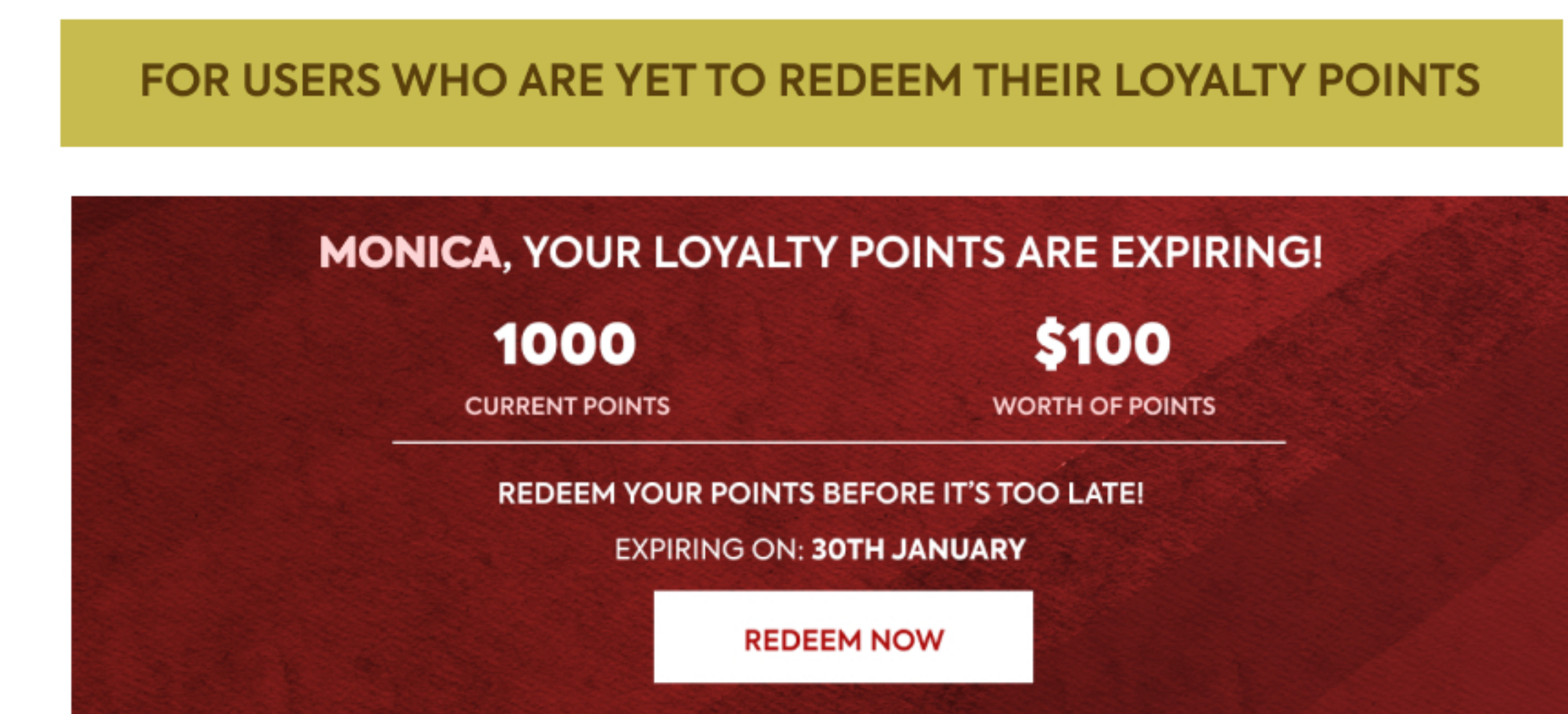
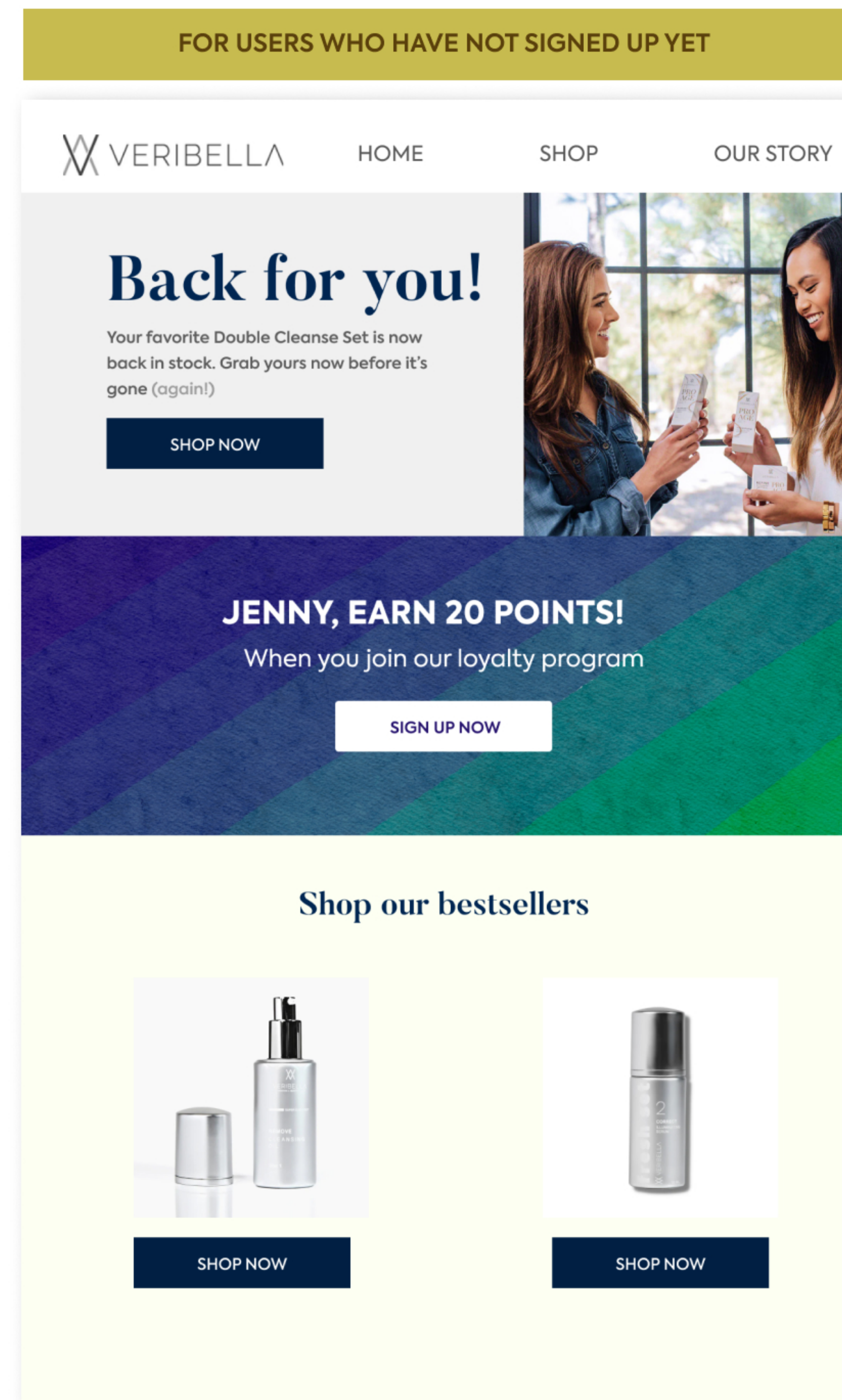


