WRIGLEYVILLE SPORTS REVAMPS LOYALTY PROGRAM TO INCREASE CUSTOMER RETENTION BY 5%

WRIGLEYVILLE SPORTS IN RIVER NORTH!

One stop shop for all your Cubs merchandise and gear. Our store also carries a selection of merchandise including the Blackhawks, Bears, and Bulls. Cheer on your favorite baseball team with our wide selection of Bears football jerseys and hats. Gear up for the next Blackhawks merchandise including t-shirts, jackets, and hats.

SUCCESS STORY

Wrigleyville Sports takes advantage of Zinrelo’s data-driven approach to revamp loyalty rewards program and increase customer retention.

Wrigleyville Sports offers nearly every Chicago Cubs licensed item: from key chains to leather jackets, including authentic on-field jerseys, t-shirts, sweats, caps, teddy bears, bobble head dolls, posters, glassware, golf balls, photos, and much more!

THE CHALLENGE

1. Improve customer retention to foster loyalty.
Zinrelo’s data team provided a thorough data analysis to Wrigleyville and offered recommendations to make customers happier and increase loyalty. An important insight was that the third purchase was the inflexion point beyond which customers stay loyal to the Wrigleyville and are unlikely to switch to a competitor. Zinrelo recommended that Wrigleyville should offer customers a higher reward after the first purchase to encourage the second and third purchases.

With this new insight Wrigleyville Sports modified their loyalty rewards program so that many more of the purchasers would be eligible for a reward after their first purchase.

BUY 1 SALE ITEM GET 1 50% OFF!

USE CODE: BOGO2019

ONE DISCOUNTED ITEM PER ORDER. DISCOUNT COMES OFF LOWEST PRICED ELIGIBLE ITEM. NOT VALID WITH OTHER PROMOTIONS/COUPIONS. MUST ORDER AT LEAST TWO CLEARANCE ITEMS. ONLINE ONLY. LIMITED TIME OFFER.
Incentivize 35% more customers immediately after their first purchase to get them to their second and third purchase.

The loyalty program email notifications have seen an impressive open rate of 75% and a click rate of 16%.
“Data helps us better understand the behavior of buyers. We can now predict future behaviors and as a result, drive greater loyalty.”

Eric Castellucci
Marketing Director
Wrigleyville Sports