INVETERATE

From Confusion to Conversion:

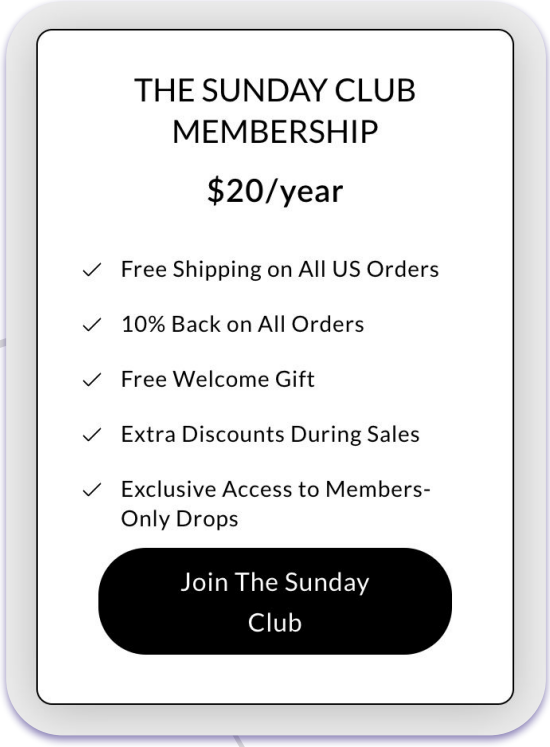
How Sunday Swagger Created their Highest LTV Cohort in Less than 1 Day

The Merchant

Sunday Swagger, the golf polo company known for its polos with personality, was running a points-based loyalty program, but facing some challenges:

- High volume of support tickets due to customer confusion around points
- Low repeat purchase rate
- Low referral rate
- Lack of urgency amongst customers to use points
- Complex marketing automation to remind customers of expiring points

They decided they needed to revamp their approach to loyalty, and **Inveterate was seen as a "no-brainer" solution.**



The Solution

Sunday Swagger partnered with Inveterate to create a **high value, low barrier-to-entry membership program** called The Sunday Club that focused on increasing customer lifetime value (LTV).

It only charged members $20 annually, in exchange for 10% credit on every order, free shipping on every order, exclusive items, and a free welcome gift.

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The Proof is in the Polos

The new program started seeing immediate value:

- **Over 11K members in 3 months**
- A significant increase in **repeat purchase rates.**
- An uptick in **UGC content** on social media from members excited about the exclusive items.
- The membership program has become the **highest LTV cohort**, surpassing other retention channels like email and mobile app.

The best part? After analyzing different membership program scenarios with the expert guidance of the Inveterate team, **building the program on the platform took less than 1 day.**

> "We have much higher adoption in all of our new product launches and anytime we release new product formats as well. People are thinking of us instead of a competitor because they're ***already bought into it.***"
>
> **- Kyle Moloo, Senior Director of eCommerce, Sunday Swagger**

Ready to introduce a game-changing membership program for your brand?
Book a demo today.