BOOSTING LOYALTY WITH PERSONALIZATION

Veribella, an innovative skincare and cosmetics business, has found a creative way to engage their customers to sign up for the loyalty program, encourage them to earn more reward points, and nudge them to shop by redeeming those reward points. Every single reward member receives personalized emails tailored just for them!

The Veribella team needed a way to effortlessly gain access to each customer's loyalty information and use graphical representations of their loyalty status to power up their emails. The first challenge was displaying the members' real-time points balance, the present tier in membership, and the number of points required for scaling up. Secondly, they had to find an approach that would promote these details using personalized images that go hand in hand with the brand identity, aiming at stimulating customers into earning more points and redeeming them.

Without a practical solution, the e-mail marketing team would have to manually and painstakingly create 1:1 visuals. RetainIQ enabled automation for seamless data collection and representation by leveraging valuable loyalty insights to boost sign-ups and engagement.



"RetainIQ facilitated tailored email experiences for our customers based on their loyalty tier, providing dynamic content that immediately refreshes every time the customer opens it. This feature is incredibly beneficial because we no longer have to worry about manually updating the emails - all of that is handled automatically! We are confident in using this tool going forward as we will undoubtedly see an uptick in our loyal engagement."

-Trina Fiala
Chief Executive Officer

Get in touch for a demo today:

[BOOK A DEMO](#)



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