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Delivering Benefits of Loyalty & Reviews

'Our customers have found that a loyalty platform combined with a reviews platform has led to an increase in customer engagement and motivates more customers/users to leave reviews. Hence our clients have seen a heavy influx of reviews leading to positive word of mouth and a better brand image'.

- Mallie Keller, Partnerships Manager

Accelerate your growth by encouraging your customers to share their experiences about your brand.

Leverage the Zinrelo rewards platform to drive more customer to voice their opinions and earn rewards from it. You can incentivize your customers for sharing their experiences across multiple platforms. This leads to an influx of positive reviews and enhanced brand image.

Benefits of Loyalty + Reviews

- Increase in Number of Customer Reviews
- Improved Customer Engagement
- Better Brand Image

Enterprise - Grade Globally Top-Ranked Platform

- Multi-Dimensional Loyalty Approach
- Machine Learning Powered Personalization
- Deep Data Analytics
- Real-Time Data Visualization
- Strategic Consultation

+80%

Repeat Sales

+50%

Profitability

2.4X

Revenue Per Customer



Objective

Increase customer reviews and engagement.

Solution

Zinrelo’s rewards program offered multiple points earning opportunities such as purchases made on website, writing reviews via PowerReviews, referrals, welcome & birthday bonus.

Game Changer

PowerReviews designed display options to showcase reviews at high-impact moments in the shopper journey. This enhanced buyer confidence which helped boost sales.

Results

Jelly Belly maximized the number and quality of reviews using a holistic customer engagement model.



Increase in **Product Reviews**



1.77X Increase in Customer Retention



108% Increase in Website Traffic



Increase in **Repeat Purchase Revenue**

“The PowerReviews-Zinrelo integration took five minutes. It’s by far the easiest integration I can remember doing.”

Bryan Pergakis, Digital Marketing Manager



About Zinrelo

Zinrelo is an enterprise-grade, SaaS-based loyalty platform that helps brands launch holistic rewards programs. Zinrelo combines technology with deep data analytics and ongoing strategy consultation to unlock multiple dimensions of loyalty, including transactional, social, advocacy, engagement, behavioral, and emotional. Zinrelo has worked with thousands of brands globally over the last 14 years. Our evolving global partner network, technology innovations, and data-driven intelligence ensure that your loyalty program is strategic, unique, and results-driven.

