Nature’s Fusions
Boost Repeat Purchase Rate By 66%

The impact of rewards program on repeat purchase rate as measured by A/B testing was much higher than we expected. We are very happy with a 66% increase in repeat purchase rate.

Fabricio Sant’Anna
Marketing Manager at Nature’s Fusions

Nature’s Fusions uses A/B testing to measure the impact of their rewards program.

Nature’s Fusions is a Christian, family-owned business dedicated towards offering people the tools to improve their lives and natural health. Nature’s Fusions is founded on three tenets: quality, integrity and the forever guarantee. They began as a small distribution company for family and friends, offering high-quality essential oils and honest information for free. Today, Nature’s Fusions products are carried in hundreds of stores worldwide!
The Challenge

- To increase the repeat purchase rate from existing customers.
- To improve customer engagement with email.

The Solution

Nature’s Fusions enabled a rewards program on their website using Zinrelo’s loyalty platform. The rewards program was designed to maximize repeat purchases from existing customers.

The Methodology

To measure the impact of their rewards program, Nature’s Fusions set up an A/B test. The objective of the test was to measure the incremental retention driven by the rewards program. Customers who had purchased from Nature’s Fusions in the last 6 months were randomly divided into two groups - Group 1 (test group) and Group 2 (control group).
The Results

- A 66% increase in repeat purchase rate
- An impressive 45% email open rate and a 25% email click rate. This indicated a high level of interest among customers for the rewards program