



SUCCESS STORY

The Catholic Company Achieves **13.2%** Incremental Revenues



The Catholic Company®



We witnessed an impressive 13.2% lift in incremental revenue with our rewards program. This is phenomenal!

Joy Barberio

Vice President of Marketing at The Catholic Company

The Catholic Company Uses Zinrelo's Loyalty Rewards Platform To Convert One-timers Into Repeat Buyers.

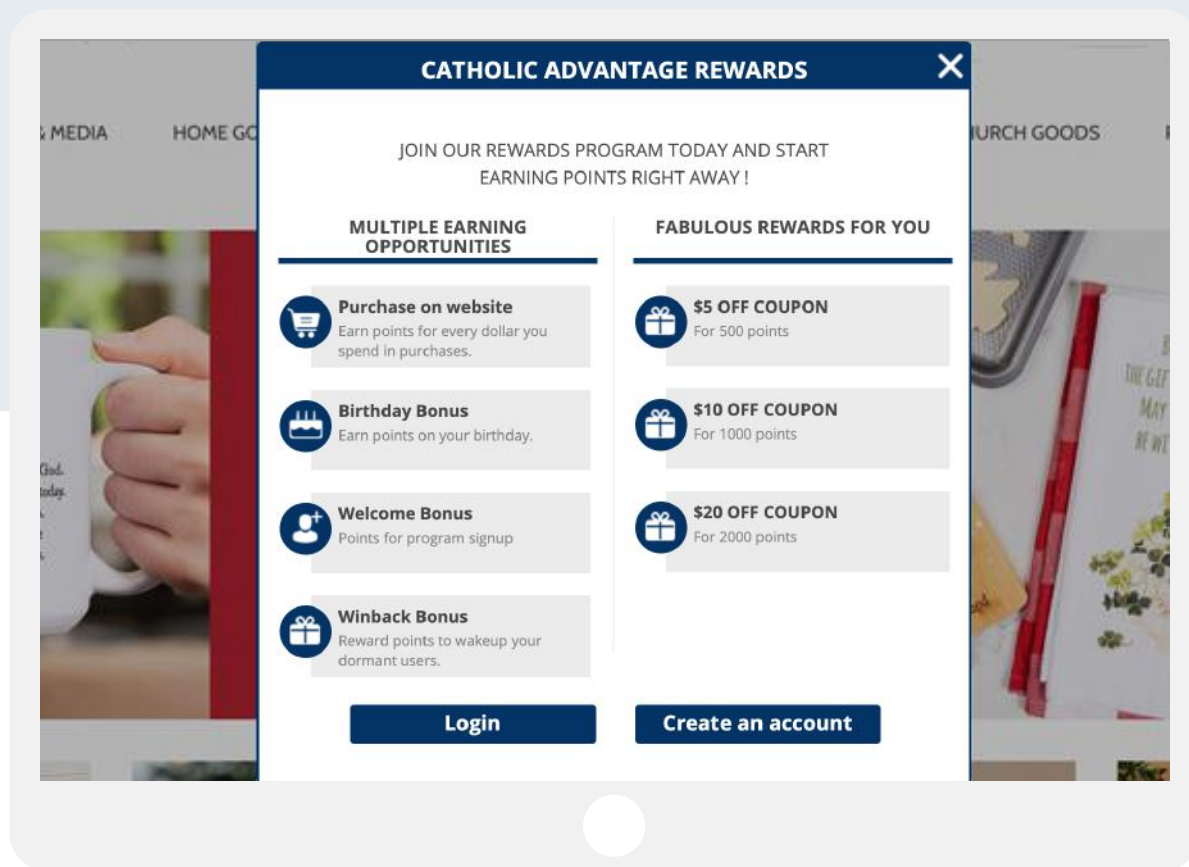
Founded in 1997, The Catholic Company is the world's largest online and catalog retailer of high-quality Catholic books and gifts at affordable prices. The Catholic Company staff supports the mission of the Catholic Church and carefully develops products in-house and partners with quality vendors and publishers in the industry to hand-make/select products that best serve the needs of its customers.

The Challenge

Improve customer retention and engage with their loyal customers

The Solution

While evaluating the loyalty rewards platform they were looking for a solution that could easily integrate with their Bigcommerce cart. Zinrelo offered them a program that was simple to install, easy to customize as per their brand requirements and very clearly visible to customers on their website.



The Methodology

The Catholic Advantage Rewards Program was designed to offer customers, multiple point earning opportunities with simple actions to create 360-degree engagement for purchases made on website, birthday bonus, welcome bonus and winback bonus to re-engage past valued customers. They also offer customers enticing coupons to save more and get awesome gifts!

The Results



**Incremental
Revenue**



**Repeat
Purchases Rate**



**Email
Open Rate**



**Email
Click Rate**

- 13.2% incremental revenue
- 90% of the customers who claimed their rewards made repeat purchases
- Higher customer engagement: Email 46% open rate & 14% click rate

[Request a Demo](#)



zinrelo.com



info@zinrelo.com



+1 650 701 7759

177 Park Ave, Suite #200, San Jose, CA 95113