INVETERATE

FLY BY JĪNG

Red Hot Rewards:

How Fly By Jing's Membership Program is Fueling Growth

The Merchant

Fly By Jing, the first 100% all natural Sichuan chili sauce, skyrocketed in popularity, with its signature Sichuan Chili Crisp sauce becoming a pantry staple. With both DTC and retail business, Fly By Jing was on its way to becoming a true omnichannel brand.

However, the DTC side of the business was challenged by higher operating costs and the threat of cannibalization from the retail side. It needed to find a way to make **DTC distinct and valuable to customers** compared to retail in order to continue on its growth trajectory.



The Solution

Fly By Jing partnered with Inveterate to create "The Tastemaker Club" – a VIP membership of only $25 a year that provided a multitude of perks:

- 20% off all purchases
- Free shipping
- Early access to drops
- Seasonal gifts
- Exclusive deals
- And member only products

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Electrifying Results

Inveterate measured membership impact with a twin analysis, which compared a member's purchase behavior after joining the program to that of their non-member "twin" (a customer who had the exact same purchase behavior as the member up to the point they joined the membership program). The numbers were mouthwatering!

52%

Increase in Order Frequency from Members

$55

Increase in Gross Revenue per Member

Perhaps even more exciting is that the estimated **impact per member grows even more as time passes** after they join.

With new members joining every day, the impact for Fly By Jing is only just beginning.

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