



# LOYALTY PROGRAM

## CASE STUDY



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CBDDeebly began working with iKOR, who struggled to keep customers. They wanted to create a loyal base of returning customers that relied on them for all or most of their CBD needs.

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#### Location

Denver, CO

#### Type

Digital Growth Agency

#### Website

cbdeebly.com

**CBDDeebly has defined methodology for CBD advertising across all major digital channels.**

## Background

When iKOR, a high quality CBD distributor, realized they were stuck in the endless hamster wheel of seeking new customers, they contacted CBDDeebly to build a retention program. By automating processes for reaffirming purchases, creating ad campaigns timed for repurchase, and offering coupons for customers to use or share, CBDDeebly was able to achieve a repurchase rate of **42%**. Returned purchasers also had a higher order value by **32%**.

***The first hurdle in building customer loyalty is having a great product.***

## Challenge

Without having great products to sell, no customer retention program in the world has any hope. Luckily, iKOR was selling some of the highest quality CBD available on the market. CBDDeebly's challenge was simply to remind existing customers of this at the right time with the right price.

## Solution

CBDDeebly took a three-pronged approach to bringing customers back over and over again. First, we built a loyalty program, offering coupons for repurchase and allowing existing customers to share discount codes with friends. Second, we automated email campaigns to reaffirm purchases during the lifetime of the product. Finally, we timed ads and emails with discount codes to target customers at exactly the time they should be nearing the end of their product.

## Benefits & Results

Creating customer loyalty has a variety of benefits - generating word of mouth referrals, decreased spend on conversion and greater ability to predict future revenue.

After fully implementing the loyalty program, coupons, and timed email campaign, iKOR measured **42%** of their customers were repurchasing from their storefront. Returned purchasers also had a higher order value by **32%**.