



SUCCESS STORY

# Oracle Lighting Achieves **10X** Higher Customer Retention



*Zinrelo's data-driven approach helped us build a customized rewards program that increased retention by 10X. A/B testing proved how effective Zinrelo is.*

**Sandy Crespo-Mossi**  
Operations Manager at Oracle Lighting

**Zinrelo empowers Oracle Lighting with a great platform to measure the impact of a rewards program.**

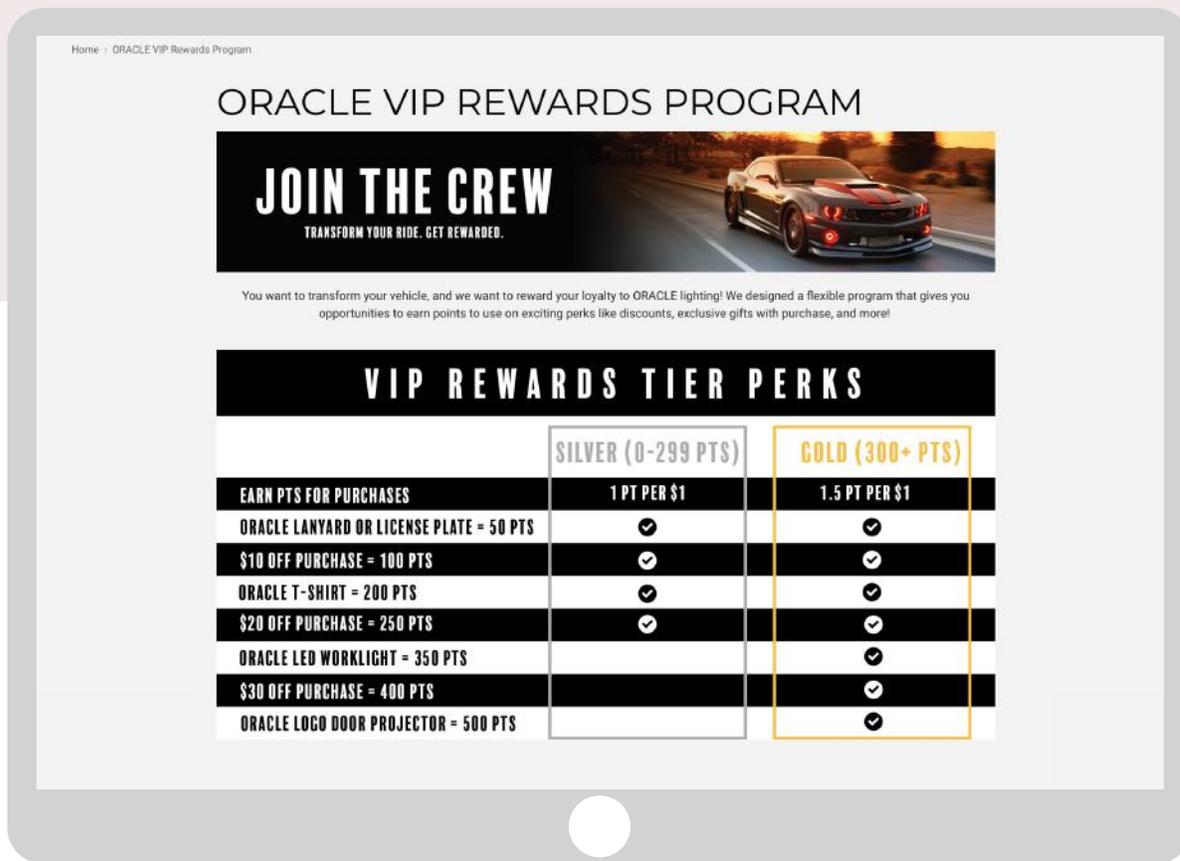
Oracle Lighting a specialist in automotive lighting. They have received accolades from numerous organizations for their business practices including being listed on the Inc500 list of the Fastest Growing Businesses in the USA for the past 8 years consecutively, winning the 2012 Bronze Stevie Award for consumer products company of the year, and most recently being named The Small Business Administration's exporter of the year, Small Business Champion by the U.S. Senate small business and entrepreneurship committee.

# The Challenge

Improve customer retention

# The Solution

Oracle Lighting implemented their VIP Rewards Program using Zinrelo's loyalty rewards platform. Before they launched multiple promotion strategies. To understand the impact of a rewards program, Oracle Lighting chose a small set of customers for the test and divided them into two groups, Group 1 (test group) and Group 2 (control group). Group 2 members were not eligible for any reward redemptions. A/B Testing was carried out, to measure the impact of having a rewards program on the groups.



Loyalty tiers were added to the VIP Rewards program. Additional points earning opportunities and exciting perks like discounts, exclusive gifts were added.

# The Results



**Increase in  
Customer Retention**



**Increase in Repeat  
Purchases Rate**

- The rewards program offered customers a reason to come back again and again.
- A/B testing proved that a rewards program, was the best way to maximize customer retention.
- Implemented additional strategies and loyalty campaigns to increase the

[Request a Demo](#)