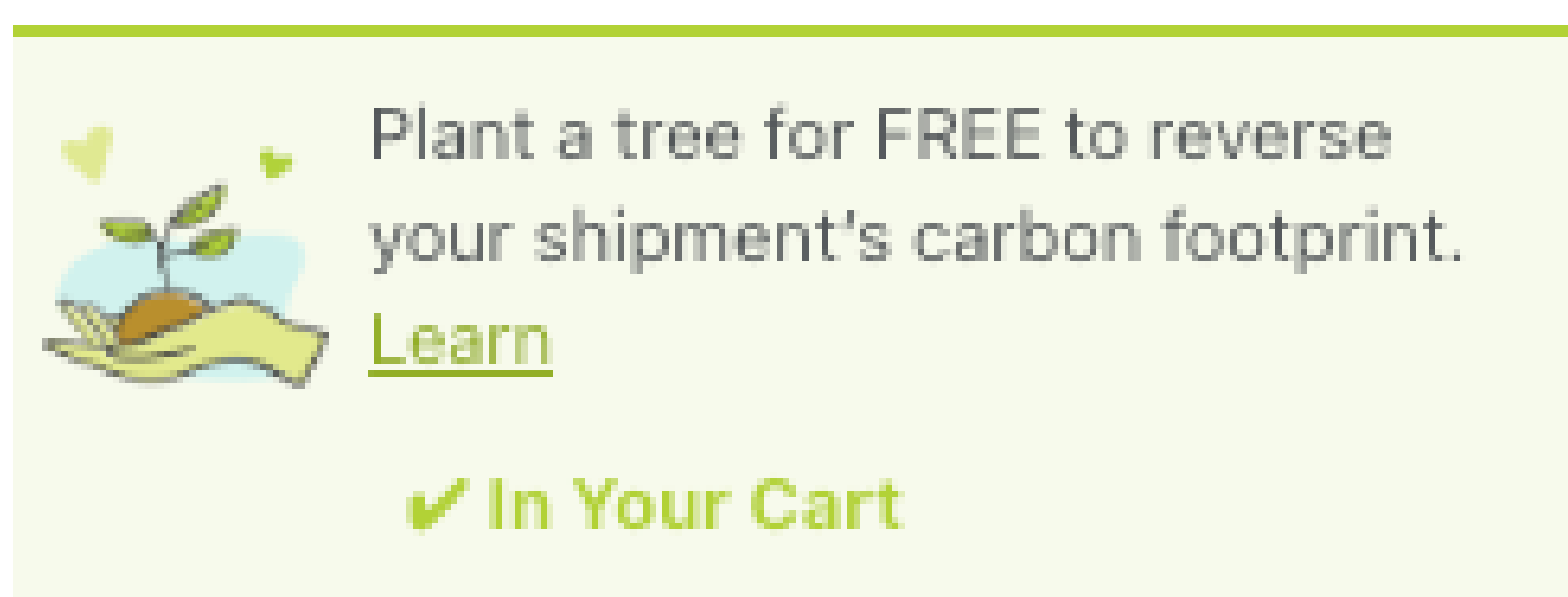
2 days ago

HOW THEY DID IT ✓

1

Website Optimizations

Key callouts along the customer journey help incentivize purchase. Brands that add tree planting banners in cart see an average of 17% (make this bold/pop) increase in conversion rate.



2

Email & SMS

Tell the story behind the trees (their importance, their impact etc.) and bring customers back to site. Post-purchase/30 Day/60 Day/6 Month tracker of tree being planted. (Examples to the right)

