

## 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.

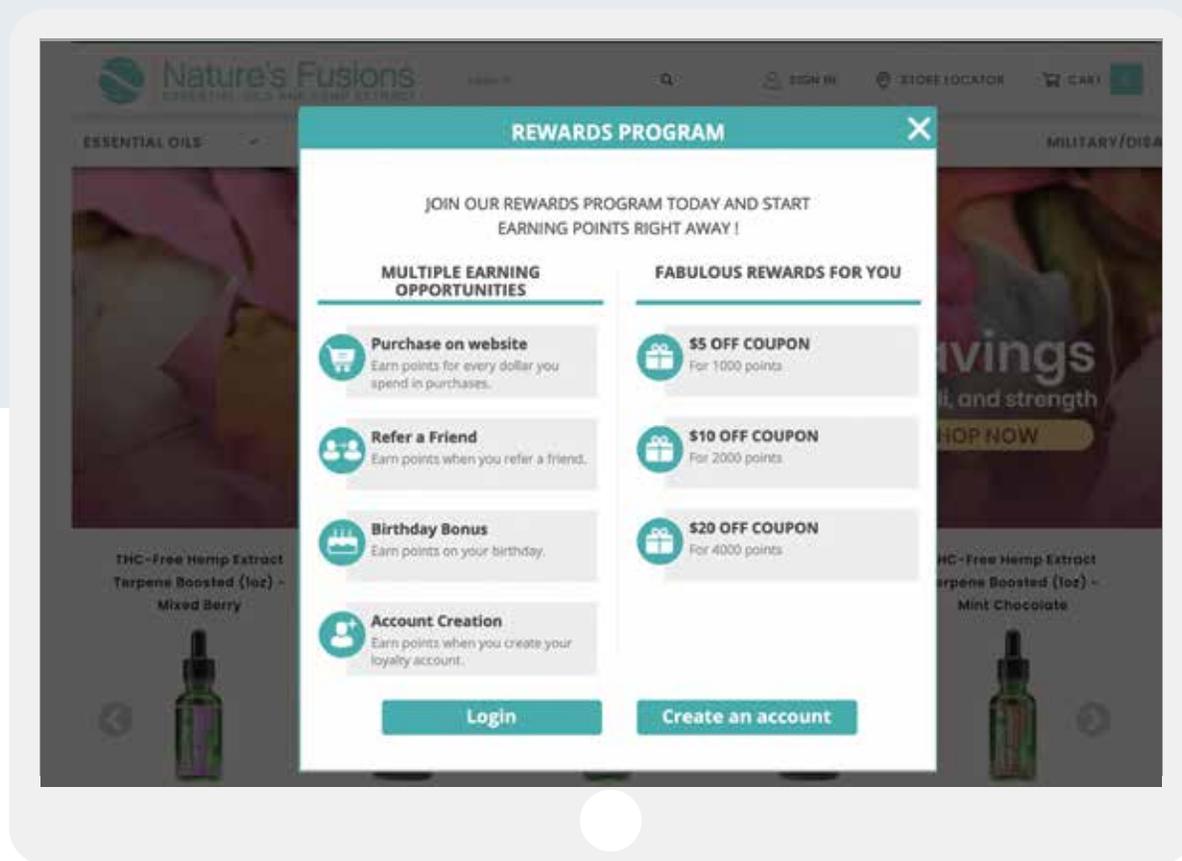
Nature's Fusions is a family-owned business dedicated towards offering people the tools to improve their lives and natural health. Nature's Fusions is founded on three tenets: quality, integrity and the forever guarantee. They began as a small distribution company for family and friends, offering high-quality 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



**Increase in Repeat  
Purchases Rate**



**Email  
Open Rate**



**Email  
Click Rate**

- 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

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