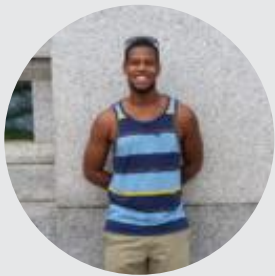


Om Vapors Achieves **3.51X** Increase in Repeat Purchase Revenue



“We witnessed an impressive 24.2% lift in Average Order Value with our rewards program. This is amazing!”

Leslie Sandusky

Chief Executive Officer at Om Vapors

Om Vapors uses Zinrelo’s loyalty rewards platform to convert one-timers into repeat buyers.

Om Vapors was founded to provide a selection of well-tested, delicious, and most importantly, affordable e-liquids. They believe that anyone should have the accessibility to a selection of e-liquids that not only taste good but are also carefully crafted. Om Vapors not only makes vapes affordable but has a large variety of e-juices and several types of nicotine ranging from; nicotine salt e-liquid and e-juices designed for sub-ohm devices to whole tobacco alkaloid e-liquids.

The Challenges

- Increase their repeat purchase revenue
- Engage with their loyal customers

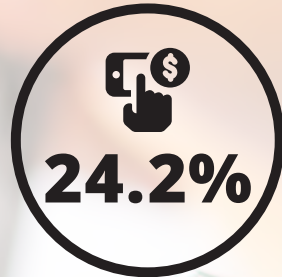
The Solution

Om Vapors was looking for a solution that could easily integrate with the 3dcart platform. 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 Om Nation Loyalty Program offers customers, multiple point earning opportunities with simple actions to create 360-degree engagement for Vape juice or hardware purchases made on website, refer a friend, account creation, sharing/ follow on social media channels. They also offer customers enticing coupons to save more!

The screenshot displays the Om Vapors website interface. At the top, there is a navigation bar with 'FREE SHIPPING' and 'CLICK HERE FOR DETAILS' on the left, the 'OM VAPORS' logo in the center, and 'Account', 'Shopping Cart 0 items / \$0', and a search bar on the right. Below the navigation bar, there are menu items for 'SAMPLES' and 'E-JUICES'. The main content area features a row of e-liquid bottles. Overlaid on this is a yellow 'OM NATION LOYALTY PROGRAM' pop-up window. The pop-up has a close button (X) in the top right corner. The main heading inside the pop-up reads 'Join our rewards program today and start earning points right away!'. It is divided into two columns: 'Multiple Earning Opportunities' and 'Fabulous Rewards For You'. Under 'Multiple Earning Opportunities', there are four items: 'Buy Vape Juice or Hardware!' (5% points on Om Vapors E-liquids and 1% back on everything else), 'Refer A Friend and You Both Get \$5!' (\$5 in store credit when a friend spends \$25 or more), 'Join The Om Gang!' (earn points when creating an account), and 'Share Om vapors on Twitter' (check out Om Vapors for a large reward). Each item has a corresponding icon and a 'Login' button. Under 'Fabulous Rewards For You', there are three coupon offers: '\$5 OFF For 500 points', '\$10 OFF COUPON For 1000 points', and '\$20 OFF COUPON For 2000 points'. Each offer has a corresponding icon and a 'Create an account' button. At the bottom of the pop-up, it says 'Powered by Zinrelo' and 'Terms'. The background of the website shows a banner with the text 'RE YOU BUY!' and 'ML'.

The Results



Lift in
Average Order Value



Increase in Repeat
Purchase Revenue

- 24.2% lift in average order value
- 3.51X increase in repeat purchase revenue
- Loyalty program emails saw an impressive a 28% open rate and a 19% click rate

[Request a Demo](#)



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