

Atrantil Achieves 14x Higher Customer Retention

ATRANTIL[®]
(Ah-tran-teal)



The results from the rewards program are encouraging; in just 6 months after launching the rewards program our customer retention rate has increased by 14X.

Anthony Scott

Director of Digital Operations at Atrantil

Atrantil uses Zinrelo's loyalty rewards platform to make users return to their site.

Guided by an unwavering commitment to improving the health and well-being of people with various medical conditions, Atrantil advances medicine through the synergy of science and nature. They create natural products backed by science and made of only the purest ingredients.

The Challenge

Improve customer retention and engage with their loyal customers

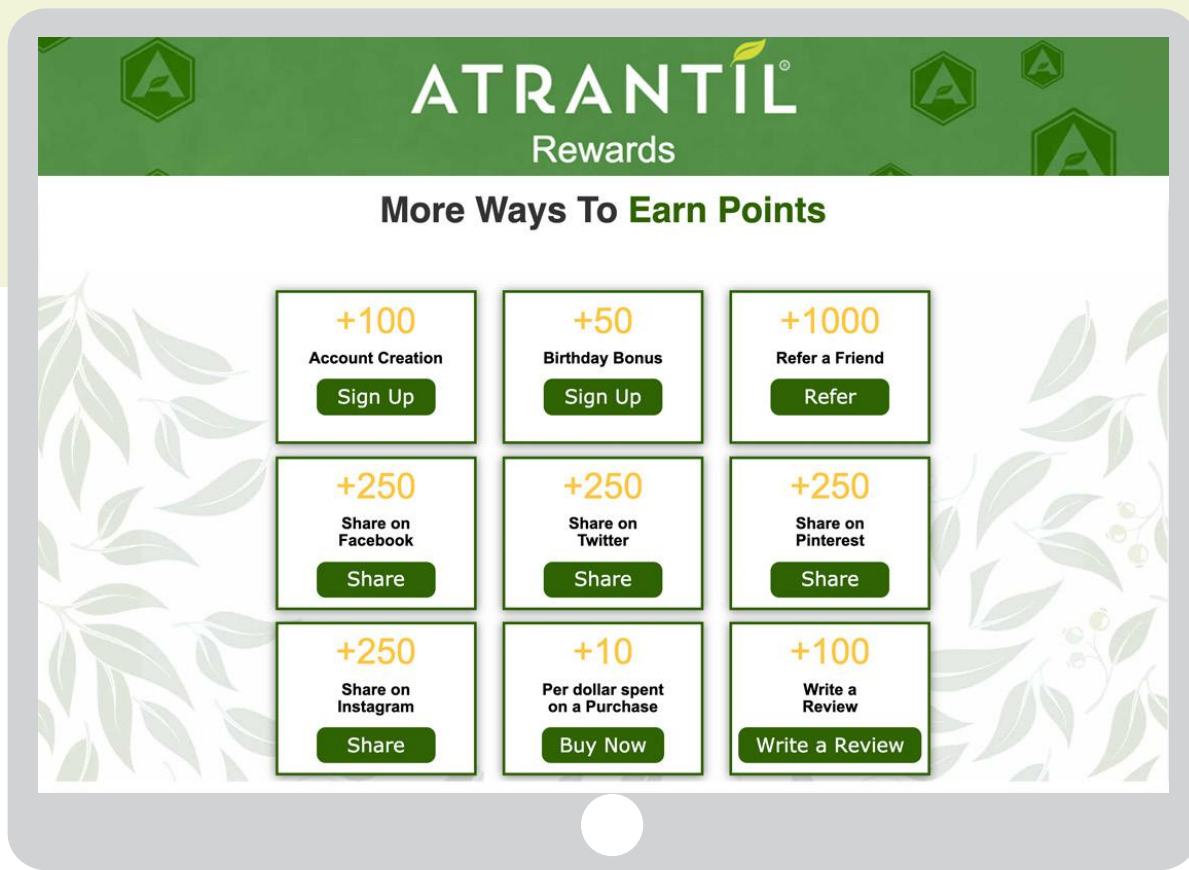
The Solution

Atrantil built the Atrantil Rewards Program using Zinrelo's modern-day loyalty rewards platform.

The Rewards Program offered customers, multiple point earning opportunities with simple actions to create 360-degree engagement for purchases made, account creation, birthday bonus, writing reviews, refer a friend, sharing on Facebook, Twitter, Pinterest & Instagram. Customers could earn points for every dollar spent.

With a tiered rewards program (Bronze, Silver and Gold) in place, after reaching the specified points, customers were upgraded to the next tier to receive exclusive benefits from that tier.

A unique blend of special perks/gifts, access to flash sales, level up offers, and coupon offers were included at the different tiers of the program.



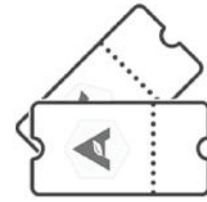
The Result



Shop or Complete Tasks



Points for Every Dollar Spent



Coupons to Save More & Awesome Gifts!



**Increase in
Customer Retention Rate**

- The benefits extended at different tiers motivated desired behaviors from customers
- Customer retention rate increased after launching the rewards program

[Request a Demo](#)



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