



HOW GAMIFIED LOYALTY FUELED CUSTOMER RETENTION FOR A LEADING D2C BRAND

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



A leading D2C brand lacked infrastructure to retain customers and build engagement loops beyond the first sale.

No loyalty points or repeat reward workflows

No centralized view of customer lifetime value

Referrals and word-of-mouth not trackable

No gamification or milestone nudging



Developed a **plug-and-play loyalty platform** for D2C apps and websites.

- ✓ **Points-Based Reward System:** Earn/redeem points based on purchase, referral, or review
- ✓ **Gamified Loyalty with Badges & Levels:** Customizable levels and badge-based gamification
- ✓ **Behavior-Based Personalization:** Personalized offers based on behavior
- ✓ **Admin Dashboard for Campaign ROI:** Admin console for campaign tracking and ROI
- ✓ **API Integration for E-commerce Platforms:** APIs for Shopify, WooCommerce, and custom stacks



6-Step Applied Process

01

Reward Mapping:

Defined which actions earn what kind of points.

02

Gamification Design:

Built badges, levels, and reward logic visually.

03

Platform Integration:

Plugged engine into D2C store tech stack.

04

Communication Setup:

Enabled automatic reward emails and SMS alerts.

05

ROI Dashboards:

Tracked program usage, repeats, and churn data.

06

Continuous Tuning:

Refined rewards via experiments and user feedback.

25-32%

increase in repeat purchase frequency

42%

reduction in average gap between purchases

40%

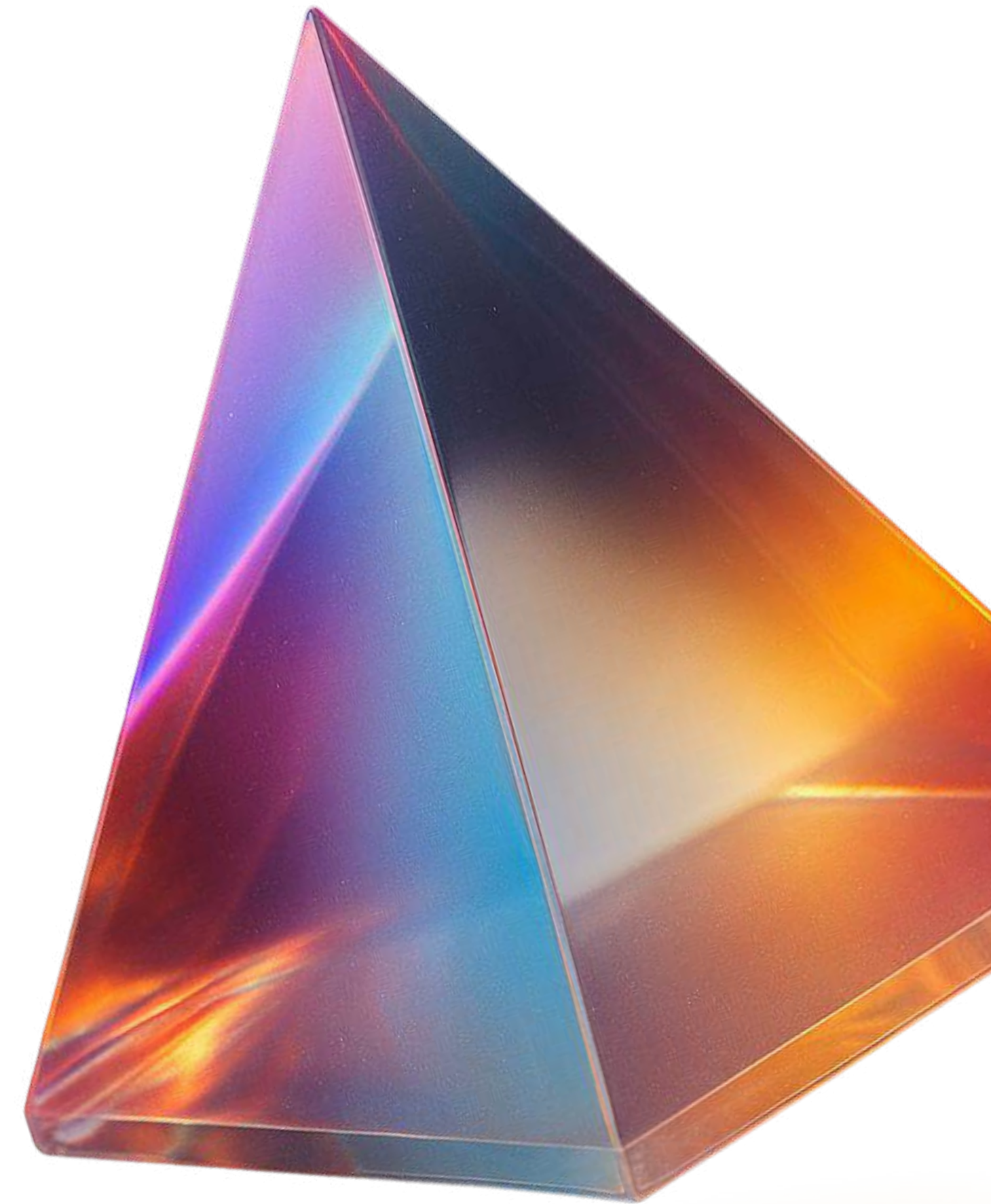
rise in referral traffic in pilot brands

Loyalty dashboards helped identify 2 at-risk user groups

4x

growth in review submissions within 3 months

Churn rate dropped across 4 D2C cohorts





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